

PROMTPRESS PUBLIC REPORT

# Channel audit

## PDD.by



@bypdd

Right about rules! Belarusian company "New Turn" runs an educational traffic rules group using original materials to improve road user literacy...

SUBS

15 900

+343 per month

ERR (% SEE POSTS)

17.0%

per day 10.5%

REACH/POST

2.6K

ad reach 1.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

|                                                                                                                                                |                                                                                                                                                                                         |                                                                                                                                                                                |                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBS</div> <div>15 900</div> <div>—</div>               | <div> SUBSCRIBER REACH</div> <div>16.35%</div> <div>avg % subs see post</div>                          | <div> VIEWS/POST</div> <div>2.6K</div> <div>median 2.7K · 29 days</div>                       | <div> POSTS/WK</div> <div>46.0</div> <div>over period</div>                   |
| <div> 7D TREND</div> <div>-7.9%</div> <div>vs prev week</div> | <div> REACTIONS/POST</div> <div>10.2</div> <div>total 1,976 reactions, 278 reposts, 153 comments</div> | <div> POST LENGTH</div> <div>149 chars</div> <div>median 96 · 29 days</div>                   | <div> POSTS ANALYZED</div> <div>193</div> <div>29 days</div>                  |
| <div> AD REACH</div> <div>1.7K</div> <div>24h avg</div>     | <div> CHURN / MONTH</div> <div>+343</div> <div>over last month</div>                                 | <div> CITATION RATE</div> <div>0</div> <div>citation index · 1 channel mentioned ever</div> | <div> CHANNEL AGE</div> <div>5 yrs 3 mo</div> <div>created 09.03.2021</div> |

AI EDITOR SUMMARY

Channel «PDD.by» — 15 900 subs. Each post averages 2.6K people (16% from subs), average reach — room to grow. Publishes 46 posts per week (~7/day) — active posting. Week of June 8–14, reach dropped -7.9% vs week 1–7 June — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **193** posts over 29 days.
- 02 Dominant format – **Text** (95/193 posts).
- 03 Avg post length – **149** chars (median 96).
- 04 Audience peak – **Friday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (3.6K avg for top vs 2K for worst) – among 193 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1

05.06 · 14:28

POLL

Quite often you see drivers place that triangle almost under their seat.

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 3 673   | 21        |
| REPOSTS | ER        |
| 3       | 23.1%     |

Nº2

28.05 · 07:34

POLL

Let's recall towing rules.

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 3 526   | 12        |
| REPOSTS | ER        |
| 3       | 22.2%     |

Nº3

29.05 · 15:26

POLL

Riding a bike is great! But sometimes the bike (or the rider) can't ride (or doesn't want to). Then you walk the bike...

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 3 470   | 17        |
| REPOSTS | ER        |
| 2       | 21.8%     |

|                                                                                                                                                                                                      |                                                                   |                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº4</div><div>29.05 · 15:16</div><div>POLL</div></div> <div>Let's cross an intersection with broken traffic lights.</div>                                                                  | <div>VIEWS</div> <div>3 466</div> <div>REPOSTS</div> <div>5</div> | <div>REACTIONS</div> <div>16</div> <div>ER</div> <div>21.8%</div> |
| <div><div>Nº5</div><div>05.06 · 07:44</div><div>POLL</div></div> <div>Although the depicted road situation is more relevant for small towns, in big cities such areas without sidewalks and...</div> | <div>VIEWS</div> <div>3 342</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>23</div> <div>ER</div> <div>21.0%</div> |

