

PUBLIC REPORT PROMTPRESS

Channel audit

Customs authorities of Belarus



@customs_bel

official channel of the State Customs Committee of the Republic of Belarus unified Internet portal of customs authorities <https://www.customs.gov.by/>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
12 462	32.0%	4.4K
+206 per month 09.06.2026	last day 22.9%	ad reach 2.9K/24h

[HTTPS://PROMTPRESS.COM/AUDIT/CUSTOMS_BEL](https://promptpress.com/audit/customs_bel)

— 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 brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media» category

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 period it covers.

 SUBSCRIBERS 12 462 —	 SUBSCRIBER REACH 35.24% avg % of subs see post	 VIEWS/POST 4.4K median 4.4K · 29 days	 POSTS/WEEK 17.8 for period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 41.7 total 3,083 reactions, 1,623 reposts, 0 comments	 POST LENGTH 896 chars. median 999 · 29 days	 POSTS ANALYZED 74 29 days
 AD REACH 2.9K 24h average	 CHURN / MONTH +206 last month	 CITATION RATE 207 citation index · 566 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 10.04.2023

AI EDITOR SUMMARY

Channel «Customs authorities of Belarus» — 12 462 subs. Each post averages 4.4K people (35% of subs), good reach. Posts 18 posts per week (~3/day) — regular pace. Week of May 25–31 reach stable (-3.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 74 posts over 29 days.
- 02 Dominant format – Photo (52/74 posts).
- 03 Avg post length – 896 chars (median 999).
- 04 Peak audience activity – Monday, 15:00 MSK.
- 05 Top posts drive 2× more views than the weakest (5.9K avg for top vs 3.5K for worst) – among 74 posts over 29 days. Worth analyzing what top posts have in common – topic, format, publish time.

TOP 5 POSTS

Nº1 18.05 · 12:28 VIDEO Brest customs officers uncovered illegal import of household appliances into the EAEU, different from declared in the submitted...	VIEWS 6 545 REPOSTS 18	REACTIONS 34 ER 52.5%
Nº2 29.05 · 09:54 PHOTO ☒ Informing about the remaining number of electric vehicles eligible for the benefit as of May 29: 7,303 units for...	VIEWS 5 599 REPOSTS 65	REACTIONS 28 ER 44.9%
Nº3 22.05 · 09:29 PHOTO ☒Reminder: in 2026, the duty-free import quota for electric vehicles into Belarus is: ☒ in...	VIEWS 5 590 REPOSTS 67	REACTIONS 31 ER 44.9%

Nº4 28.05 • 09:27 PHOTO The working visit of the Chairman of the State Customs Committee Vladimir... began with an assessment of the state of affairs at the site of the transport and logistics center under construction.	VIEWS 5 530 REPOSTS 14 REACTIONS 44 ER 44.4%
Nº5 03.06 • 05:47 VIDEO ⚡ Belarusian customs officers and border guards uncovered a criminal scheme to move military goods to EU countries...	VIEWS 5 423 REPOSTS 123 REACTIONS 92 ER 43.5%

