

PROMTPRESS PUBLIC REPORT

Channel audit

COFIX Belarus



@cofixbelarus

Exclusive promos, deals & news from Cofix coffee chain

Addresses & menu - <https://cofix.online> TikTok - <https://clck.ru/3QmzFj> Instagram - ...

SUBS

6 321

+856 per month

ERR (% SEE POSTS)

95.0%

per day 36.9%

REACH/POST

5.8K

ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 6 321 —	 SUBSCRIBER REACH 91.88% avg % subs see post	 VIEWS/POST 5.8K median 5.9K · 28 days	 POSTS/WK 3.7 over period
 7D TREND — no data for period	 REACTS/POST 110.7 total 1,661 reactions, 1,175 reposts, 212 comments	 POST LENGTH 252 chars median 241 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +856 last month	 MENTIONS 1 citation index · 7 channels mentioned ever	 CHANNEL AGE 5 months 19 days created 09.12.2025

AI EDITOR SUMMARY

Channel «COFIX Belarus» — 6 321 subs. Avg views per post 5.8K people (92% from subs), wide reach for a channel this size. Publishes 4 ~1 post/day — infrequent.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 15 posts in 28 days.
- 02 Dominant format — Photo (11/15 posts).
- 03 Avg post length — 252 chars (median 241).
- 04 Peak audience activity — Sunday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.6K avg for top vs 3.8K for worst) — among 15 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 07:15 PHOTO ☒SECOND DRINK FREE☒ New promo code: 2121; Valid: 17.05 - 22.05; Terms: 2 iced lattes/iced cappuccinos size "L" at price...	VIEWS 8 203 REPOSTS 327	REACTS 163 ER 129.8%
Nº2 29.04 · 10:43 POLL (captionless post — poll)	VIEWS 7 298 REPOSTS 10	REACTS 16 ER 115.5%
Nº3 18.05 · 06:50 TEXT Good post-weekend morning, dear subs 😊 Tell us with stickers in comments how your weekend went ☒☒	VIEWS 7 293 REPOSTS 2	REACTS 89 ER 115.4%

Nº4 03.05 • 07:35 PHOTO ☒COMBO FOR 7.9 RUB☒ Promo code: «7979»; Valid: 03.05-08.05; Terms: Bumble cherry/orange «M» + straw assorted or...	VIEWS 6 679 REPOSTS 191 REACTS 119 ER 105.7%
Nº5 01.05 • 07:08 TEXT You can skip work and school today, but not the last day of promo code «1515»	VIEWS 6 427 REPOSTS 5 REACTS 76 ER 101.7%

