

PUBLIC REPORT PROMTPRESS

Channel audit

ComBaNews



@combynews

Official channel of holding "GOMSELMASH"

SUBSCRIBERS

10 382

-30 per month

ERR (% SEE POSTS)

23.0%

per day **17.4%**

REACH/POST

2.2K

ad reach **1.8K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 10 382 —	 SUBSCRIBER REACH 21.41% avg % subs see post	 VIEWS/POST 2.2K median 2.2K · 22 days	 POSTS/DAY 13.0 ~91 per week
 7D TREND — no data for period	 REACTIONS/POST 94.2 total 26,851 reactions, 970 reposts, 141 comments	 POST LENGTH 601 chars median 593 · 22 days	 POSTS ANALYZED 285 22 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -30 last month	 CITATION RATE 48 citation index · 221 channels mentioned ever	 CHANNEL AGE 5 years 4 months created 03.02.2021

AI EDITOR SUMMARY

Channel «ComBaNews» — 10 382 subs. Each post avg views 2.2K people (21% of subs), average reach — room to grow. Publishes 91 posts per week (~13/day) — very active posting.

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 **285** posts over 22 days.
- 02 Dominant format — **Photo** (217/285 posts).
- 03 Avg post length — **601** chars (median 593).
- 04 Peak audience activity — **Thursday**, 14:00 MSK.
- 05 Top posts get **3x** more views than the weakest (5.9K avg top vs 1.7K worst) — among 285 posts over 22 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 11:08 PHOTO NEW GROWTH POINTS📍 The anniversary XX Gomel Economic Forum is held in our region from May 21 to 22, 2026. Business program...		VIEWS 7 528	REACTIONS 104
REP. 10		ER 72.5%	
Nº2 27.05 · 10:52 PHOTO 🏢🏢NEW COOPERATION VECTOR Today our enterprise hosted a working visit from leaders of a leading Chinese machine-building...		VIEWS 6 016	REACTIONS 113
REP. 9		ER 57.9%	
Nº3 20.05 · 11:16 PHOTO SECRETS OF CHINA — THE FOUNDATION 🏡 Thousand-year Eastern wisdom and modern health approaches now united in one place. In...		VIEWS 4 254	REACTIONS 130
REP. 29		ER 41.0%	

Nº4 20.05 · 15:01 VIDEO ON THE WAVE OF TRENDS☒ Our youth also dance to "Shade"☒ This viral track won millions of hearts. And our guys are no exception...	VIEWS 2 961 REP. 17	REACTIONS 124 ER 28.5%
Nº5 19.05 · 08:21 PHOTO WORLD NO TOBACCO DAY☒ World No Tobacco Day is observed annually on May 31. ☒Smoking is one of the most common...	VIEWS 2 908 REP. 11	REACTIONS 94 ER 28.0%

|

WORST 3

↓ 06.06 · 06:59 PHOTO ☒ Weekend in Gomel June 6, Saturday: 10:00-19:00 – photo exhibition "Gold of the Baltics" at G.H. Vashchenko Art Gallery (Karpovich St...	VIEWS 1 777 REP. —	REACTIONS 65 ER 17.1%
↓ 02.06 · 07:32 VIDEO ☒ Main agricultural event of the year: "BELAGRO-2026" exhibition starts today June 2–6, Minsk International Exhibition Center will host...	VIEWS 1 769 REP. 4	REACTIONS 86 ER 17.0%
↓ 01.06 · 05:47 PHOTO © Люди будут оценивать нашу работу не по количеству договоров и нормативных актов. А исключительно по тому, есть ли от них реальная...	VIEWS 1 689 REP. —	REACTIONS 84 ER 16.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