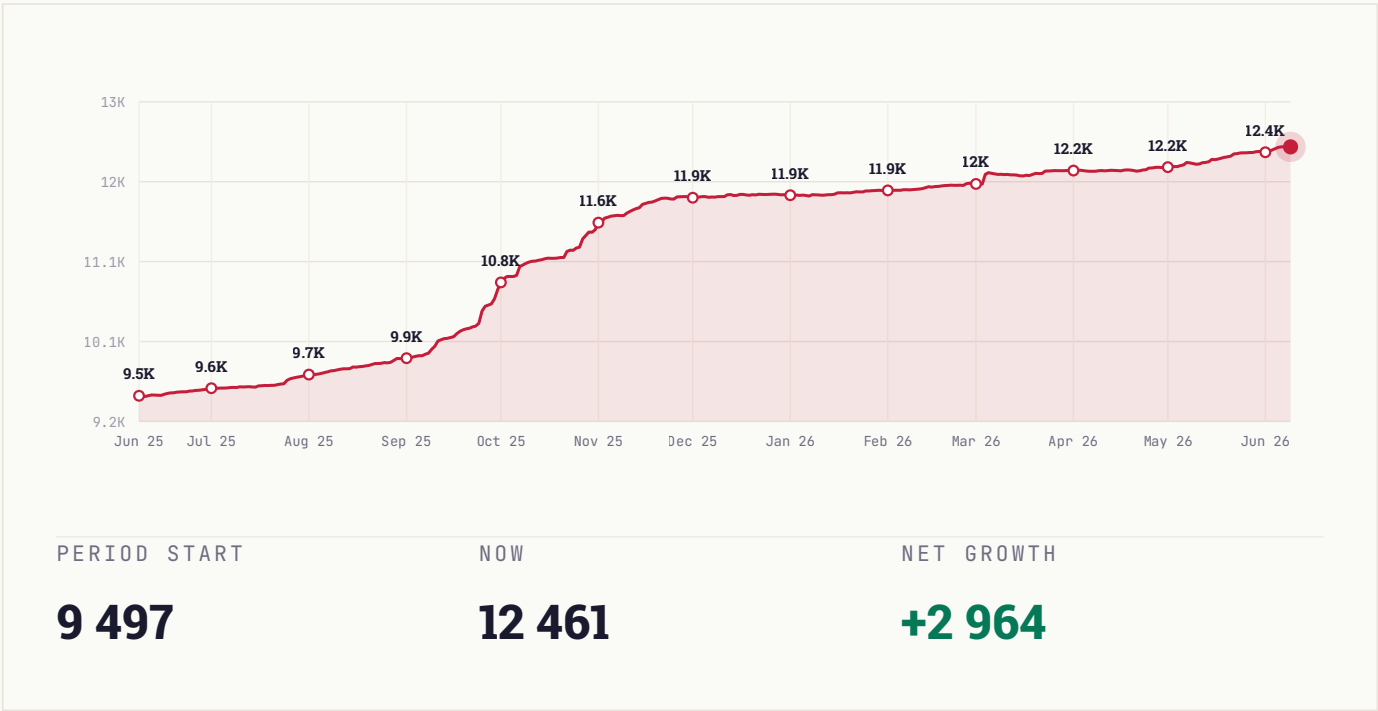
WORST 3

↓ 27.05 • 11:45 PHOTO 🇧🇪 Grodno's Leonarda Lokteva – the only woman in Grodno region awarded the honorary title 'Honored Customs Officer of the Republic of Belarus'...	VIEWS 3 700 REPOSTS 8 REACTIONS 53 ER 29.7%
↓ 04.06 • 11:15 PHOTO Mogilev customs officers uncovered another illegal shipment of pears to Russia. 40 tons of fresh fruit were being moved in...	VIEWS 3 696 REPOSTS 9 REACTIONS 32 ER 29.7%
↓ 04.06 • 12:20 PHOTO 🇧🇪 Alexander Lukashenko signed Decree 'On Measures to Develop International Road Freight Transport'. 🇧🇪 The document provides for...	VIEWS 3 247 REPOSTS 49 REACTIONS 38 ER 26.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

