

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Economic Newspaper | Belarus Economy News



@egazeta

Latest news, analysis and breakdown of key changes in taxation, accounting, foreign trade and other professional areas. LLC "Agency of Vladimir Grevtsov". UNP 100024047 For ads and...

SUBSCRIBERS

6 213

ERR (% SEE POSTS)

16.0%

REACH/POST

922

+64 per month

per day 10.8%

ad reach 668/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 6 213 —	 SUBSCRIBER REACH 14.84% avg % of subs see post	 VIEWS/POST 922 median 870 · 29 days	 POSTS/DAY 10.1 ~71 per week
 7D TREND -13.5% vs previous week	 REACTIONS/POST 3.9 only 1,175 reactions, 1,285 reposts, 0 comments	 POST LENGTH 806 chars. median 925 · 29 days	 POSTS ANALYZED 302 29 days
 AD REACH 668 avg over 24h	 CHURN / MONTH +64 last month	 CITATIONS 21 citation index · 77 channels mentioned it ever	 CHANNEL AGE 6 years 1 month created 05.05.2020

AI EDITOR SUMMARY

Channel «Economic Newspaper | Belarus Economy News» – 6 213 subs. Each post averages 922 people (15% from subs), reach is low – expand audience. Publishes 71 posts per week (~10/day) – very active. Week 25–31 May reach dropped -13.5% to week 18–24 May – investigate why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **302** posts in 29 days.
- 02 Dominant format – **Photo** (246/302 posts).
- 03 Avg post length – **806** chars (median 925).
- 04 Peak audience activity – **Monday**, 08:00 MSK.
- 05 Top posts get **9x** more views than the weakest (6.2K avg top vs 716 worst) – among 302 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 05:00 PHOTO New land law in Belarus: expanding land amnesty and extending preferential redemption Presenting to the upper house the draft law on...	VIEWS 12 135 REP. 114	REACTIONS 3 ER 195.3%
Nº2 20.05 · 13:05 PHOTO Farmers to switch to new legal rails: what KFH should prepare for Belarus has drafted a new Law on Farms...	VIEWS 3 386 REP. 14	REACTIONS 6 ER 54.5%
Nº3 28.05 · 08:01 PHOTO Belarus imported 7 mln USD worth of mayo from Russia in 2026 In Jan–Apr 2026, Belarus imported from Russia...	VIEWS 2 950 REP. 6	REACTIONS 5 ER 47.5%

Nº4 22.05 • 13:33 PHOTO ☎Hotlines in ministries on May 23: time, consultation topics and contacts On Saturday, May 23 from 9:00 to 12:00 there will be direct phone...	VIEWS 2 253 REP. 5	REACTIONS 3 ER 36.3%
Nº5 25.05 • 07:03 PHOTO Information services provided by a Russian resident: who pays VAT Answering whether a Belarusian entity must pay VAT on...	VIEWS 1 828 REP. 9	REACTIONS 4 ER 29.4%

|

WORST 3

↓ 08.06 • 08:00 PHOTO National Bank of Belarus puts silver bullion coin into circulation Starting June 15, the National Bank issues a silver bullion coin in Belarus...	VIEWS 717 REP. 1	REACTIONS 2 ER 11.5%
↓ 08.06 • 08:59 PHOTO EABR: Belarus gold & forex reserves down \$228.6 mln in May As of early June 2026, Belarus gold & forex reserves...	VIEWS 717 REP. 1	REACTIONS 3 ER 11.5%
↓ 08.06 • 06:00 PHOTO All materials from Infobank No.21 (2838) dated June 2, 2026 ☒Opening a representative office in Russia: how to organize accounting and avoid...	VIEWS 716 REP. 2	REACTIONS 3 ER 11.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact sub count. Shows months of growth vs. loss.

