

PUBLIC REPORT BY PROMTPRESS

Channel audit

Cashback

Belarus



@cashabl_r

Review of bank cards with cashback. Pros and cons. Improving financial literacy.

SUBSCRIBERS

3 409

+228 per month

ERR (% SEE POSTS)

94.0%

per day **38.5%**

REACH/POST

3.2K

ad reach **1.3K**/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.

 SUBSCRIBERS 3 409 —	 SUBS REACH 93.61% avg % subs see post	 VIEWS/POST 3.2K median 3.5K · 27 days	 POSTS/WEEK 2.3 for period
 7D TREND — no data for period	 REACTIONS/POST 62.1 total 559 reactions, 146 reposts, 189 comments	 POST LENGTH 1,000 chars median 1000 · 27 days	 POSTS ANALYZED 9 27 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +228 last month	 CITATION RATE 0 citation index · 3 channels mentioned ever	 CHANNEL AGE 6 years 5 months created 13.12.2019

AI EDITOR SUMMARY

Channel «Cashback Ⓜ BelarusⓂ» — 3 409 subs. Each post averages 3.2K people (94% from subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts in 27 days.
- 02 Dominant format — Photo (6/9 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Peak audience activity — Sunday, 15:00 MSK.
- 05 Top posts get 1× more views than the weakest (4K avg for top vs 2.7K for worst) — across 9 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 12:08 PHOTO Real loan figures Let's look at real mortgage figures. If you're thinking: «We only live once, better to the bank...	VIEWS 4 059 REP. 21	REACTIONS 120 ER 119.1%
Nº2 25.05 · 13:58 TEXT ☒The National Bank decided to reduce the standard risk calculation values for June 2026: ☒for new fixed-term irrevocable bank...	VIEWS 3 965 REP. 12	REACTIONS 97 ER 116.3%
Nº3 16.05 · 07:48 PHOTO Psychology of real estate. An independent (dependent ones, frankly, I haven't met) expert in real estate. Conducted a survey on Instagram...	VIEWS 3 913 REP. 19	REACTIONS 58 ER 114.8%

Nº4

14.05 · 10:19

PHOTO

Shine from BelVEB A new cashback card SHINE from BelVEB has appeared on the sky. Let's break down the offer. How to get...

VIEWS

3 852

REACTIONS

61

REP.

3

ER

113.0%

Nº5

25.05 · 09:16

VIDEO

The ice has broken, gentlemen! It's been less than a year since the National Bank decided to cut the refinancing rate by 0.5 percentage...

VIEWS

3 538

REACTIONS

46

REP.

17

ER

103.8%

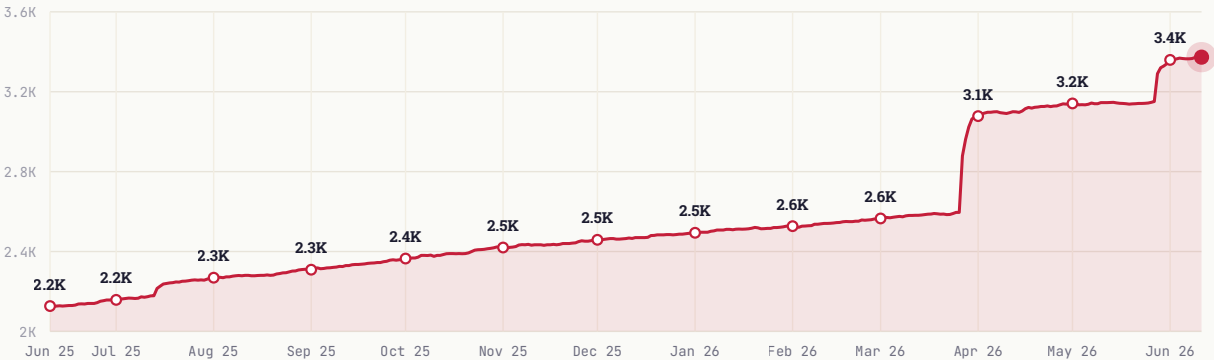
WORST 3

↓ 02.06 · 08:49 PHOTO Accumulated and other generous offers for cashback cardholders. Shchodraya from Belarusbank [card review] Just by using the card with...	VIEWS 2 721 REACTIONS 20 REP. 12 ER 79.8%
↓ 04.06 · 06:50 PHOTO De-dollarization worked? New review from the National Bank for Q1 2026 'Know Your Customer'. Brief data you can...	VIEWS 2 712 REACTIONS 100 REP. 9 ER 79.6%
↓ 02.06 · 07:01 TEXT Sbercard + gas stations = 5% on Thursdays Ladies and gentlemen, car enthusiasts. A great way to save money on...	VIEWS 2 697 REACTIONS 38 REP. 32 ER 79.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.