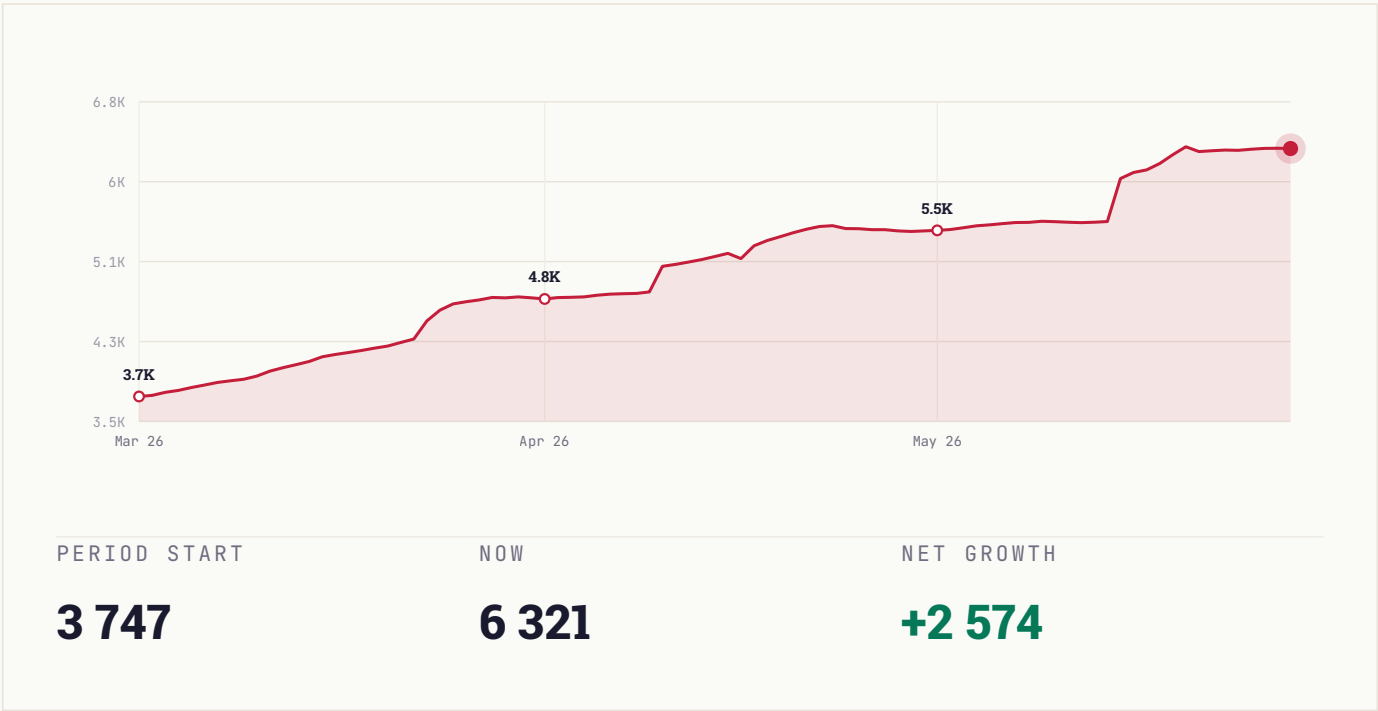
WORST 3

↓ 24.05 • 08:19 PHOTO ☒DRINK «L» AT «M» PRICE FROM MEME MENU☒ New promo code: 2020; Valid: 24.05- 29.05; Terms: Any drink size «L» at price...	VIEWS 4 735 REPOSTS 120 REACTS 88 ER 74.9%
↓ 21.05 • 12:40 TEXT ☒ Giveaway results: ☒ Winners: 1. scxzuter (@scxzuter) 2. Anisa (@anitmsa) 3. Elizaveta (@eliznovitskaya) ✓Check results	VIEWS 4 348 REPOSTS 1 REACTS 35 ER 68.8%
↓ 27.05 • 14:55 PHOTO What concept do you think the new drinks are?☒ Write your guesses in comments ☒ First to guess gets the whole line for free☺	VIEWS 2 426 REPOSTS 39 REACTS 93 ER 38.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

