
PUBLIC REPORT BY PROMTPRESS

Channel audit

BUTB - Belarusian Universal Commodity Exchange



@butb_by

Белорусская универсальная товарная биржа #БУТБ - крупнейшая спотовая биржа в Восточной Европе. Проводим торги с 2005 г. > 39K companies from 84 countries. butb.by
Consultations: @BUTB_bybot Discussions:...

SUBSCRIBERS

1 725

+13 per month

ERR (% SEE POSTS)

29.0%

last 24h 17.2%

REACH/POST

483

ad reach 297/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 1 725 —	 SUBS REACH 27.99% avg % subs see post	 VIEWS/POST 483 median 497 · 29 days	 POSTS/WK 12.6 for period
 7D TREND -14.3% vs previous week	 REACTIONS/POST 6.6 352 reactions, 110 reposts, 0 comments	 POST LENGTH 871 chars median 987 · 29 days	 POSTS ANALYZED 53 29 days
 AD REACH 297 24h avg	 CHURN / MONTH +13 last month	 QUOTABILITY 13 citation index · 52 channels mentioned ever	 CHANNEL AGE 6 years 1 month created 04.05.2020

AI EDITOR SUMMARY

Channel «BUTB - Belarusian Universal Commodity Exchange» — 1 725 subs. Each post avg views 483 people (28% of subs), good reach. Publishes 13 posts/week (~2/day) — regular. Week 25–31 May reach dropped -14.3% by week 18–24 May — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **53** posts in 29 days.
- 02 Dominant format – **Photo** (45/53 posts).
- 03 Avg post length – **871** chars (median 987).
- 04 Peak audience activity – **Tue**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (856 avg for top vs 388 for worst) – among 53 posts over 29 days. Analyze commonalities in topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 08:32 PHOTO ✂On June 2 and 4, 2026, QUARTERLY EXCHANGE TRADING of harvested timber for Q3 2026 will take place.✂ June 2 at 10:00 📷...	VIEWS 969 REPOSTS 8	REACTIONS 5 ER 56.2%
Nº2 19.05 · 07:52 PHOTO ✂We invite buyers on 05/28/2026 at 11:00 to trade HIGH-QUALITY FLAWLESS MINK SKINS Session #16977 'Tanned semi-finished...	VIEWS 890 REPOSTS 3	REACTIONS 5 ER 51.6%
Nº3 13.05 · 06:34 PHOTO 📷 Exchange price indices for OTC deals in APRIL 2026 Composite indices: change vs March 2026 and baseline period (January...	VIEWS 711 REPOSTS 2	REACTIONS 5 ER 41.2%

Nº4 14.05 • 14:33 PHOTO Exchange trading results 🇧🇪 Belarus and 🇨🇳China presented at forum in Mogilev At the 16th International Economic Forum «Melnitsa...	VIEWS 660 REACTIONS 11 REPOSTS 3 ER 38.3%
Nº5 15.05 • 09:23 VIDEO ✂ Info from Oktyabrsky ROChS of Minsk ✂ ✱ Belarus launches republican preventive campaign of the Ministry of Emergency Situations 'Safe...	VIEWS 623 REACTIONS — REPOSTS 1 ER 36.1%

WORST 3

↓ 08.06 • 11:11 PHOTO ✂Belarus and Kyrgyzstan step up cooperation on exchange trading development at business level✂ 🇷🇺🇷🇺🇷🇺This issue was discussed...	VIEWS 406 REACTIONS 8 REPOSTS 2 ER 23.5%
↓ 26.05 • 06:25 PHOTO ✂We invite buyers on 05/28/2026 at 11:00 to trade HIGH-QUALITY FLAWLESS MINK SKINS Session #16977 'Tanned semi-finished...	VIEWS 395 REACTIONS 3 REPOSTS — ER 22.9%
↓ 01.06 • 20:29 PHOTO 🇧🇪 President signed the Law 'On Amendments to the Law of the Republic of Belarus 'On Commodity Exchanges', improving and updating the norms...	VIEWS 364 REACTIONS 13 REPOSTS 2 ER 21.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and churn months.