|

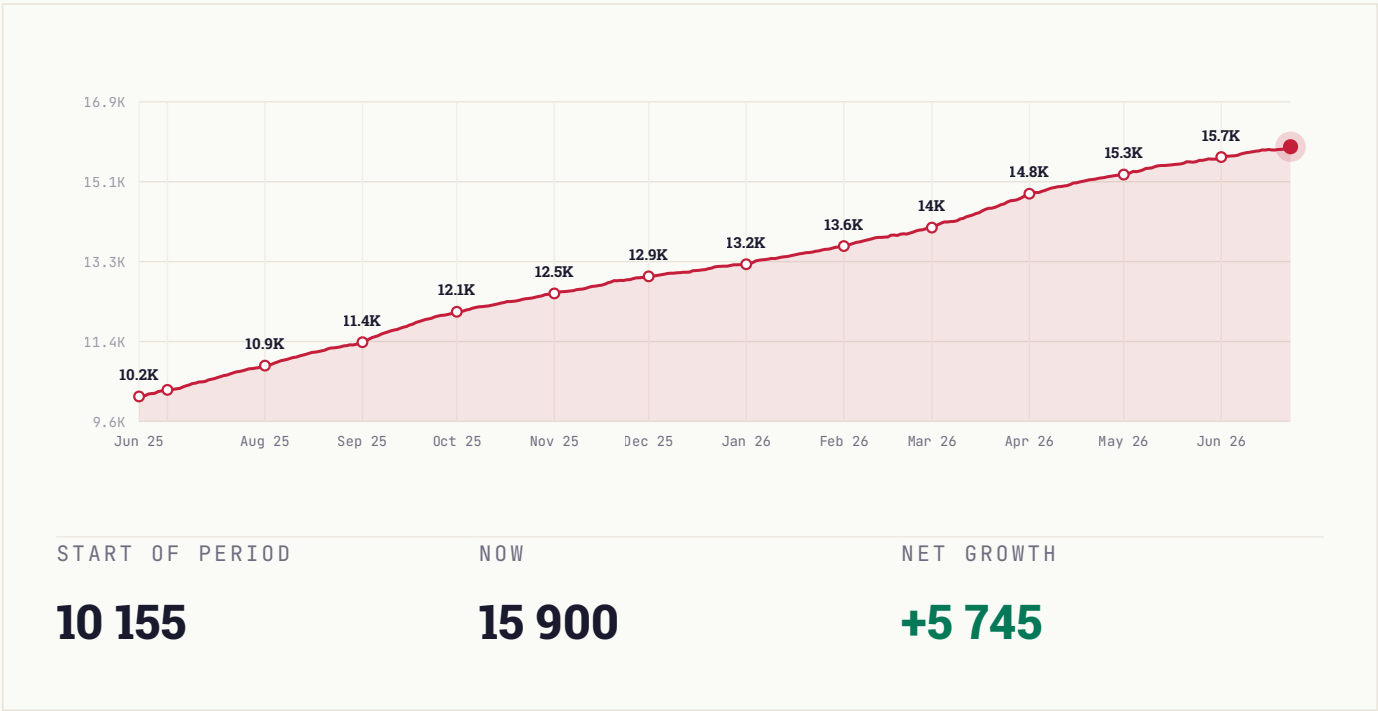
WORST 3

|                                                                                                         |                                                                   |                                                                  |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>18.06 · 06:46</div><div>TEXT</div></div> <div>(post without caption – text)</div> | <div>VIEWS</div> <div>2 017</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>5</div> <div>ER</div> <div>12.7%</div> |
| <div><div>↓</div><div>17.06 · 11:55</div><div>TEXT</div></div> <div>(post without caption – text)</div> | <div>VIEWS</div> <div>2 006</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>3</div> <div>ER</div> <div>12.6%</div> |
| <div><div>↓</div><div>17.06 · 16:45</div><div>TEXT</div></div> <div>(post without caption – text)</div> | <div>VIEWS</div> <div>2 006</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>4</div> <div>ER</div> <div>12.6%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

