

PROMTPRESS PUBLIC REPORT

Channel audit

Catalog Onliner



@catalogonliner

Onliner Marketplace. Discounts & deals from online stores, new arrivals, reviews, buying guides. Minsk & all Belarus. Superprices: catalog.onliner.by/superprice. Contact: @Onliner_Catalog_Bot

SUBSCRIBERS

21 504

-341 per month

ERR (% SEE POSTS)

81.0%

daily **21.9%**

REACH/POST

18.3K

ad reach **4.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 21 504 —	 SUBS REACH 84.88% avg % subs see post	 VIEWS/POST 18.3K median 7.1K · 29 days	 POSTS/WK 24.6 for period
 7D TREND -19.0% vs previous week	 REACTIONS/POST 28.1 2,896 reactions, 3,840 reposts, 439 comments	 POST LENGTH 431 chars median 396 · 29 days	 POSTS ANALYZED 103 29 days
 AD REACH 4.7K 24h avg	 CHURN / MONTH -341 last month	 QUOTABILITY 23 citation index · 54 channels mentioned all time	 CHANNEL AGE 8 years 2 months created 02.04.2018

AI EDITOR SUMMARY

Channel «Catalog Onliner» – 21 504 subs. Each post avg views 18.3K people (85% from subs), wide reach for a channel this size. Publishes 25 posts/week (~4/day) – active publishing. Week Jun 1–7 reach dropped -19.0% vs week May 25–31 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **103** posts in 29 days.
- 02 Dominant format — **Photo** (95/103 posts).
- 03 Avg post length — **431** chars (median 396).
- 04 Audience peak — **Monday**, 19:00 MSK.
- 05 Top posts get **9x** more views than the weakest (53.5K avg top vs 5.9K worst) — across 103 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 12:34 PHOTO No hints here Just that on Onliner Autobaraholka you can see seller contacts for free, no limits. And also browse...	VIEWS 54 811 REP. 77	REACTIONS 38 ER 254.9%
Nº2 01.06 · 16:23 PHOTO AI comparison now in product compare In Catalog you can now open product compare and see an AI summary instead of just a table...	VIEWS 53 231 REP. 149	REACTIONS 93 ER 247.5%
Nº3 19.05 · 10:29 PHOTO Why one backpack costs \$15 and another \$400 Choosing urban backpacks is tricky: they often look almost the same, but...	VIEWS 52 354 REP. 125	REACTIONS 13 ER 243.5%

Nº4 21.05 · 12:51 PHOTO We broke down the new TCL TVs for you In 2026 TCL noticeably refreshed its TV lineup, and now there are not only the familiar...	VIEWS 51 838 REP. 85	REACTIONS 19 ER 241.1%
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Nº5 10.06 · 11:35 PHOTO Which bikes are people buying now? Weather finally improved, time to go outside and actively spend...	VIEWS 51 549 REP. 159	REACTIONS 16 ER 239.7%
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WORST 3

↓ 08.06 · 10:29 PHOTO QCY strikes again 38% off MeloBuds Neo earbuds. Futuristic design, dual-device connection...	VIEWS 6 059 REP. 5	REACTIONS 15 ER 28.2%
↓ 09.06 · 10:27 PHOTO Here's an air fryer One of the cheapest in the Catalog with good reviews and two heating elements. So if you've been planning to keep up with the...	VIEWS 5 912 REP. 17	REACTIONS 10 ER 27.5%
↓ 14.06 · 09:00 TEXT Remember that Prime delivery has magnets? And hopefully you remember it's until end of June. So if you haven't...	VIEWS 5 696 REP. —	REACTIONS 15 ER 26.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