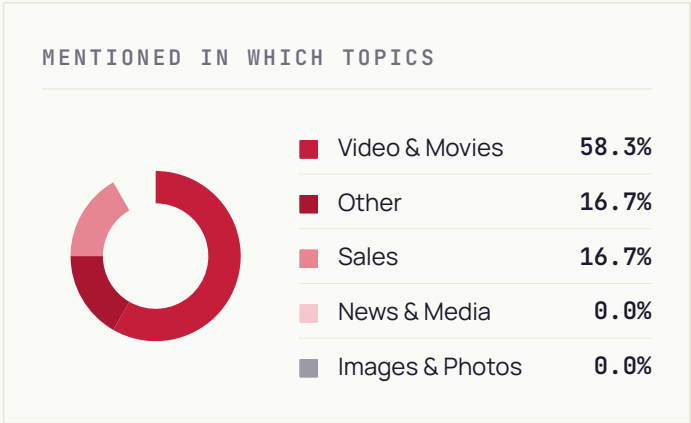
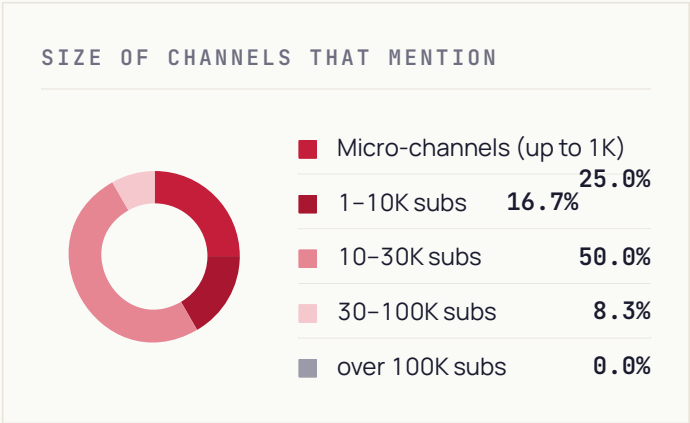
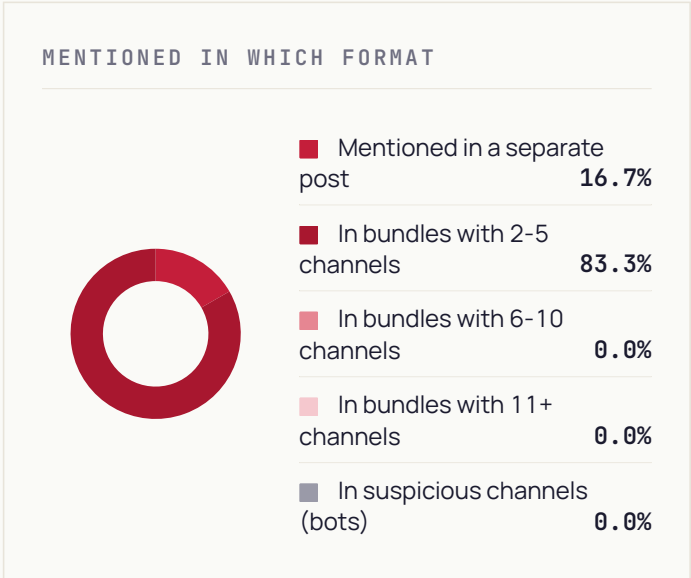
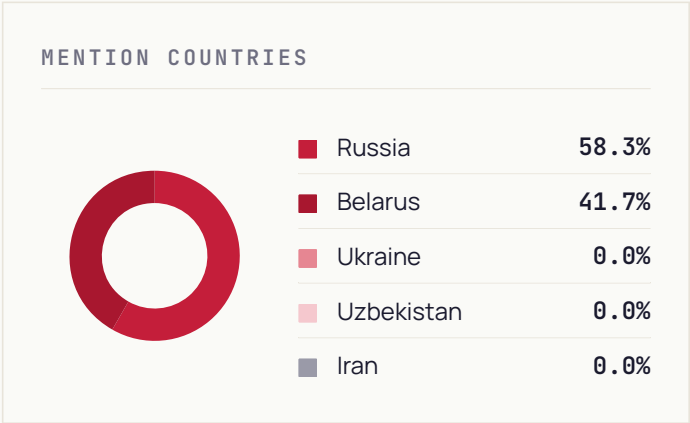
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