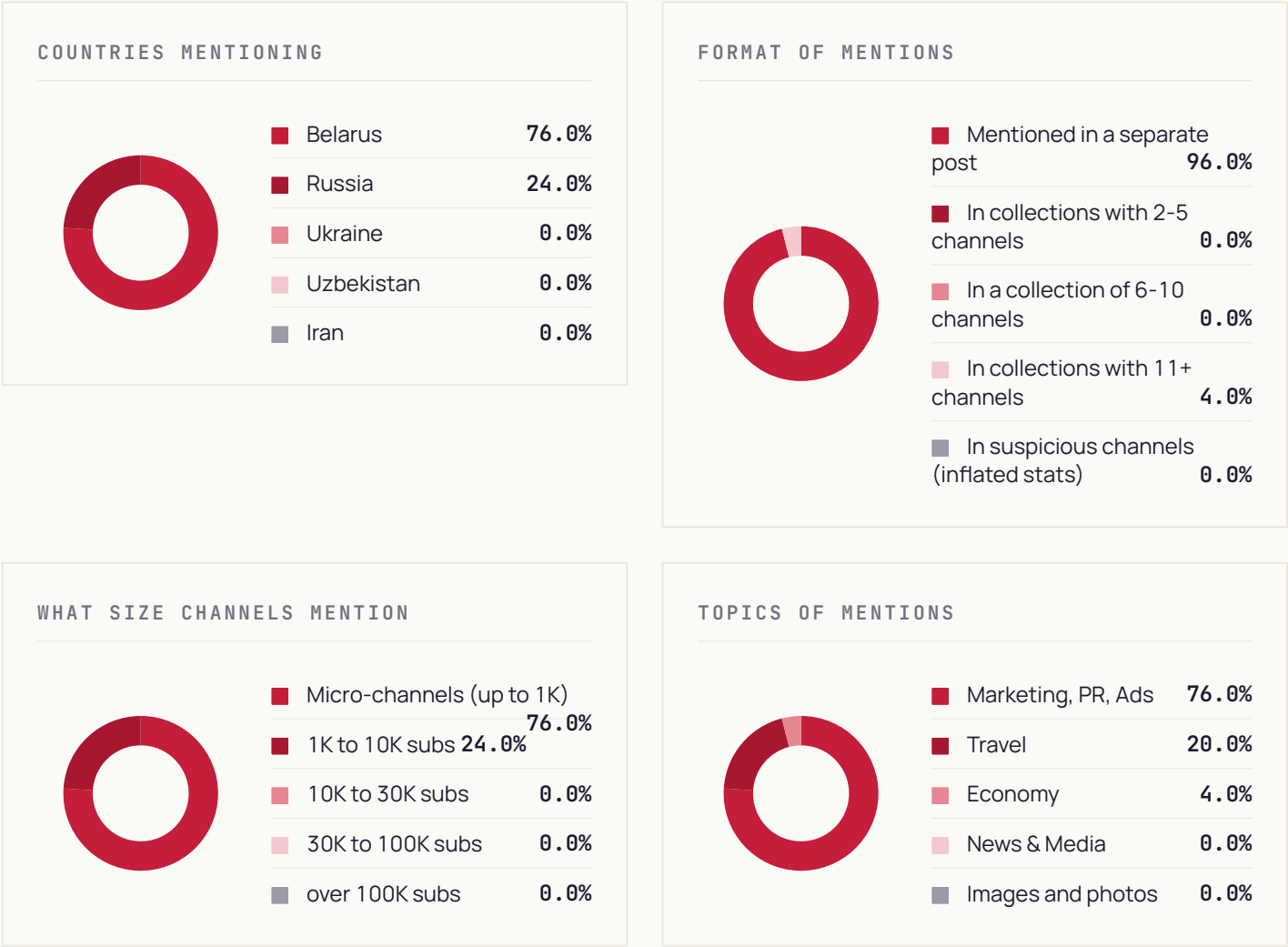


START DATE	NOW	NET GROWTH
2 162	3 409	+1 247

SECTION 04 · CITATIONS

Who and how mentions the channel

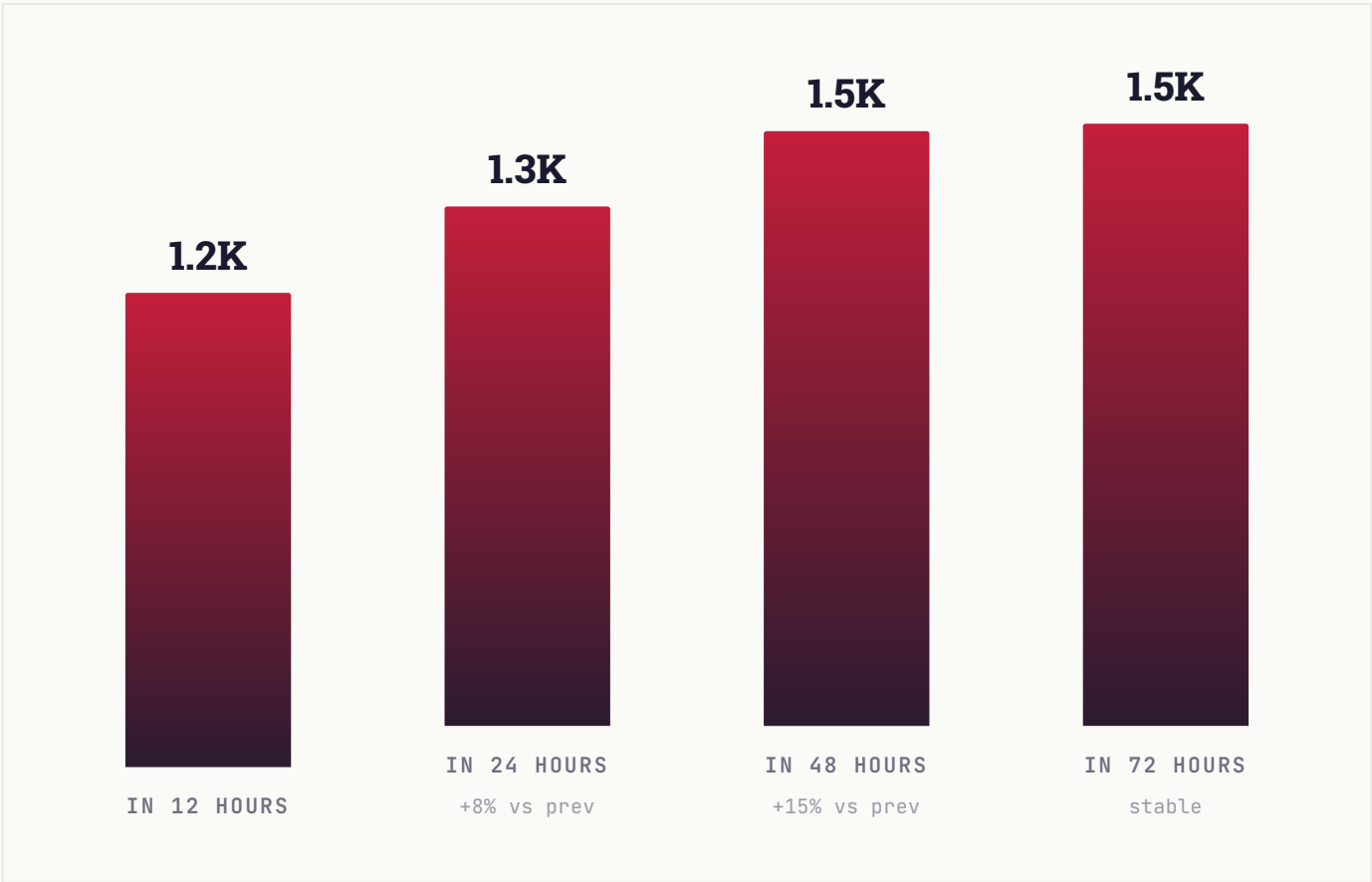
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 3 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MART	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
UO Department of Operational Activities of the Inspectorate of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
C(Cashback в Belarus((YOU)	3.4K

COMPARATIVE CONCLUSION

Channel in top half of niche (#24 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **391** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	40	
Nov 2025	0	0	54	
Oct 2025	0	0	71	
September 2025	0	0	59	
August 2025	0	0	51	
July 2025	0	0	116	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	391

