

PUBLIC REPORT PROMTPRESS

Channel audit

CROSS.SOFT.by



@crosssoftby

Invite link - <https://t.me/crosssoftby> ■ SNEAKERS ■ MINSK ■ BEL ■ Store in central Minsk ■ Large assortment ■ 30-day warranty ■

SUBS

1 751

+14 per month

ERR (% SEE POSTS)

40.0%

per day 13.1%

REACH/POST

707

ad reach 228/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 1 751 —	 SUBSCRIBER REACH 40.4% avg % of subs see a post	 VIEWS/POST 707 median 725 · —	 POSTS/DAY 42.9 ~300 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 171 chars median 171 · —	 POSTS ANALYZED 3 —
 AD REACH 228 24h avg	 CHURN / MONTH +14 last month	 CITATION RATE 0 citation index (cumulative)	 CHANNEL AGE 4 yrs 3 mo created 26.02.2022

AI EDITOR SUMMARY

Channel «CROSS.SOFT.by» — 1 751 subs. Each post averages 707 people (40% from subs), wide reach for a channel this size. Publishes 300 posts/week (~43/day) — very active publishing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts for —.
- 02 Dominant format – Video (3/3 posts).
- 03 Avg post length – 171 chars (median 171).
- 04 Audience activity peak – Saturday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (707 avg top vs 707 worst) – among 3 posts for —.
Check what top shares: topic, format, timing.

TOP 3 POSTS

Nº1 23.05 · 10:46 VIDEO IN STOCK📦 Sizes 41 (26 cm) - 45 (29 cm) Price - 180 rubles We are located at: Ul. PRITYTSKOGO 29 (Tivali Mall) 1st floor, shop 120...	VIEWS 736 REPOSTS 1	REACTIONS — ER 42.0%
Nº2 23.05 · 10:46 VIDEO IN STOCK📦 Sizes 36 (22 cm) - 41 (26 cm) Price - 180 rubles We are located at: Ul. PRITYTSKOGO 29 (Tivali Mall) 1st floor, shop 120...	VIEWS 725 REPOSTS 2	REACTIONS — ER 41.4%
Nº3 23.05 · 10:45 VIDEO IN STOCK📦 Sizes 36 (22 cm) - 41 (26 cm) Price - 170 rubles We are located at: Ul. PRITYTSKOGO 29 (Tivali Mall) 1st floor, shop 120...	VIEWS 661 REPOSTS 2	REACTIONS — ER 37.7%

WORST 3

↓ 23.05 · 10:46 VIDEO IN STOCK🗲 Sizes 41 (26 cm) - 45 (29 cm) Price - 180 rubles We are located at: Ul. PRITYTSKOGO 29 (Tivali Mall) 1st floor, shop 120...	VIEWS 736 REPOSTS 1	REACTIONS — ER 42.0%
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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.



START OF PERIOD

NOW

NET GROWTH

1 917

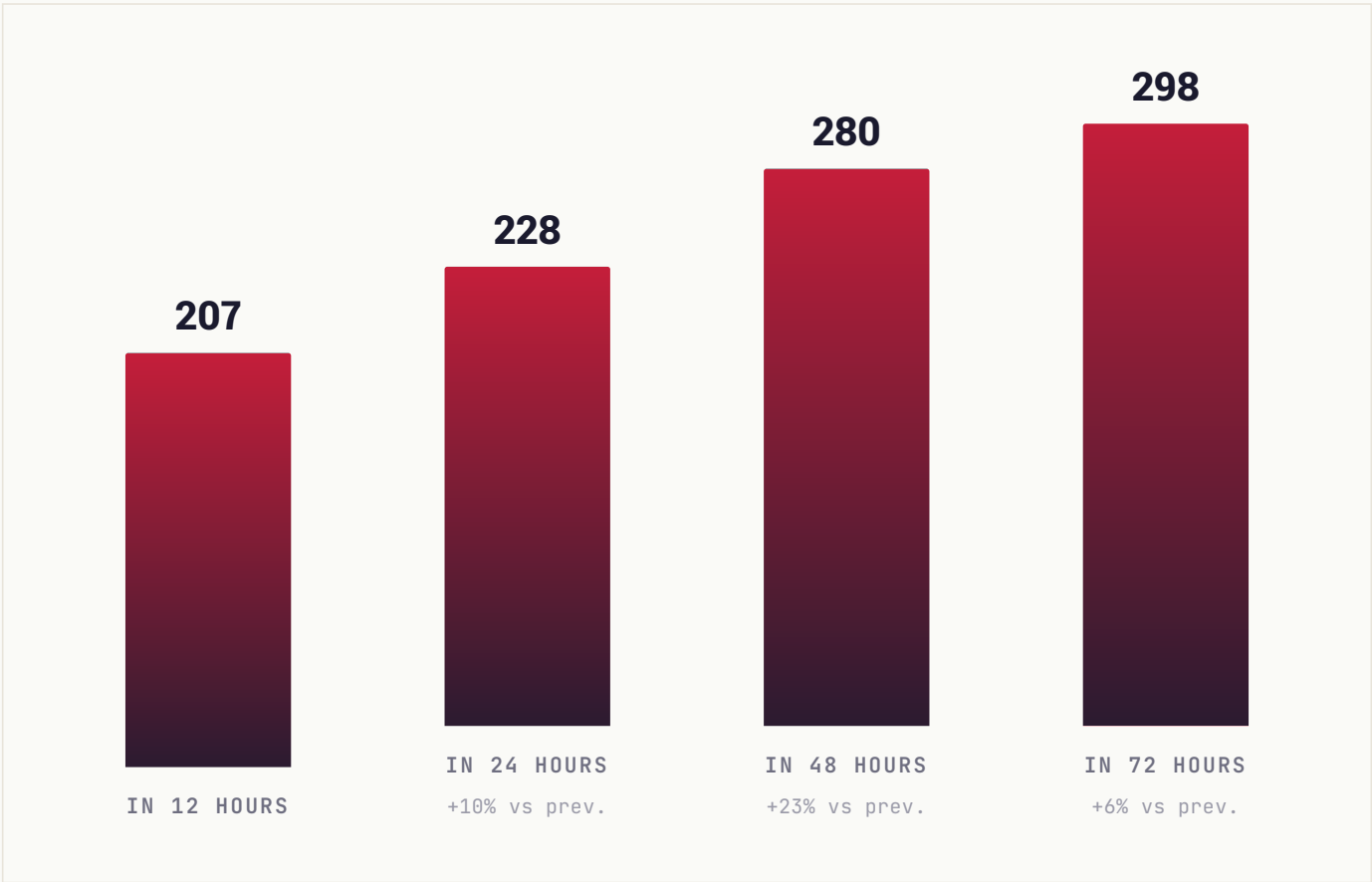
1 751

-166

SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
53 5 элемент 5element.by	105.2K
Sat Discounts Belarus	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promocodes & discounts Belarus	41.4K
Sun Discounts & new arrivals Belarus	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 Onliner Catalog	21.5K
CR CROSS.SOFT.by YOU	1.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#51 of 100). Niche median — 1.8K subs.
First KPI: reach median. Leader: 5 элемент | 5element.by (105.2K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **0**, they brought **85** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Dec 2025	0	0	10 
Nov 2025	0	0	16 
Oct 2025	0	0	22 
September 2025	0	0	5 
August 2025	0	0	21 
Jul 2025	0	0	11 
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
0	6	85	

— SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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

#51/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

1% below median

median 1.8K

151

1 751 — your channel

26.5K

AVG REACH / POST

top 50% of niche

median 626

1

707 — your channel

5.6K

CITATION INDEX

99% below median

median 0

0

0 — your channel

25

— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — Saturday

Audience most active on this day at 13:00 MSK.

EFFECT

Best window for an important post
- 02

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
- 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 same-segment channels.
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 — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads through us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