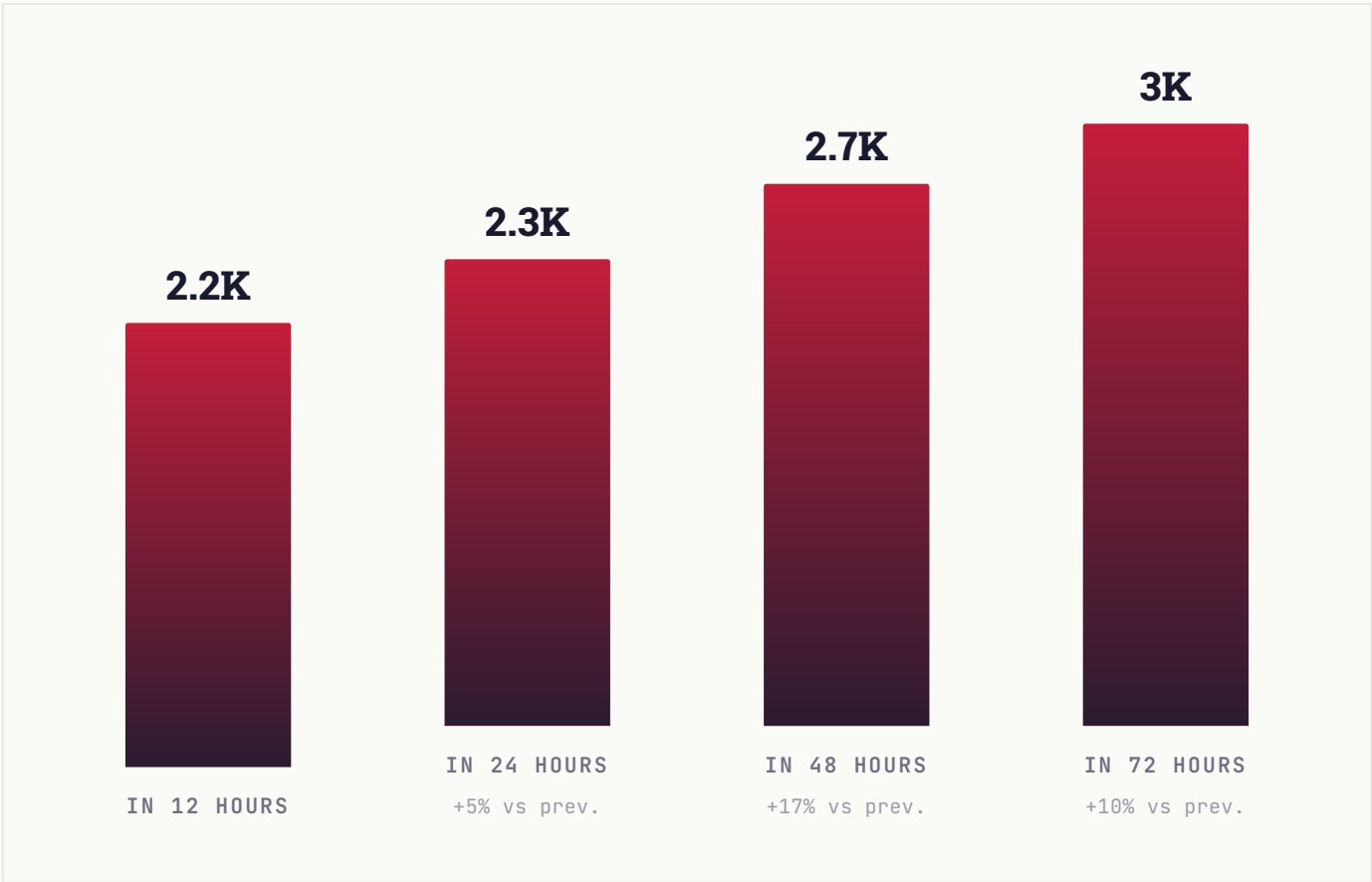
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 7 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
K COUPONS DEALS in Belarus	30K
G Groszyk Deals Finds Gifts	25.7K
C- Neighbors – store chain	17.7K
SM Santa store chain	15.1K
M mrgrittaa recipes	13.6K
O- OBZOR.BY – FOOD, CITY, SHOPPING	13.4K
V VARKA coffee chain in Belarus	12.1K
GV Go to BK: Burger King channel in Belarus	10.9K
Ch Chiko Minsk	7.2K
VI VINO&VINO	6.8K
CB COFIX Belarus YOU	6.3K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#11 of 49). Leader — COUPONS | DEALS in Belarus (30K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

Took top-49 channels in category «**Food & Cooking**» (Belarus) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#11/49

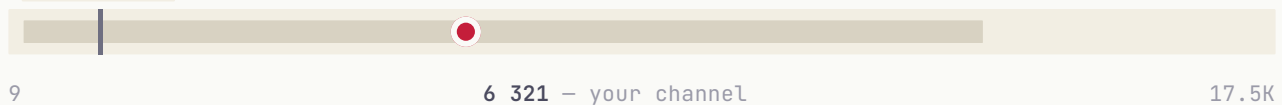
RANK IN NICHE

Channel in top 22% — strong position

SUBS

better than 66% of niche

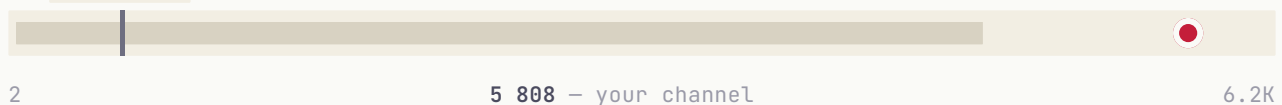
median 1.3K



AVG REACH / POST

better than 90% of niche

median 552



CITATION INDEX

17% below median

median 1



— SECTION 08 · STRATEGY

What to do right now

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

01**Post more often**

Now 3.7 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — Sunday**

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video posts share**

Video in Telegram retains audience longer and is
algorithm-friendly. Recommend increasing share to
15-25%.

EFFECT

**Video holds
audience
better****04****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ NEXT STEPS

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us & hit your growth target in a month.

01 **Launch ad in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