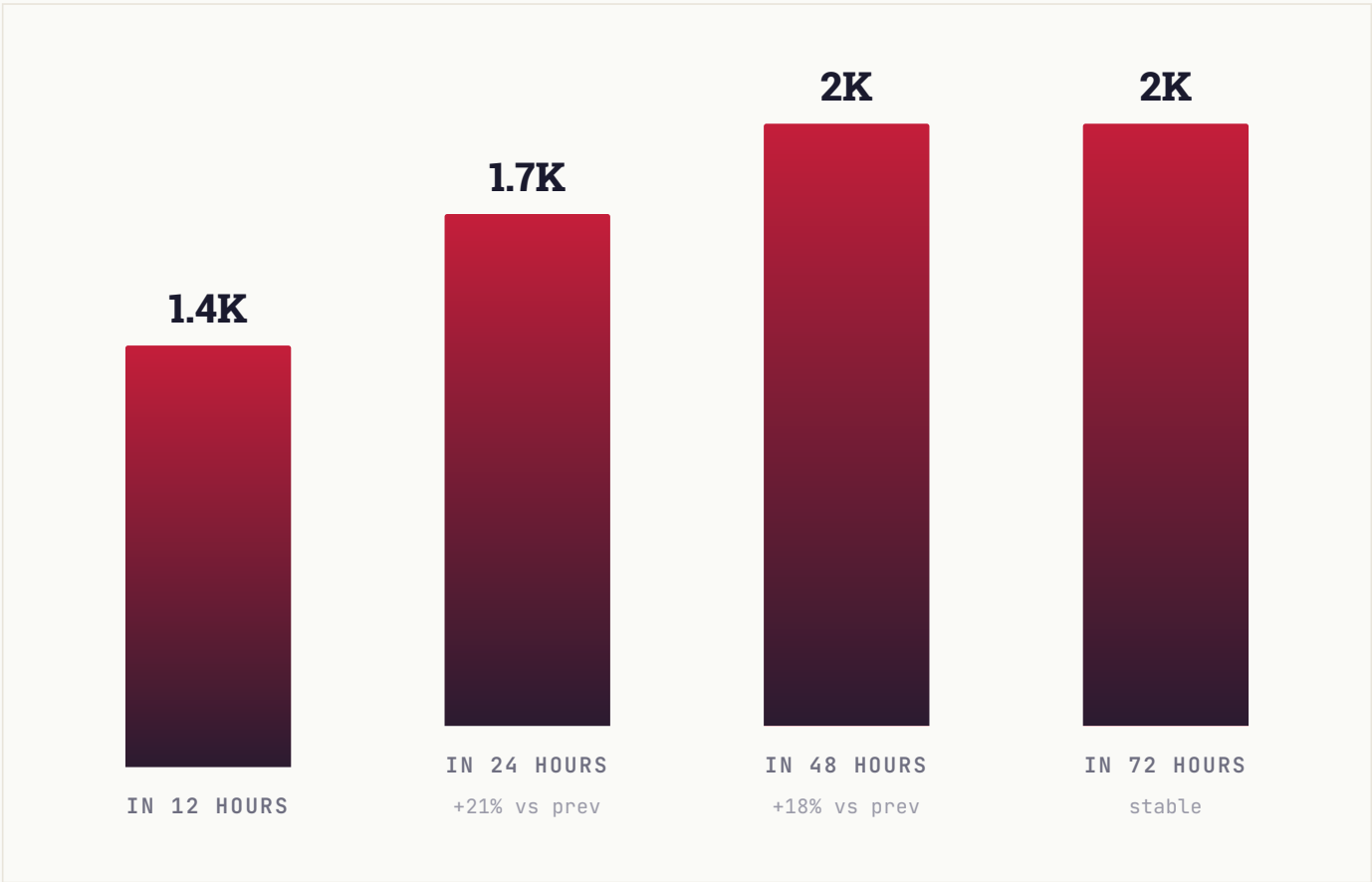
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

| CHANNEL                                     | SUBS  |
|---------------------------------------------|-------|
| B- BELAVIA - Belarusian Airlines            | 56.2K |
| Ch  Emergency   Vitebsk                     | 51.3K |
| UG UGAI GUVO Minsk City Executive Committee | 35.8K |
| AN av.by news 🇧🇪                            | 20.7K |
| MM Minsktrans.International routes          | 20K   |
| AB AvtoGrodno                               | 19.3K |
| LD Alloy wheels Belarus                     | 18.9K |
| TR CARS RB UP TO \$500 🇷🇺🇷🇺                 | 16.4K |
| GM Golden Mile Auto 🇷🇺🇷🇺                    | 16K   |
| PD PDD.by YOU                               | 15.9K |
| MI Minsktrans                               | 14.8K |

COMPARATIVE CONCLUSION

Channel intop 10 niche (#10 of 100). Strong position. Niche leader — BELAVIA - Belarusian Airlines (56.2K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.



SECTION 06 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **2 907** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| December 2025  | 0        | 0        | 289          |
| November 2025  | 0        | 0        | 395          |
| October 2025   | 0        | 0        | 429          |
| September 2025 | 0        | 0        | 710          |
| Aug 2025       | 0        | 0        | 525          |
| July 2025      | 0        | 0        | 559          |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 0              | 6              | 2 907          |