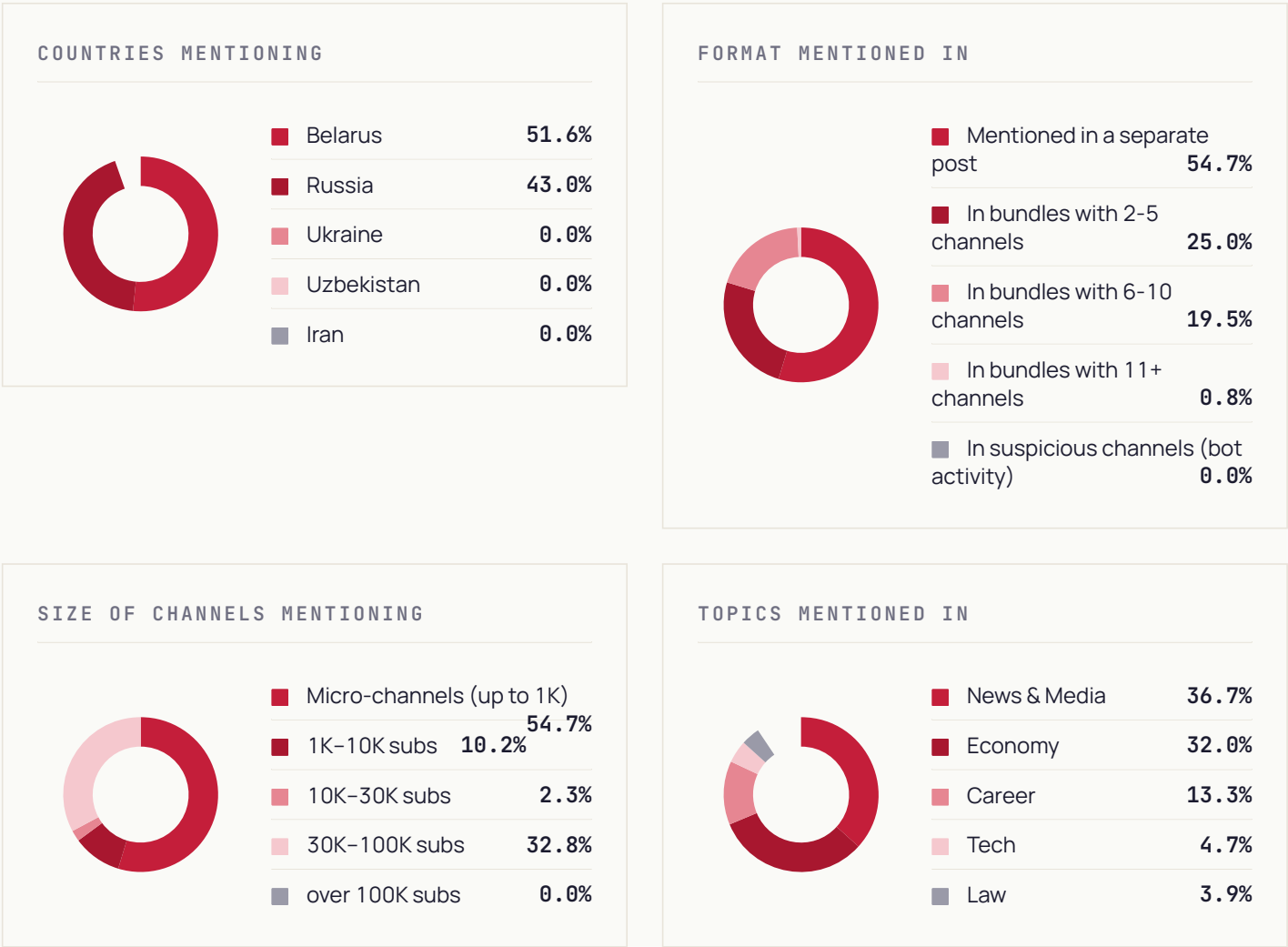


START OF PERIOD	NOW	NET GROWTH
5 775	6 213	+438

SECTION 04 · MENTIONS

Who mentions the channel and how

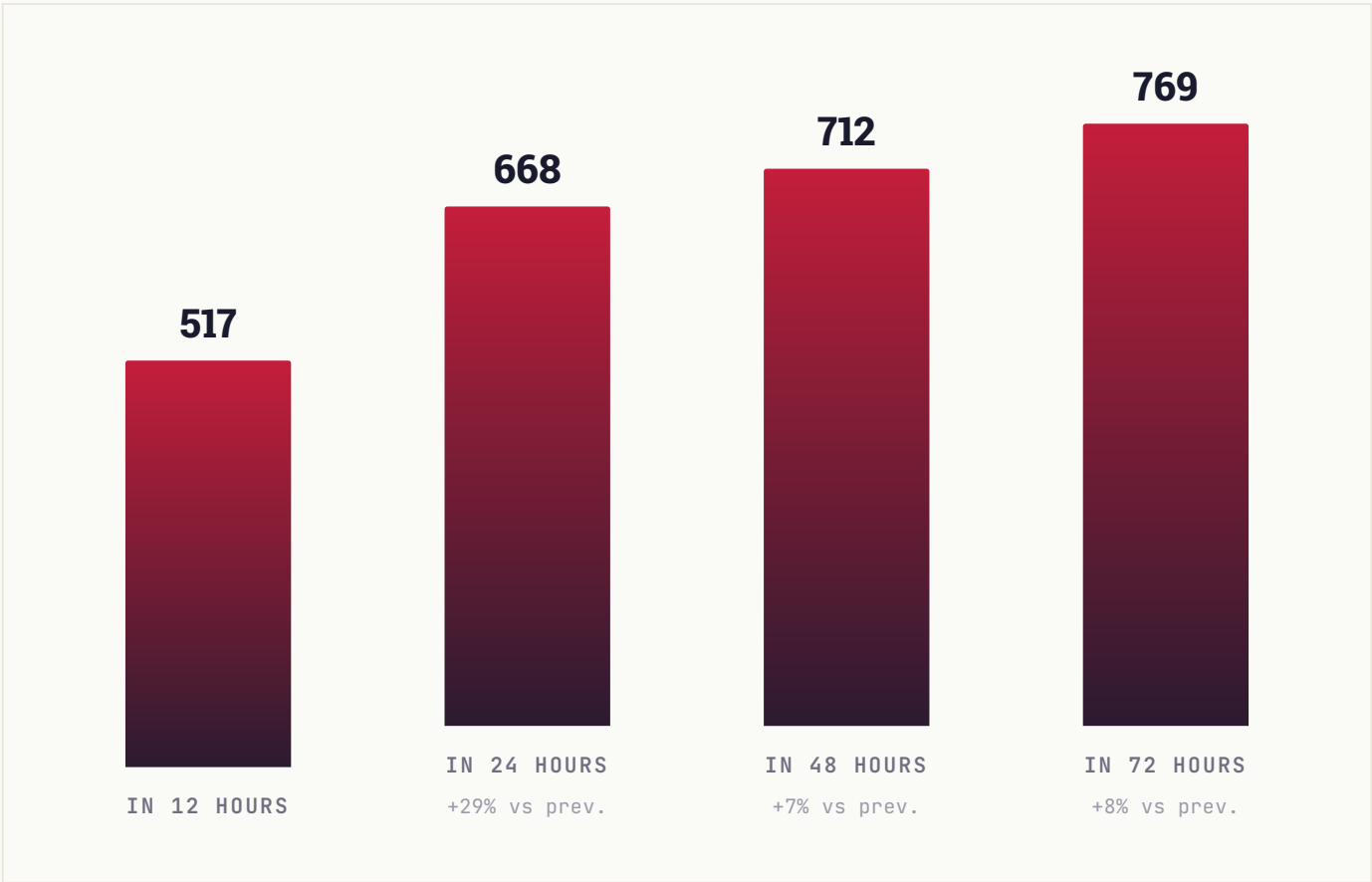
Citation index **21** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **77** different channels.



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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MO MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR MNB of Belarus	15.1K
UO Department of Operational Activities of the MNS Inspectorate for Minsk	14.6K
BE Belagroprombank	11.1K
EG Economic Newspaper Belarus Economy News YOU	6.2K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#16 of 67). Leader — Alfa-Bank (Belarus) (79.3K). Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **29**, they brought **414** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	2	47
Nov 2025	1	1	72
Oct 2025	2	2	91
September 2025	20	5	44
August 2025	3	2	96
July 2025	1	1	64

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
29	6	414

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-67 channels in category «**Economy**» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

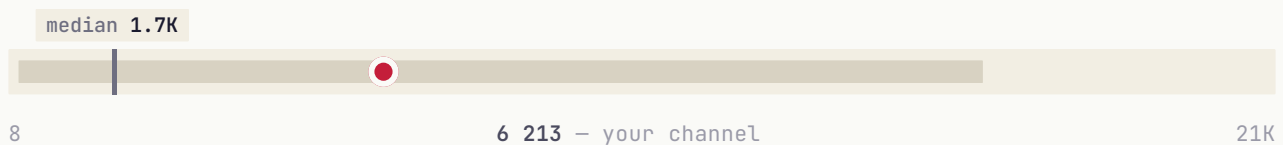
#16 /67

POSITION IN NICHE

Channel in top 23% – strong position

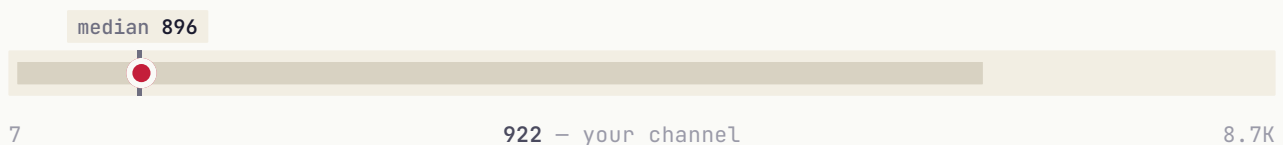
SUBSCRIBERS

top 38% of niche



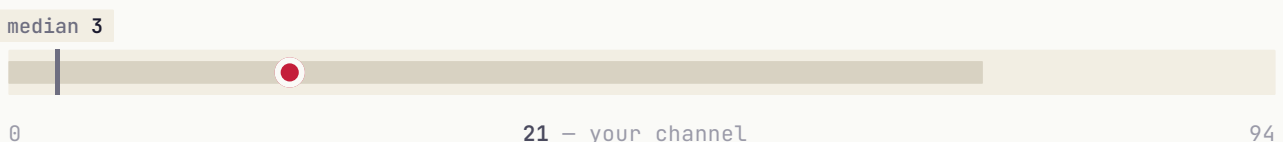
AVG REACH / POST

top 50% of niche



CITATION INDEX

top 40% 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 08:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

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**

04

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 point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