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

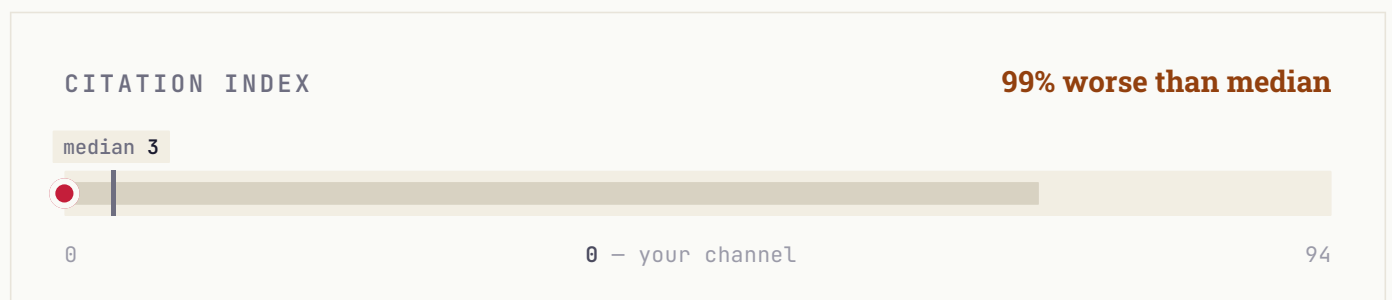
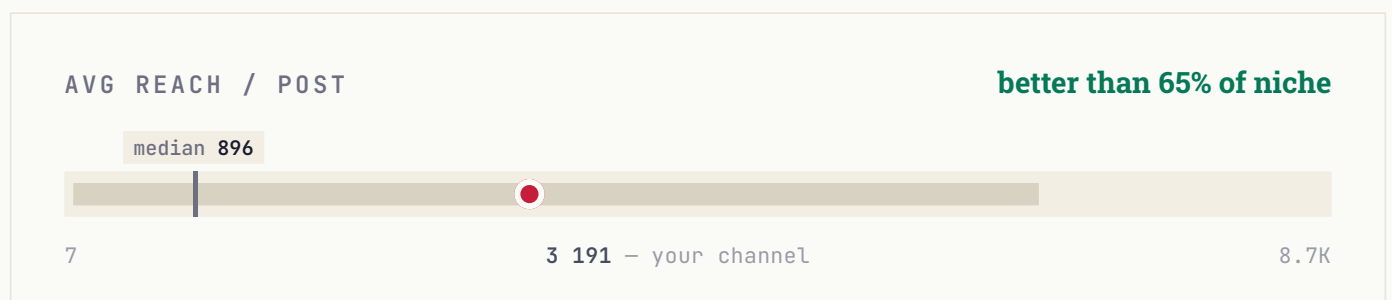
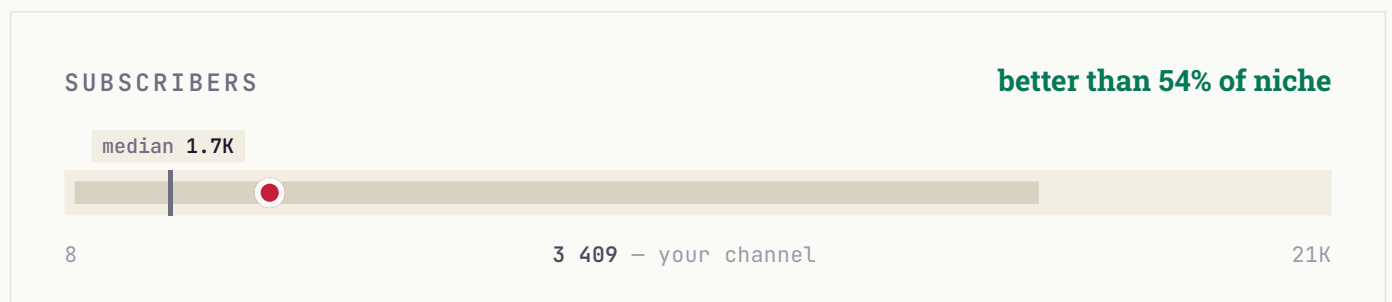
Took top-67 channels in category «**Economy**» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#24

/67

RANK IN NICHE

Channel in the top 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

Increase posting frequency

Now 2.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. To go further, run ads through us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager