

PROMTPRESS PUBLIC REPORT

Channel audit

Coffeehouse Ü



@duoclub

<https://shor.by/duobistro> Contact us: @duoekb Registration:
<https://gosuslugi.ru/snet/68e51792b6c2befa35c9af83>

SUBSCRIBERS

63 957

+1880 per month

ERR (% SEE POSTS)

16.0%

daily 11.4%

REACH/POST

10.6K

ad reach 7.2K/24h

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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.

 SUBSCRIBERS 63 957 —	 SUBSCRIBER REACH 16.65% avg % subs see post	 VIEWS/POST 10.6K median 10.5K · 29 days	 POSTS/WEEK 14.8 for the period
 7D TREND -12.7% vs previous week	 REACTIONS/POST 184.1 total 11 416 reactions, 5 069 reposts, 0 comments	 POST LENGTH 369 chars median 390 · 29 days	 POSTS ANALYZED 62 29 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH +1880 last month	 CITATION RATE 90 citation index · 288 channels mentioned all time	 CHANNEL AGE 5 years 9 months created 19.10.2020

AI EDITOR SUMMARY

Channel «Coffeehouse Ü» — 63 957 subs. Each post avg views 10.6K people (17% of subs), avg reach — room to grow. Publishes 15 posts/week (~2/day) — steady pace. Week Jul 6–12 reach dropped -12.7% by week Jun 29 – Jul 5 — worth analyzing.

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 **62** posts over 29 days.
- 02 Dominant format – **Video** (21/62 posts).
- 03 Avg post length – **369** chars (median 390).
- 04 Peak audience activity – **Friday, 18:00 MSK**.
- 05 Top-performing posts get **2×** more views than the weakest (16.4K avg for top vs 8.9K for worst) – among 62 posts in 29 days. Worth analyzing what the top shares – topic, format, timing.

TOP 5 POSTS

Nº1 13.07 · 04:33 TEXT (post without caption – text)	VIEWS 18 261 REPOSTS 343	REACTIONS 160 ER 28.6%
Nº2 03.07 · 15:46 PHOTO Win a YEAR'S SUPPLY of PÚSY + DRINKS FOR ALL SUMMER PÚSY and Ü decided to make this summer as light as you remember from childhood...	VIEWS 15 651 REPOSTS 393	REACTIONS 1 823 ER 24.5%
Nº3 13.07 · 04:33 TEXT (post without caption – text)	VIEWS 15 276 REPOSTS 53	REACTIONS 93 ER 23.9%

Nº4 03.07 · 06:32 VIDEO 🌸 × 🤍 The hottest collab is here! Two summer newbies meet at the coffee shop: juicy collab drink Guava and a new...	VIEWS 12 984 REPOSTS 290	REACTIONS 225 ER 20.3%
Nº5 13.07 · 04:32 TEXT ❤️❤️❤️❤️❤️❤️ Guava PÚSY for just 200₽! The most unusual drink from the tropical line – creamy, milky, and refreshing...	VIEWS 12 235 REPOSTS 67	REACTIONS 101 ER 19.1%

|

WORST 3

↓ 09.07 · 05:40 POLL (post without caption – poll)	VIEWS 9 223 REPOSTS 2	REACTIONS 121 ER 14.4%
↓ 10.07 · 06:53 PHOTO 🍷 x 🤍 have long known the secret to a great weekend! Tasty drinks, desired gifts, and lots of emotions, so 👉📌 In Yekaterinburg you'll find...	VIEWS 9 162 REPOSTS 52	REACTIONS 94 ER 14.3%
↓ 10.07 · 07:53 PHOTO We're missing someone – a barista! ❤️ Want to work in the coolest team? Apply...	VIEWS 8 451 REPOSTS 90	REACTIONS 112 ER 13.2%

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 grew and which it lost subs.



PERIOD START

19 833

NOW

63 957

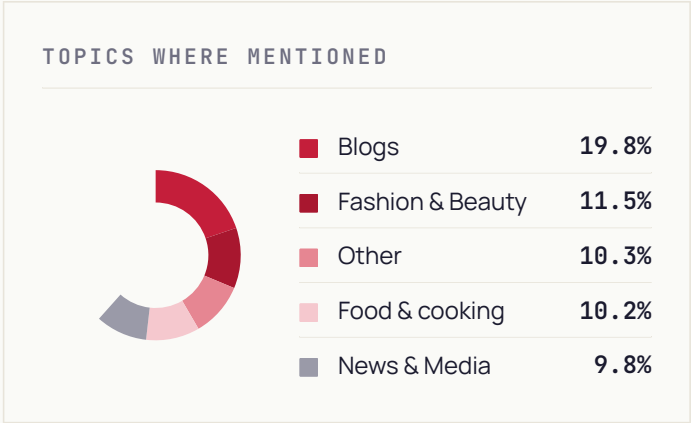
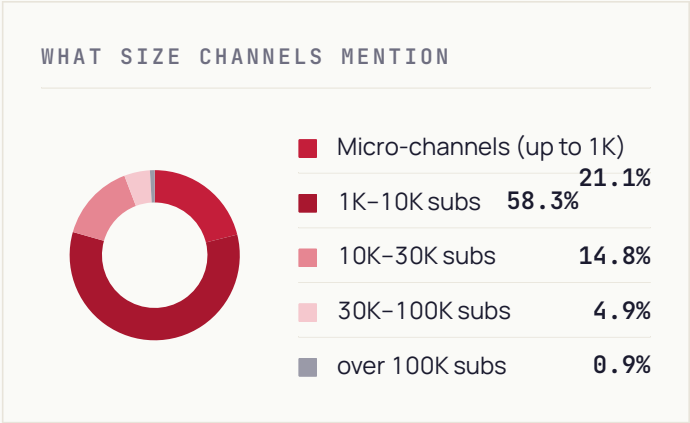
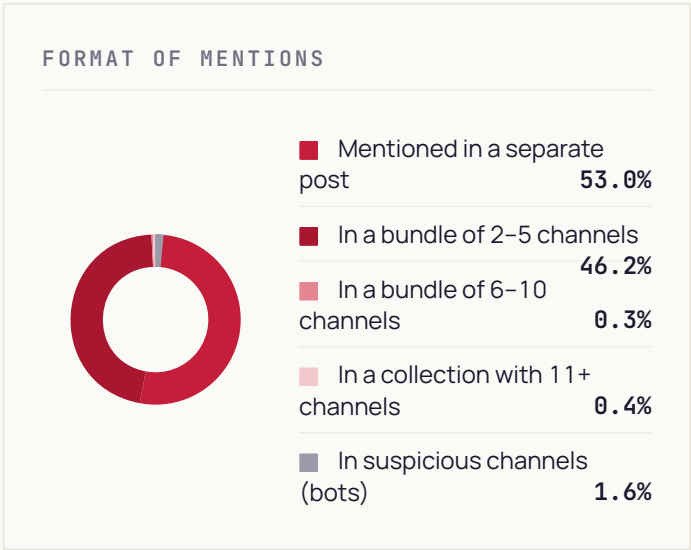
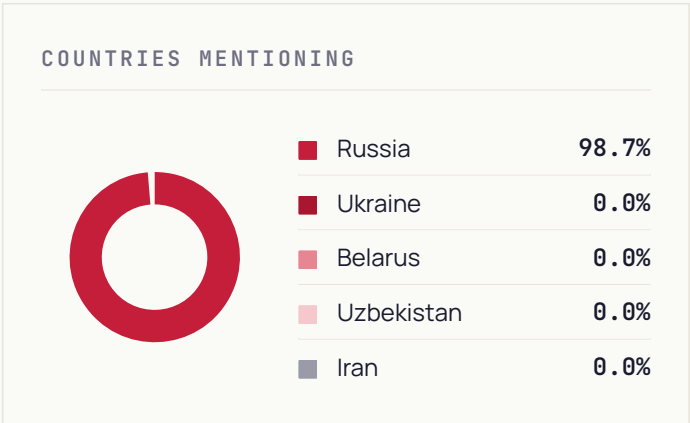
NET GROWTH