PERIOD START

19 866

NOW

21 503

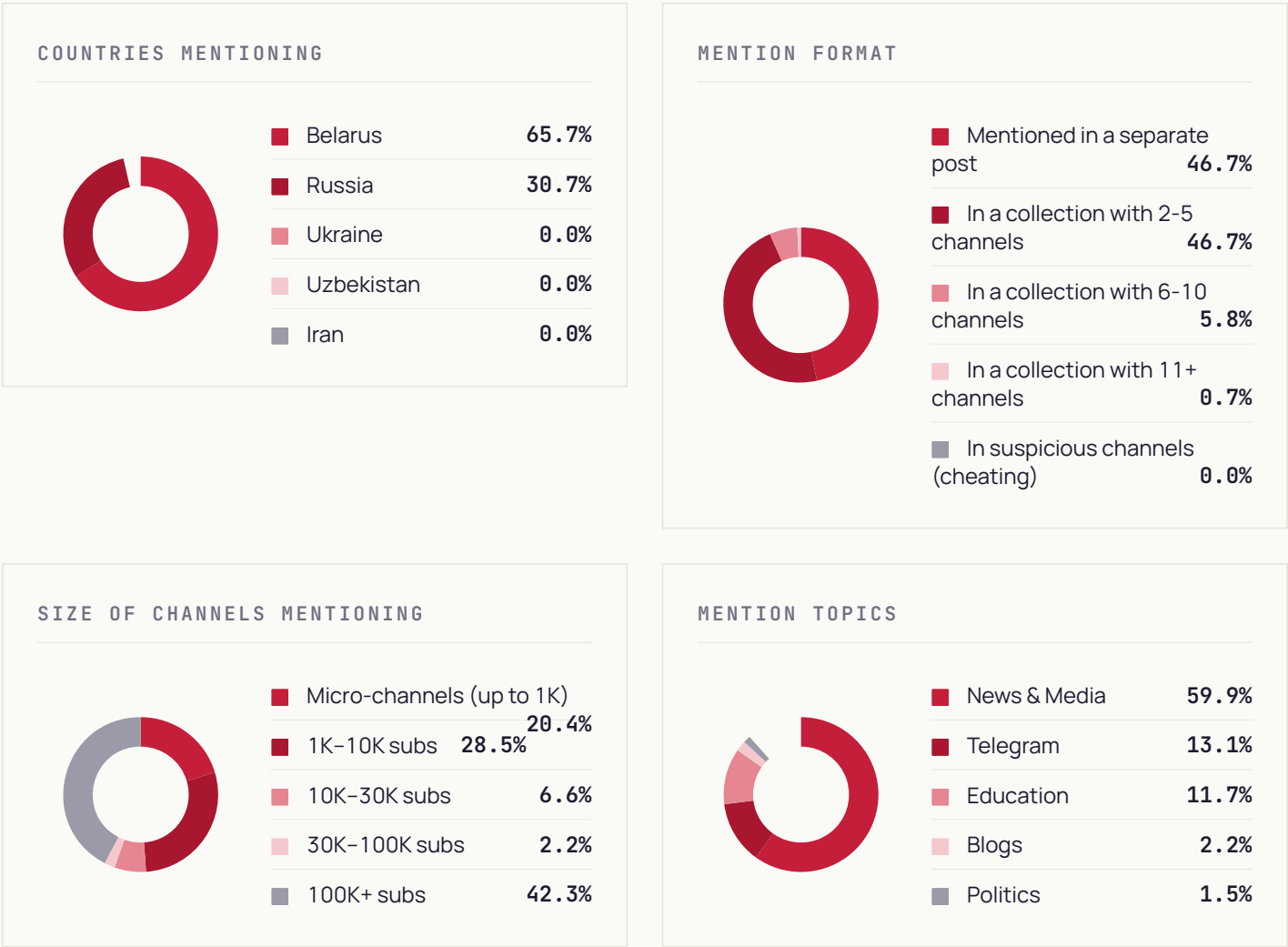
NET GROWTH

+1 637

SECTION 04 · CITATIONS

Who mentions the channel and how

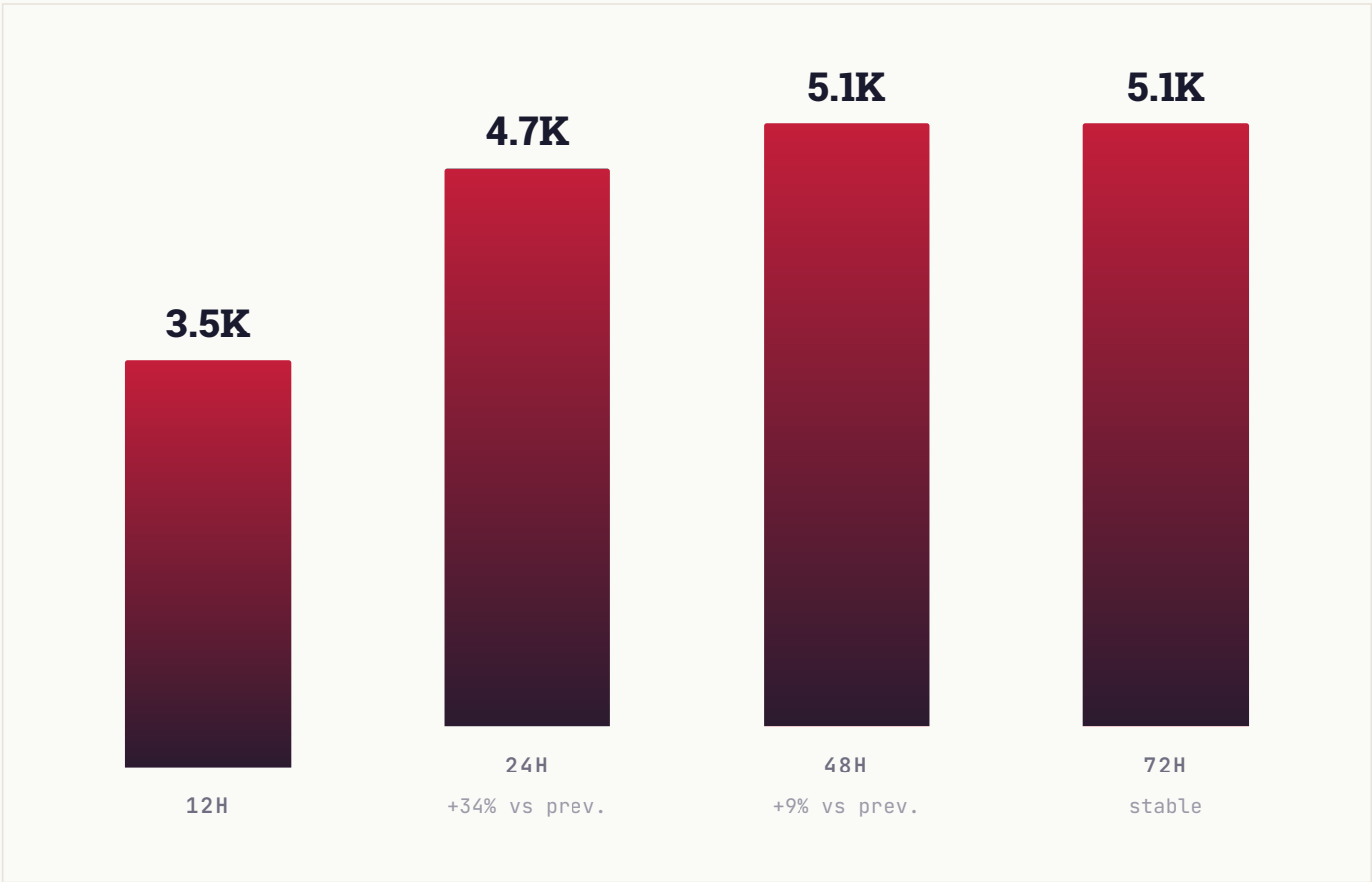
Citation index **23** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel mentioned **54** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promo codes & discounts Belarus	41.4K
SI Belarus discounts & new	36.2K
H2 2lvek.by Finds	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Catalog Onliner YOU	21.5K
22 2lvek.by	20.3K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#10 of 100). Strong position. Niche leader — 5 element | 5element.by (105.2K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **30**, they brought **6 521** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	0
November 2025	9	3	2 537
October 2025	9	6	3 964
Sep 2025	3	2	2
August 2025	5	3	0
July 2025	3	3	18
TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBS	
30	6	6 521	