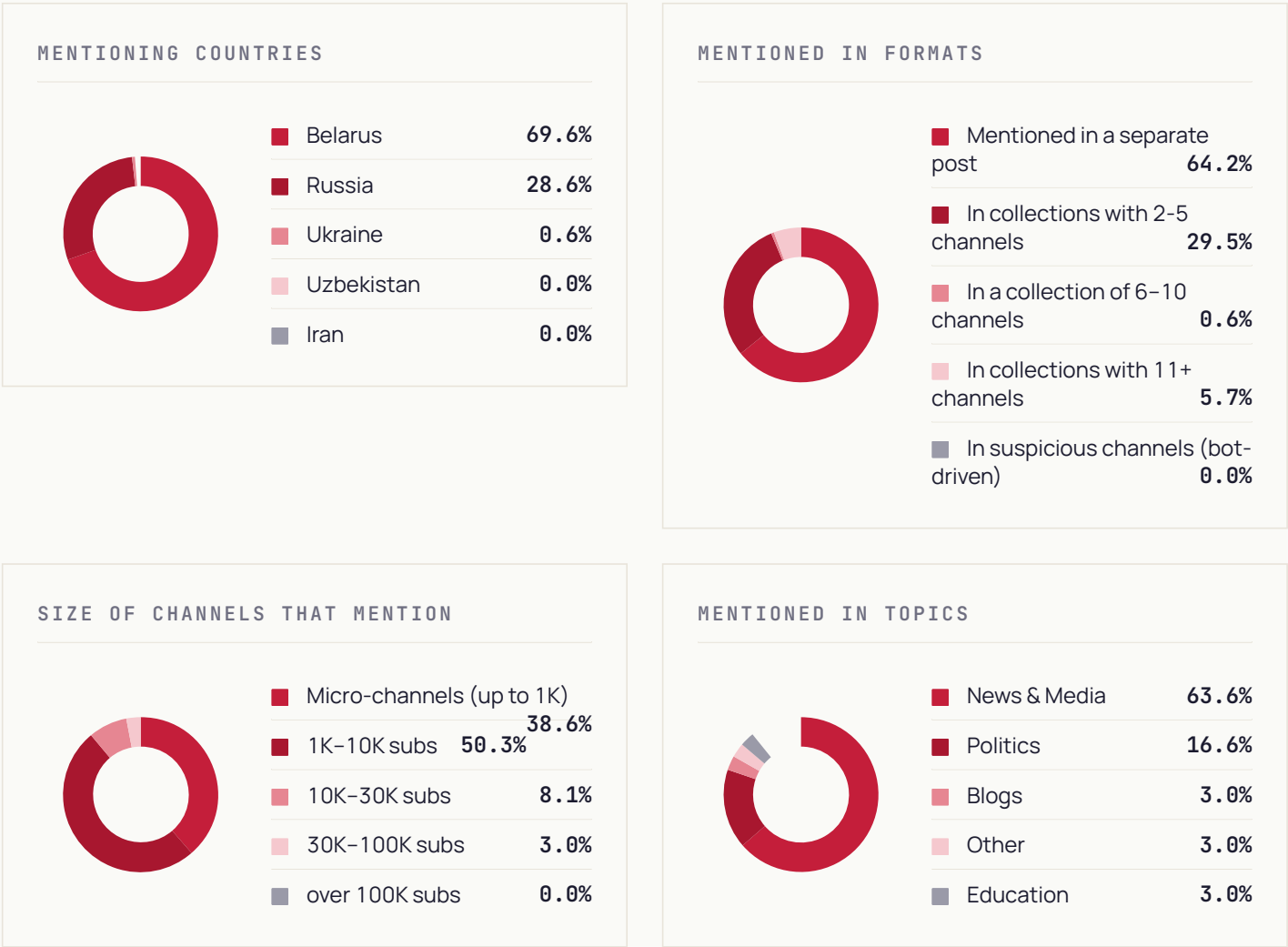
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

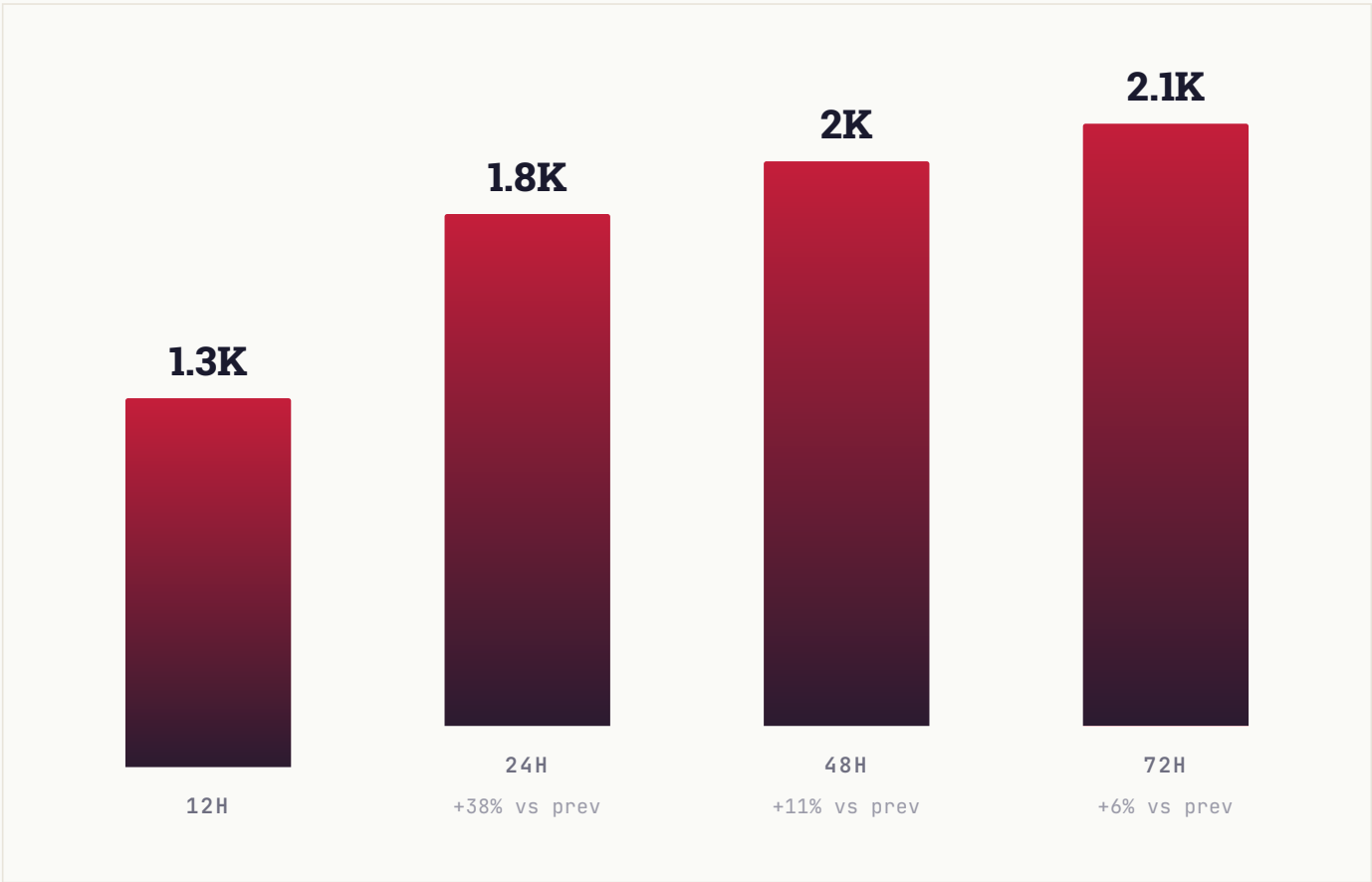
Citation index **48** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **221** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 peers.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
KO ComBaNews YOU	10.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#89 of 97). Niche median — 19.8K subs. First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We record posts in other channels that mention your channel monthly. Over the last **6 months** such mentions were **13**, they brought **376** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	3	3	33	
November 2025	1	1	27	
October 2025	3	3	36	
September 2025	3	2	33	
August 2025	2	2	139	
July 2025	1	1	108	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
13	6	376

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

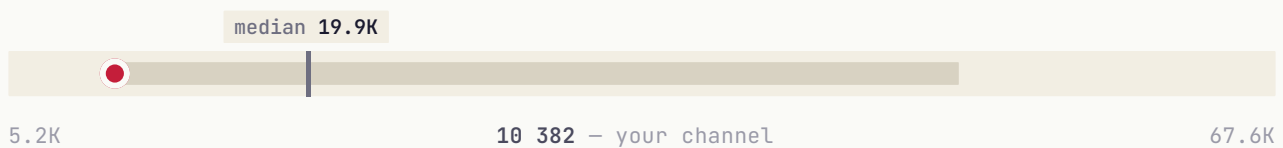
#89 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

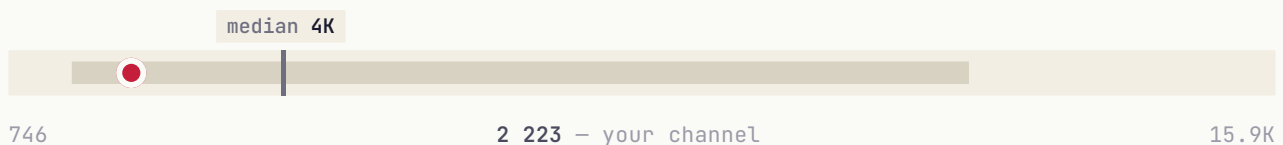
SUBSCRIBERS

48% below median



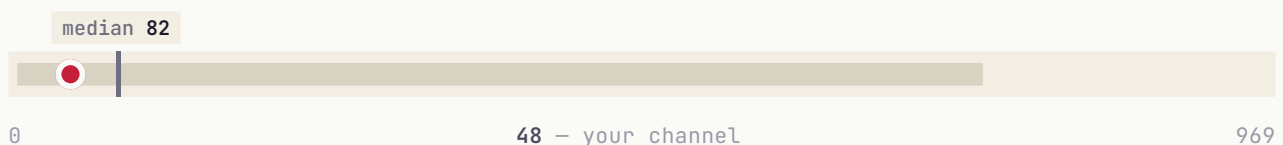
AVG REACH / POST

44% below median



CITATION INDEX

41% below median



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for key post**

02

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**

03

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

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