+44 124

SECTION 04 · MENTIONS

Who mentions the channel and how

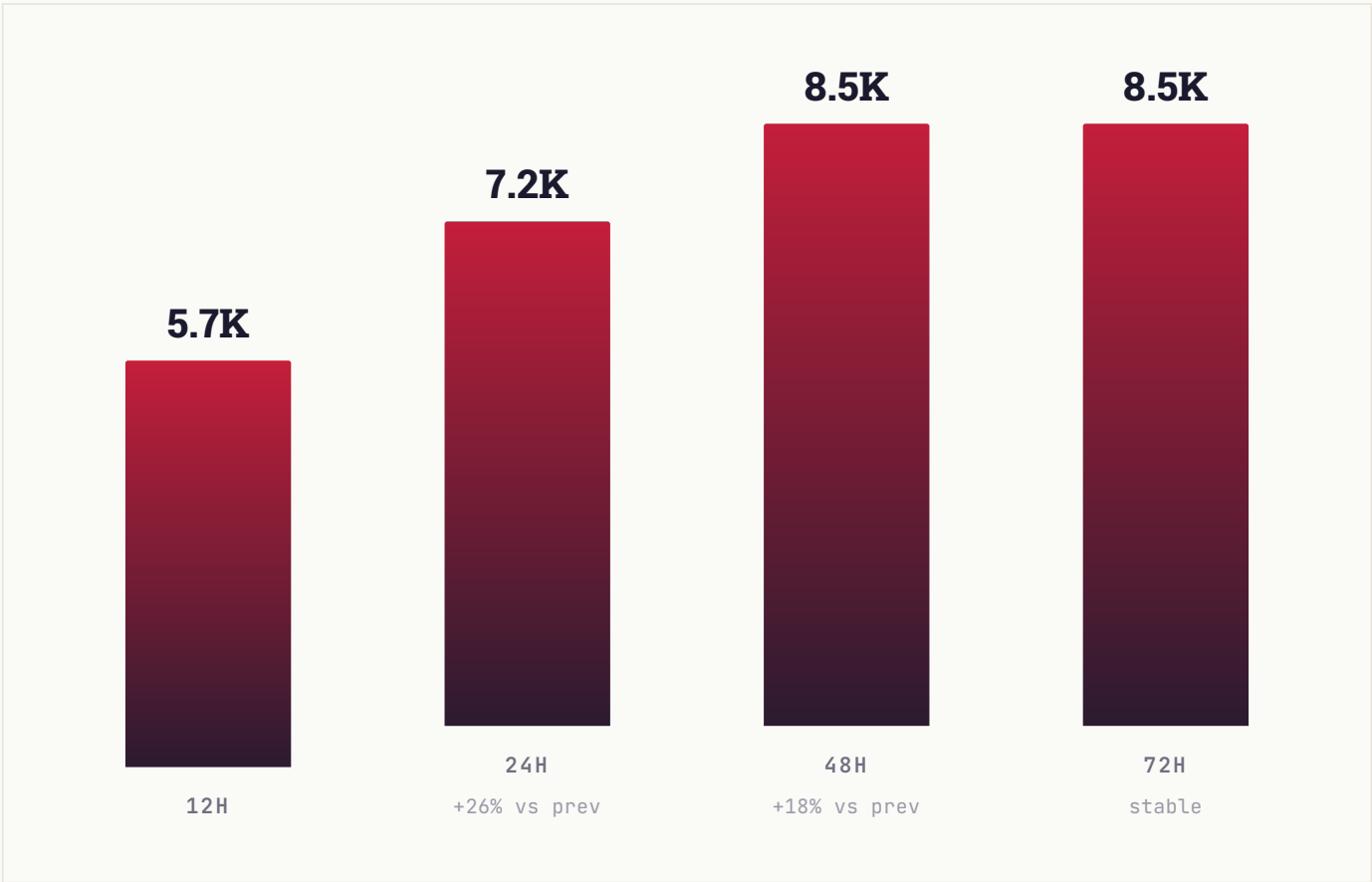
Citation index **90** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **288** different channels.



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 and audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
KÜ Coffeehouse Ü YOU	64K
KI COUPONS 🍔 DEALS in Belarus	29.7K
GI Groszyk Deals Finds Gifts	25.1K
C- Neighbors – store chain	17K
O- OBZOR.BY – FOOD, CITY, SHOPPING	13.4K
MI mrgrittaa recipes 🍳	13.3K
VI VARKA coffee chain in Belarus	12.5K
GV Go to BK: Burger King channel in Belarus	11.1K
ChI Chico Minsk	7K
VI VINO&VINO	6.8K
CB COFIX Belarus	6.4K

COMPARATIVE SUMMARY

Channel — largest in set of 11 channels. Cross-promo with the rest as niche leader: you give more reach than you get, but cement your status.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **226**, they brought **34 533** new subs.