— SECTION 07 • NICHE COMPARISON

# Where channel ranks in its league

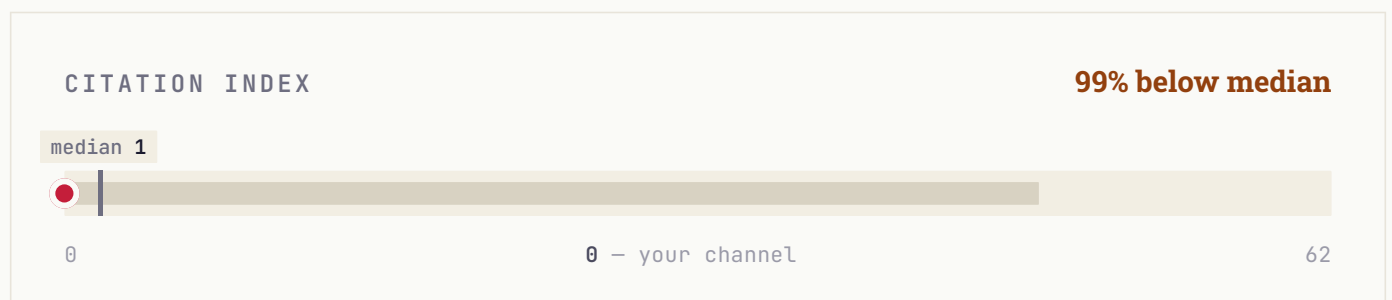
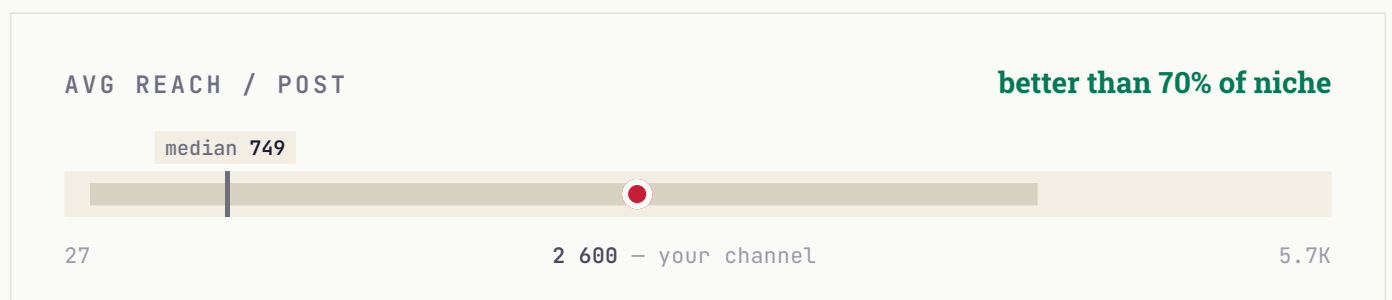
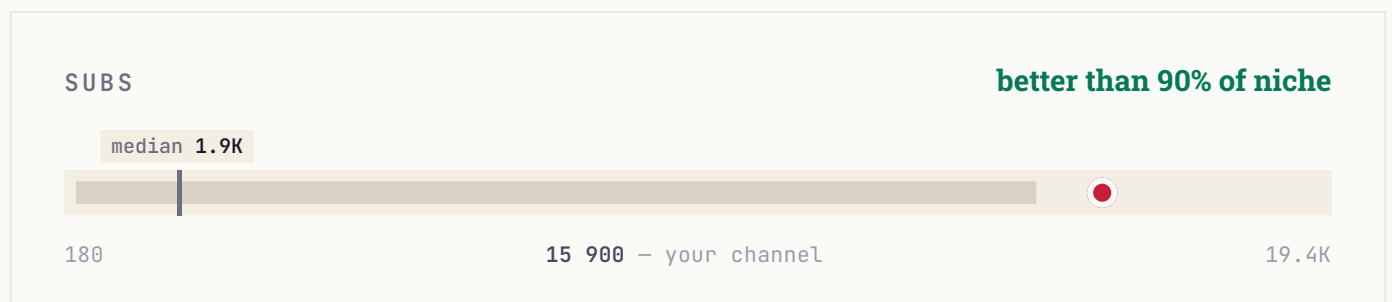
Took top-**100** channels in category «**Transport**» (Belarus) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#10

/100

RANK IN NICHE

Channel in top 10% transport Belarus



## — SECTION 08 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

**01****Main post of the week — on Friday**

Audience most active at 18:00 MSK on this day.

EFFECT

**Best window  
for an  
important post****02****Increase share of video posts**

Video retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains  
audience  
better****03****Systematic traffic buying**

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

EFFECT

**+1000-3000  
subs****04****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.  
One weekly poll on a hot topic is an easy win.

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 us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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