SECTION 08 · NICHE COMPARISON

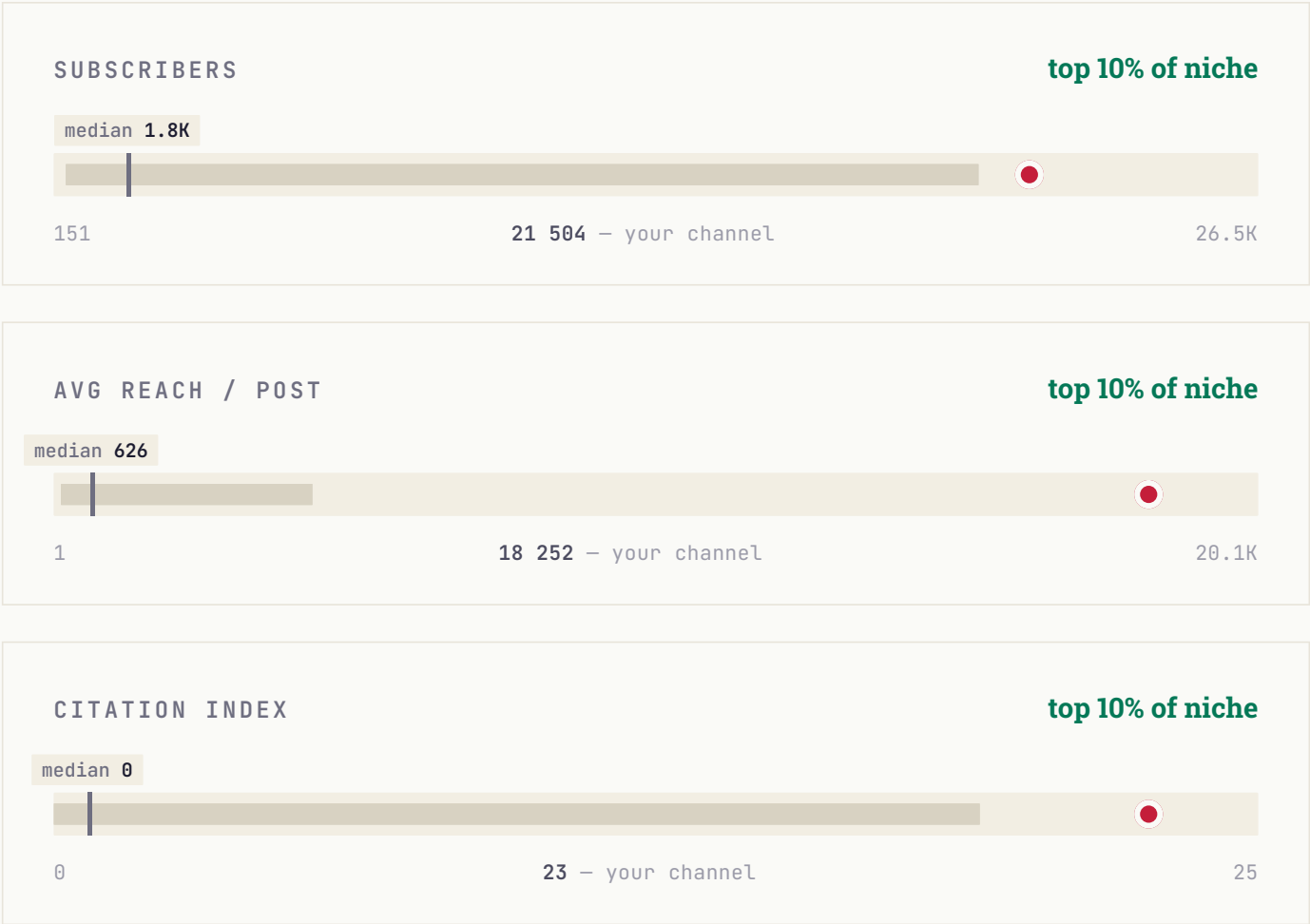
Where the channel stands in its league

Took top-100 channels in category "Sales» (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.

#10/100

RANK IN NICHE

Channel in top 10% sales Belarus



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday
Audience is most active on this day at 19:00 MSK.

EFFECT
Best window for an important post
- 02

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

EFFECT
Video retains audience better
- 03

System 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 & interactive formats
Posts with polls/reactions usually give +5-15% to 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 us to do it PromptPress?

This audit — what we can do in minutes from public data. Want to go further — run ads with 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