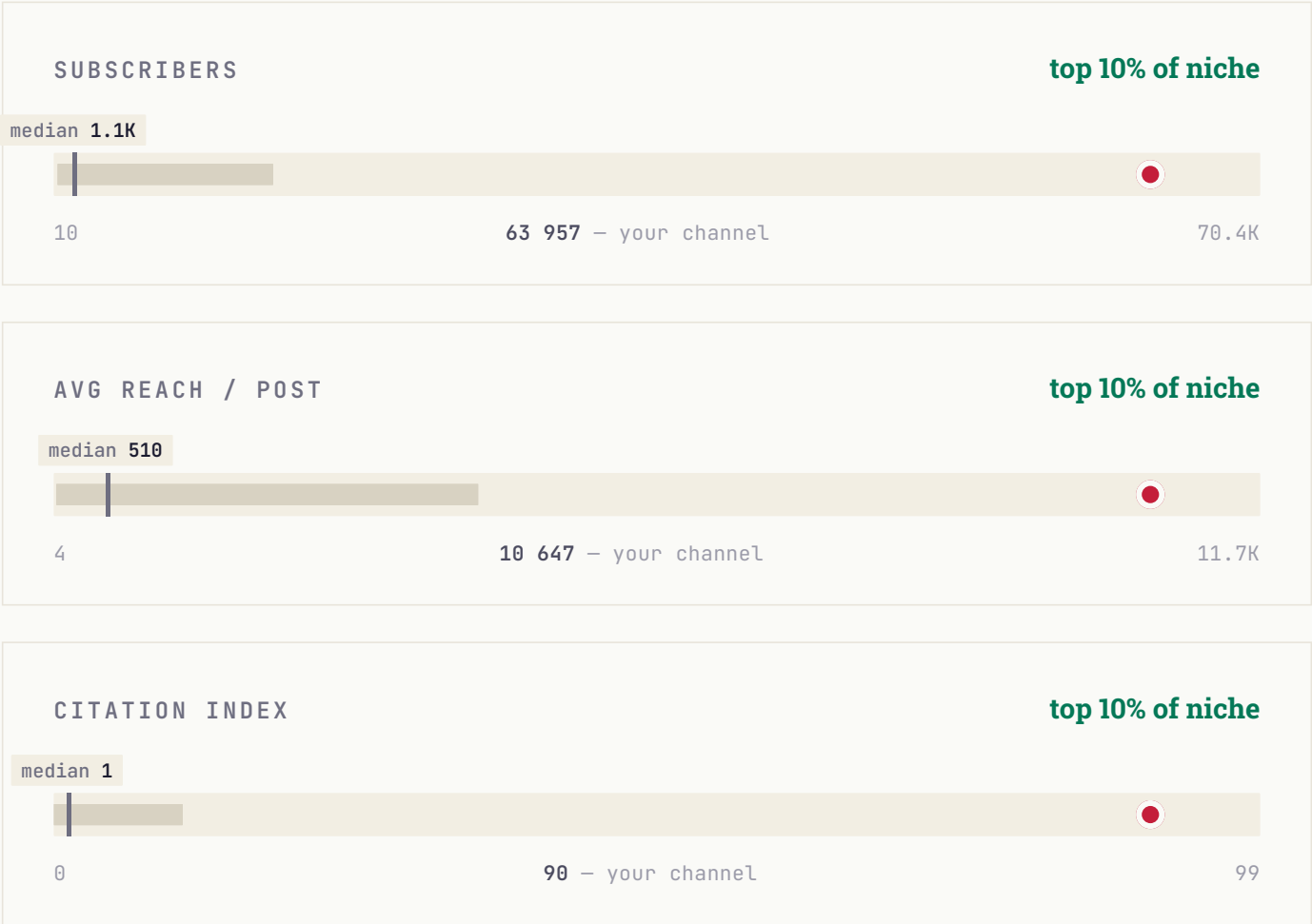
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	38	24	2 001
December 2025	66	32	4 830
Nov 2025	49	35	8 185
Oct 2025	33	26	6 177
Sep 2025	22	16	11 624
August 2025	18	12	1 716

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
226	6	34 533

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-47 channels in category "Food & cooking» (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.



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day and at 18:00 MSK audience is most active.

EFFECT

**Best time for
an important
post**

02

System traffic buy

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 point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 this done by **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 ads in Telegram** <https://panel.promptpress.com/register>

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