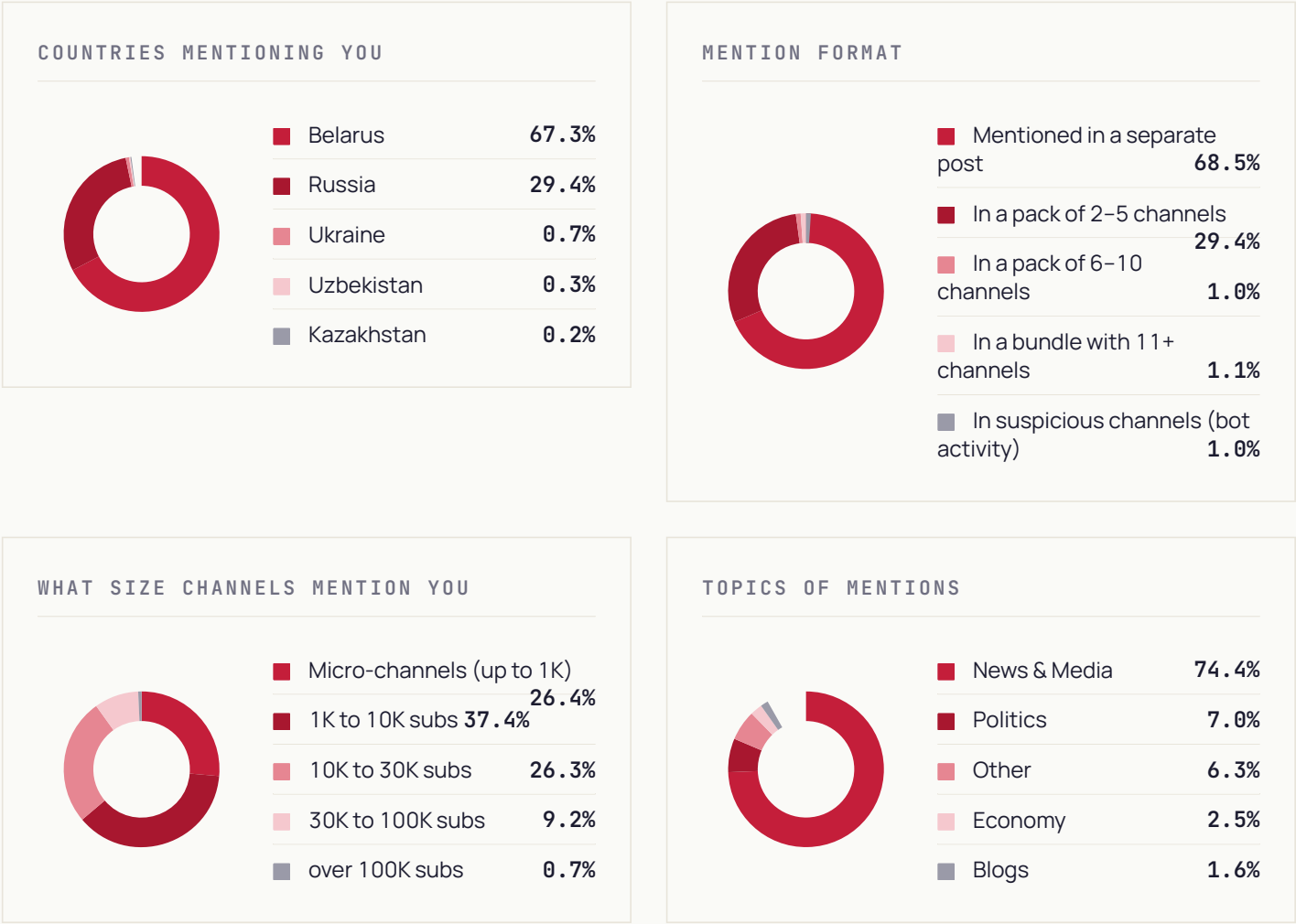
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

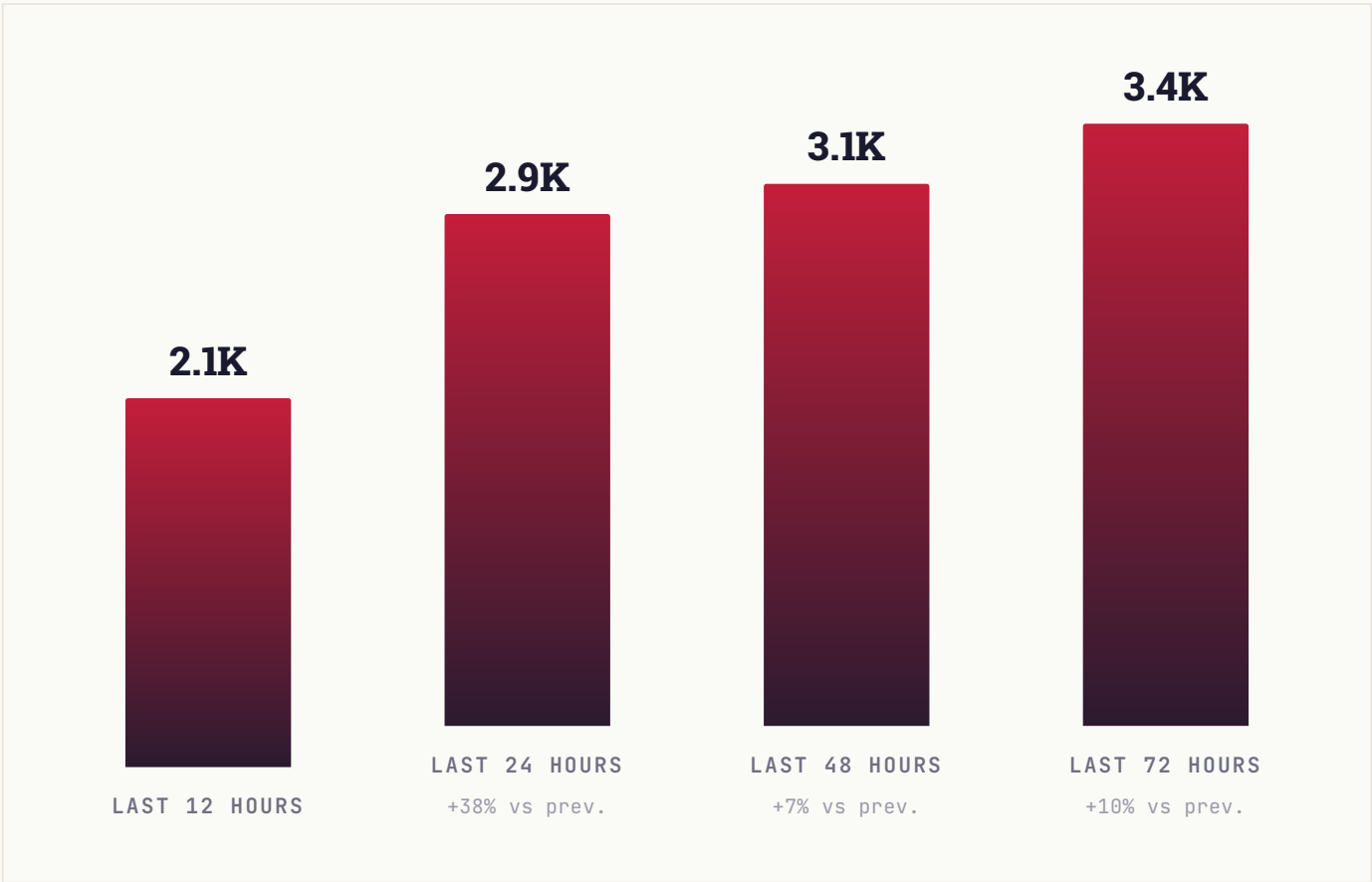
Citation index **207** – channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **566** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 and audience. Highlighted your channel — shows its rank among niche neighbors.

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
BW Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Podslushano Belarus	58.2K
BG Belarus Galownae	56.8K
GG Gomel. Main!	56K
TO Customs authorities of Belarus YOU	12.5K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#78 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

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **924**, they brought **2 412** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	90	59	83 
November 2025	214	102	409 
October 2025	254	89	722 
September 2025	104	52	824 
August 2025	110	48	212 
July 2025	152	62	162 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
924	6	2 412

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

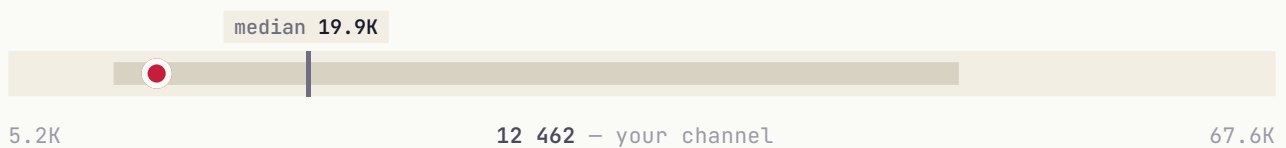
Took top-100 channels in category «News & Media» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#78 /100

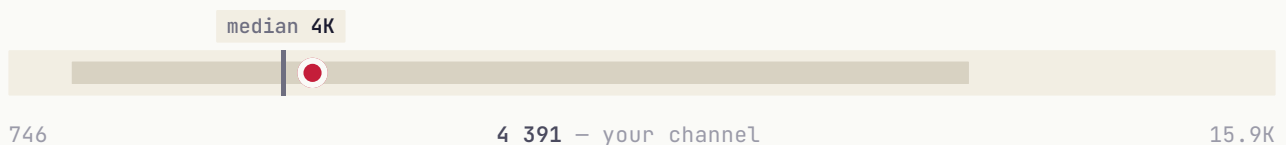
RANK IN NICHE

Channel in the bottom half of the ranking

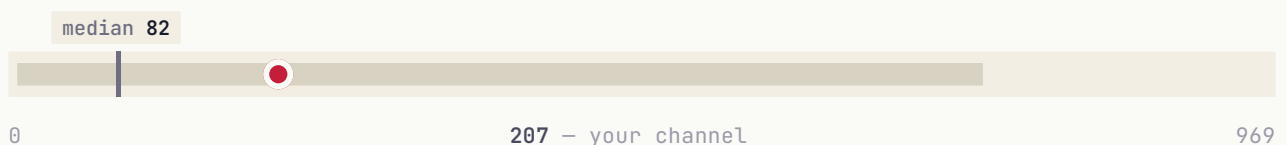
SUBSCRIBERS

37% below median

AVG REACH / POST

better than 51% of niche

CITATION INDEX

better than 57% of niche

— 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

Main post of the week — on Monday

Audience is most active on this day at 15:00 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 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the 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 it PromptPress?

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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