PERIOD START

1 529

NOW

1 725

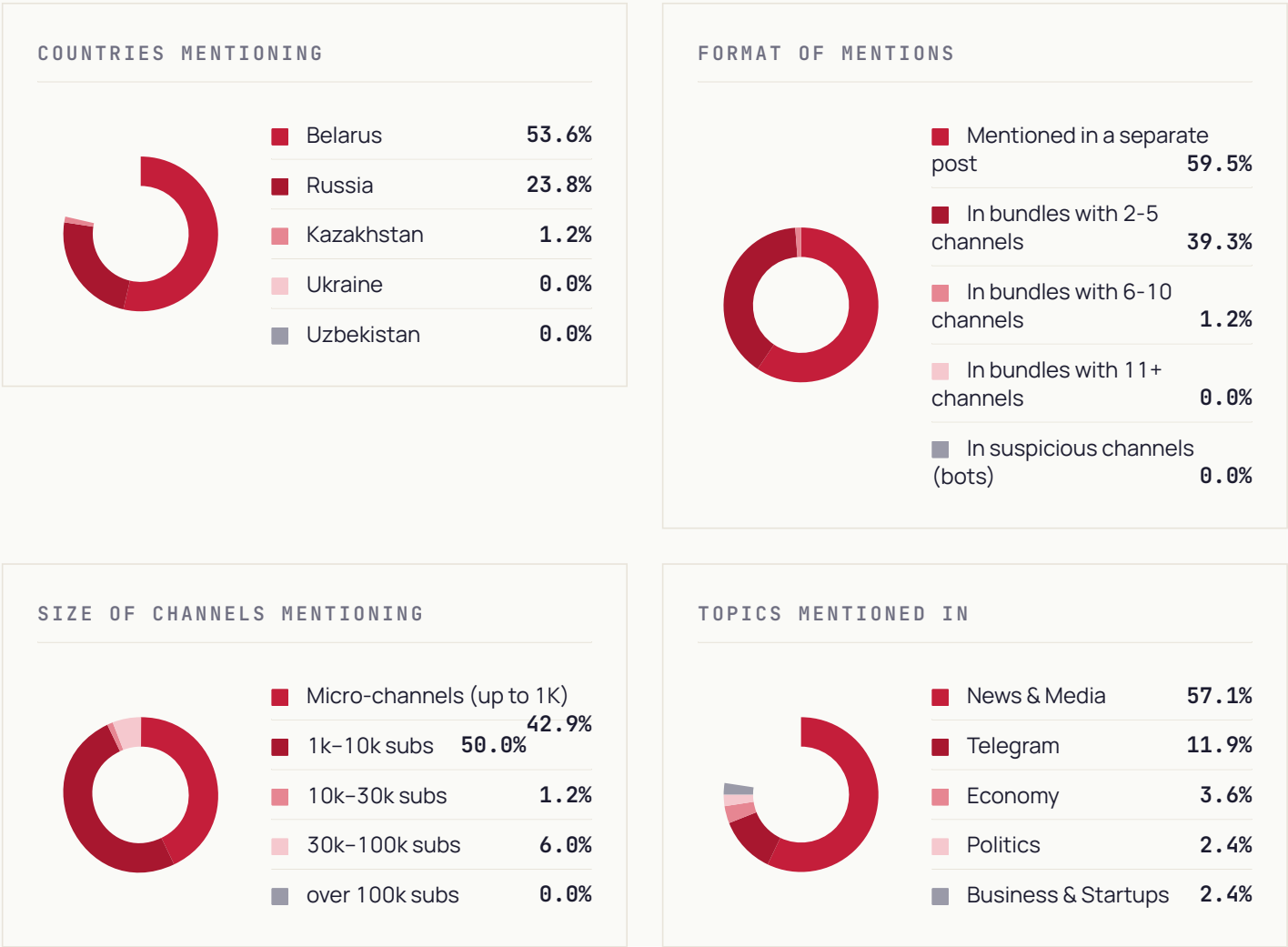
NET GROWTH

+196

SECTION 04 · CITATIONS

Who mentions the channel and how

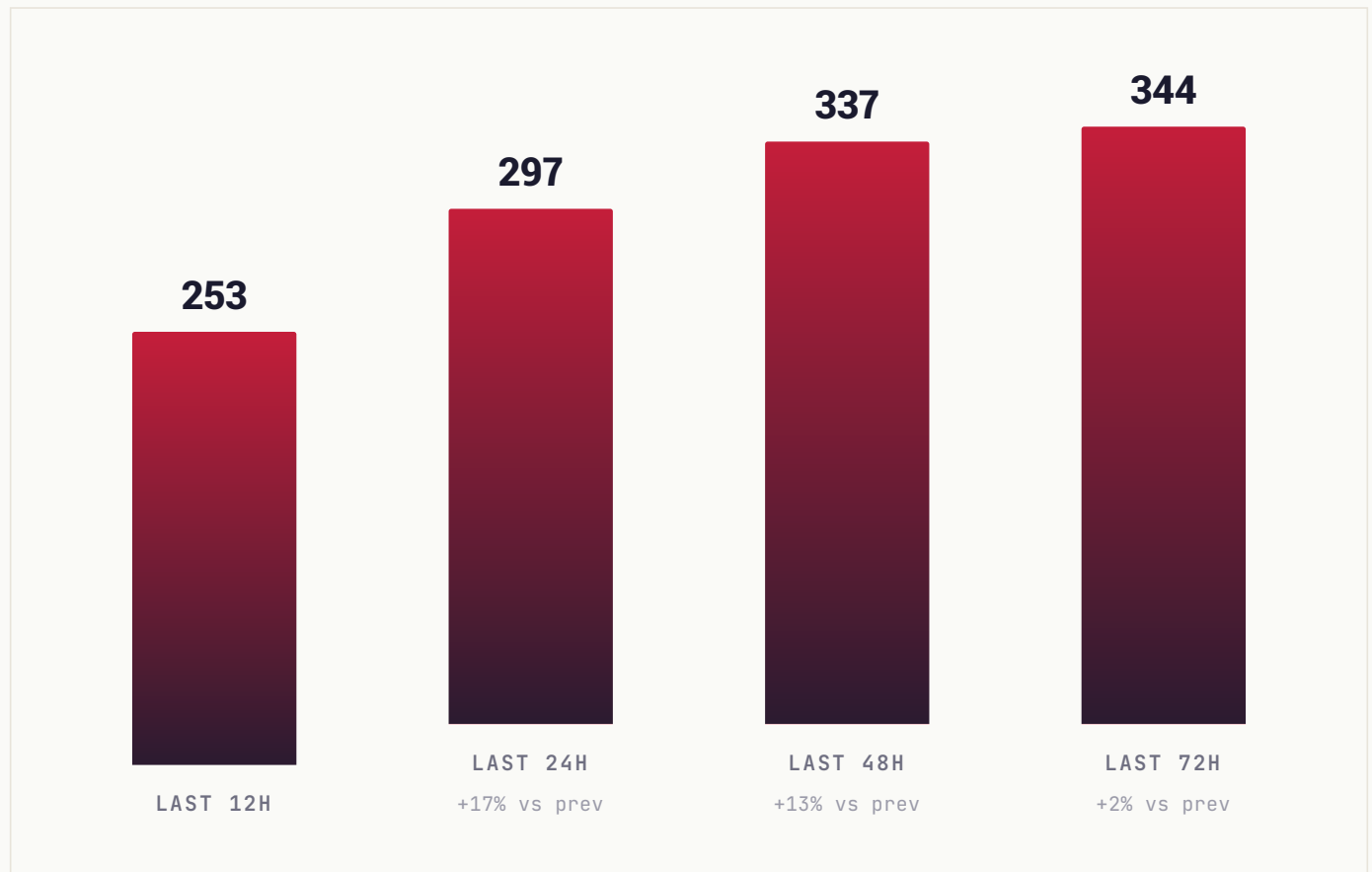
Citation index **13** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **52** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
Sat Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
Thu Operational Management Department of the MNS Inspectorate for Minsk	14.6K
BE Belagroprombank	11.1K
B- BUTB - Belarusian Universal Commodity Exchange YOU	1.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#35 of 67). Niche median — 1.7K subs. First growth KPI — reach the median. Leader: Alfa-Bank (Belarus) (79.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **12**, they brought **177** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	31	
Nov 2025	0	0	30	
Oct 2025	2	2	26	
Sep 2025	3	3	40	
August 2025	3	2	31	
July 2025	2	2	19	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
12	6	177

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

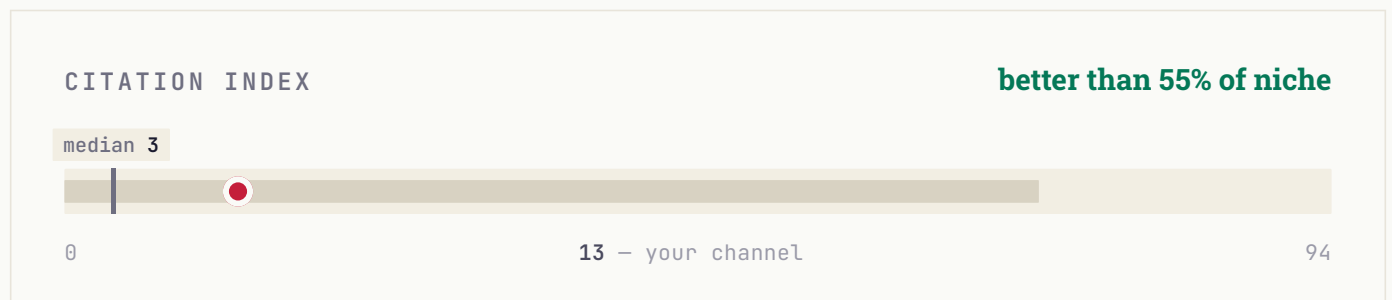
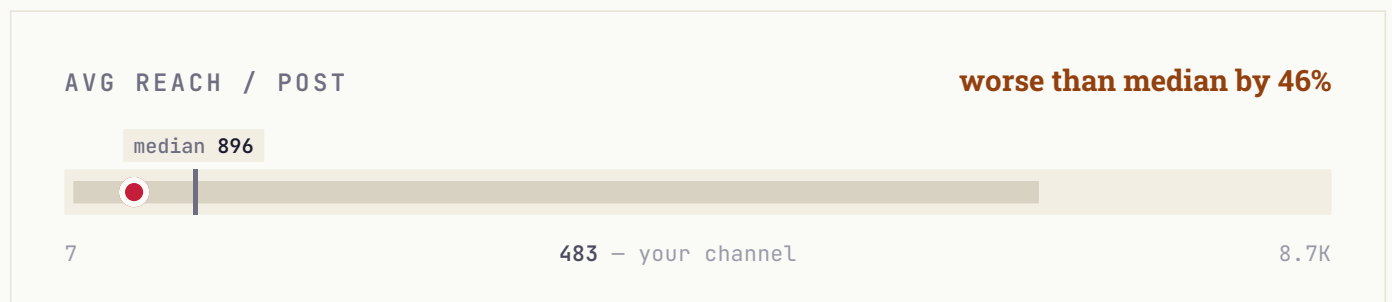
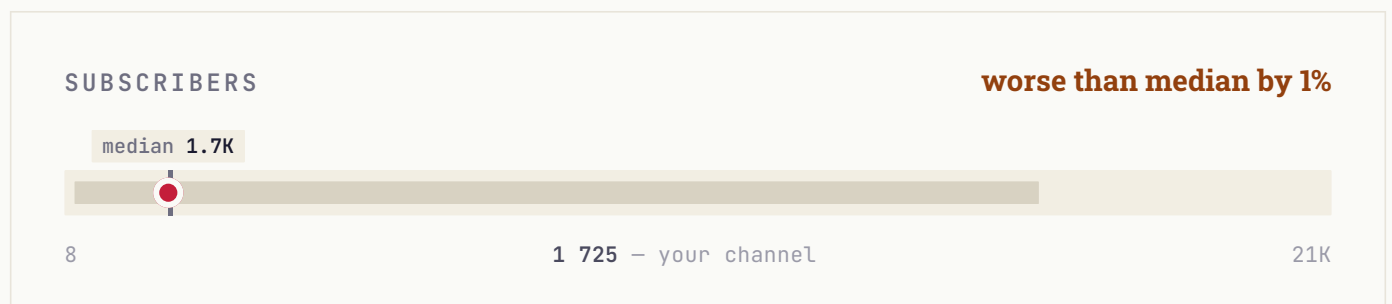
Top-67 channels in category «**Economy**» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#35

/67

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Tuesday
 Audience is most active on this day at 10:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
 Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
 Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. To go further — run ads with us and close your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager