

PROMTPRESS PUBLIC REPORT

Channel audit

EVROOPT



@evroopt_shop

Welcome to the official channel of EVROOPT stores EVROOPT
website <https://evroopt.by>

SUBSCRIBERS

13 277

-67 per month

ERR (% SEE POSTS)

31.0%

daily 14.7%

REACH/POST

4.4K

ad reach 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 13 277 —	 SUBSCRIBER REACH 32.91% avg % subs see post	 VIEWS/POST 4.4K median 4.5K · 28 days	 POSTS/WEEK 6.6 for period
 7D TREND -32.3% vs previous week	 REACTIONS/POST 67.4 only 1,819 reactions, 162 reposts, 115 comments	 POST LENGTH 710 chars median 722 · 28 days	 POSTS ANALYZED 27 28 days
 AD REACH 2K 24h avg	 CHURN / MONTH -67 last month	 CITATION RATE 11 citation index · 79 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 06.04.2023

AI EDITOR SUMMARY

Channel «EVROOPT» – 13 277 subs. Each post avg views 4.4K people (33% from subs), good reach. Publishes 7 posts/week (~1/day) – rare. Week 25–31 May reach dropped -32.3% to week 18–24 May – investigate reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts in 28 days.
- 02 Dominant format – Photo (15/27 posts).
- 03 Avg post length – 710 chars (median 722).
- 04 Audience peak activity – Friday, 12:00 MSK.
- 05 Top posts get 3x more views than weakest (7.2K avg top vs 2.2K worst) – among 27 posts in 28 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 09:26 VIDEO 👤 Pensioner Rimma Basalay from the agro-town of Pogranichny, Berestovitsky district, won 150,000 rubles in the April round of the game 'Luck in...	VIEWS 10 509 REP. 8	REACTIONS 99 ER 79.2%
Nº2 11.05 · 14:12 PHOTO 👤 Congrats to winners of April's 'Luck Bonus!' game👤 Today at Euroopt hypermarket, Kazimirovskaya 6, prizes were awarded...	VIEWS 5 695 REP. 8	REACTIONS 88 ER 42.9%
Nº3 13.05 · 06:22 VIDEO 👤 The road home starts with care! On May 10, a very warm campaign 'Road Home' took place, where 100 fluffy heroes - cats and dogs - were looking for...	VIEWS 5 469 REP. 1	REACTIONS 71 ER 41.2%

Nº4 15.05 • 06:02 PHOTO EVERY FRIDAY – NATIVE, OURS! ☑☑ From May 15 to 17, special prices on products from Belarusian brands!...	VIEWS 5 258 REACTIONS 35 REP. 2 ER 39.6%
Nº5 01.05 • 09:10 PHOTO EVERY FRIDAY – NATIVE, OURS! ☑☑ From May 1 to 3, special prices with Eplus card on products from...	VIEWS 5 112 REACTIONS 32 REP. 1 ER 38.5%

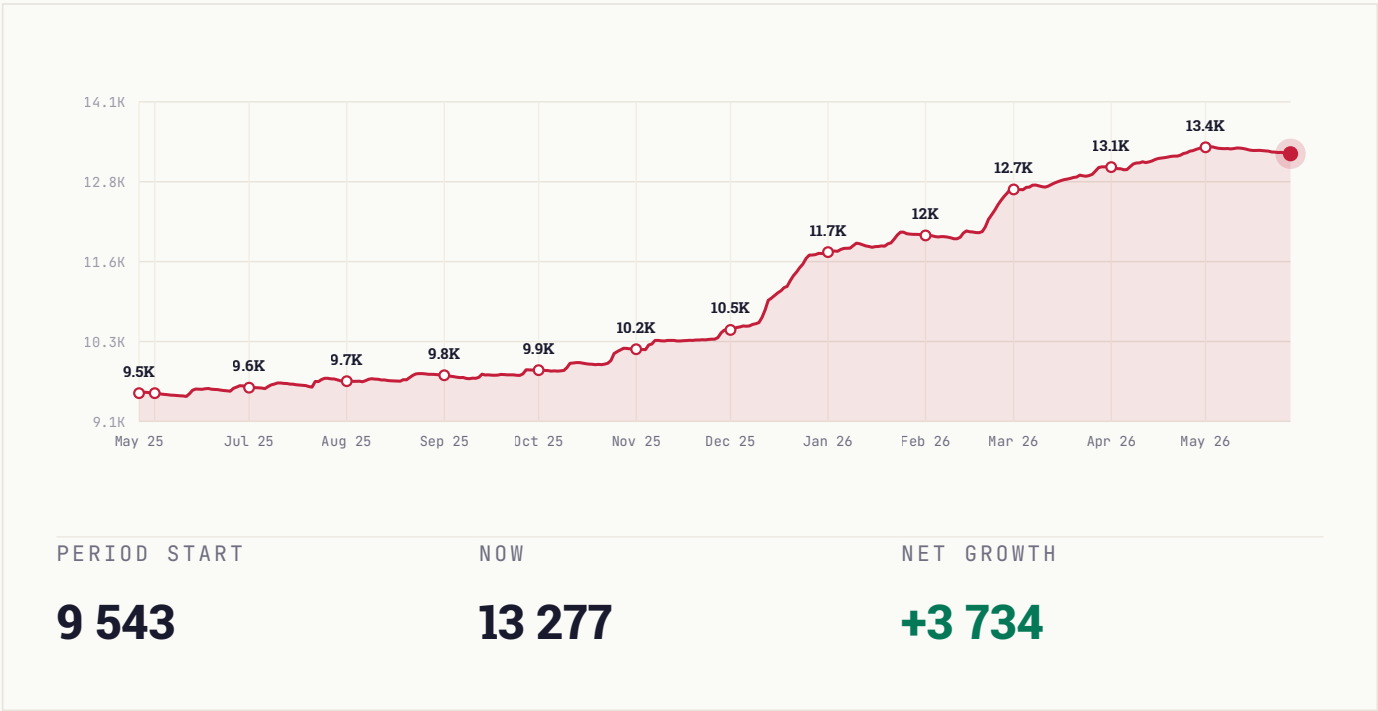
WORST 3

↓ 25.05 • 08:09 VIDEO ☑ It was unforgettable: how 'Tailed Yard' went in Minsk! On May 23, the kindest festival 'Tailed Yard' took place in the capital, where about...	VIEWS 2 943 REACTIONS 47 REP. 2 ER 22.2%
↓ 26.05 • 09:59 VIDEO !! Everyone here! Euroopt is giving away TWO APARTMENTS!☑ AND ALSO A Geely Monjaro CAR! ☑AND BIG MONEY: 50,000, 40,000, 30,000...	VIEWS 2 672 REACTIONS 78 REP. 3 ER 20.1%
↓ 28.05 • 09:24 PHOTO «BLACK PRICES» in summer mode! ✱ 3 days - May 28-30 - only in Evroopt hypermarkets: discounts and 750+ items for...	VIEWS 890 REACTIONS 8 REP. 3 ER 6.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

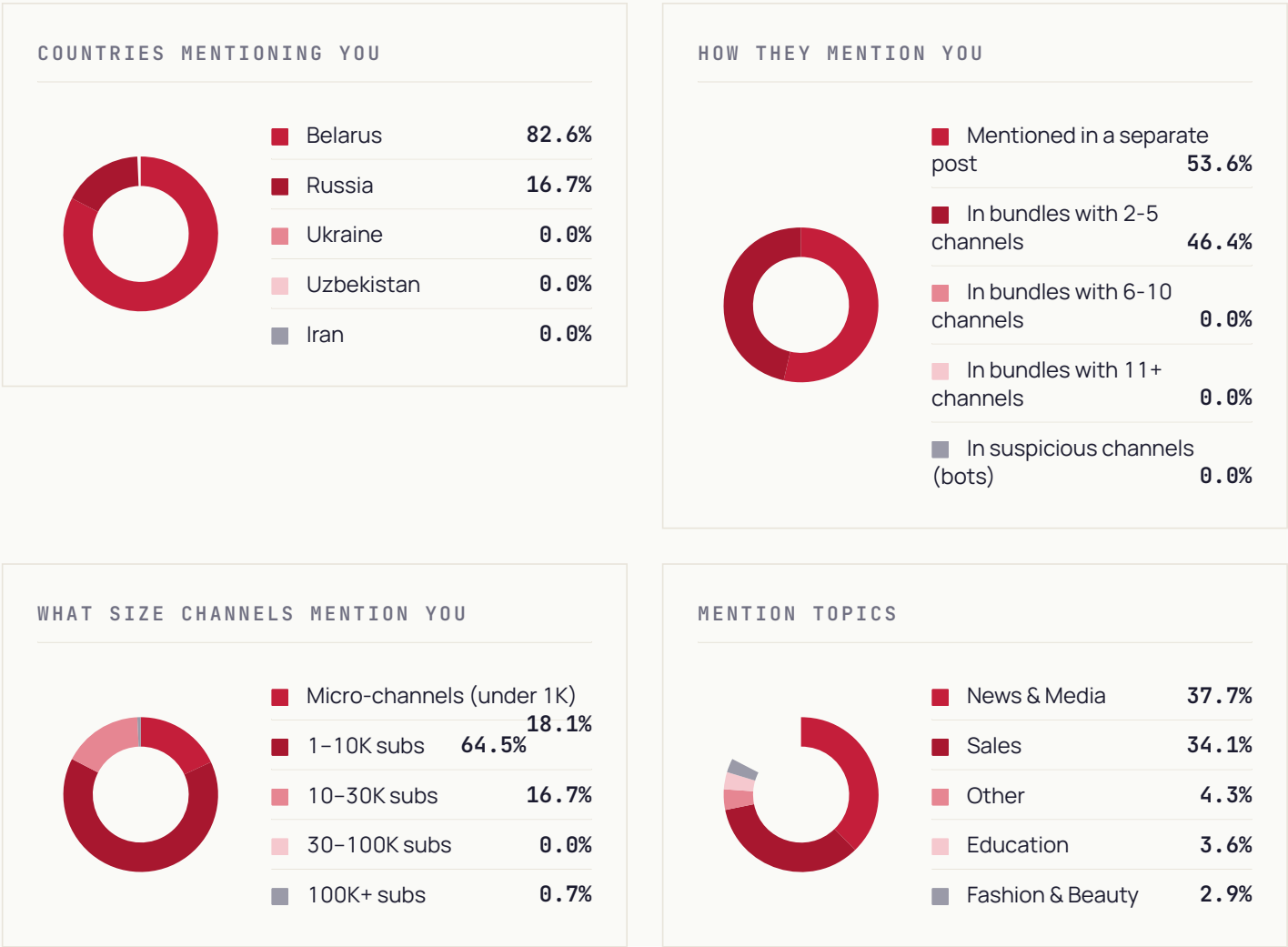
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

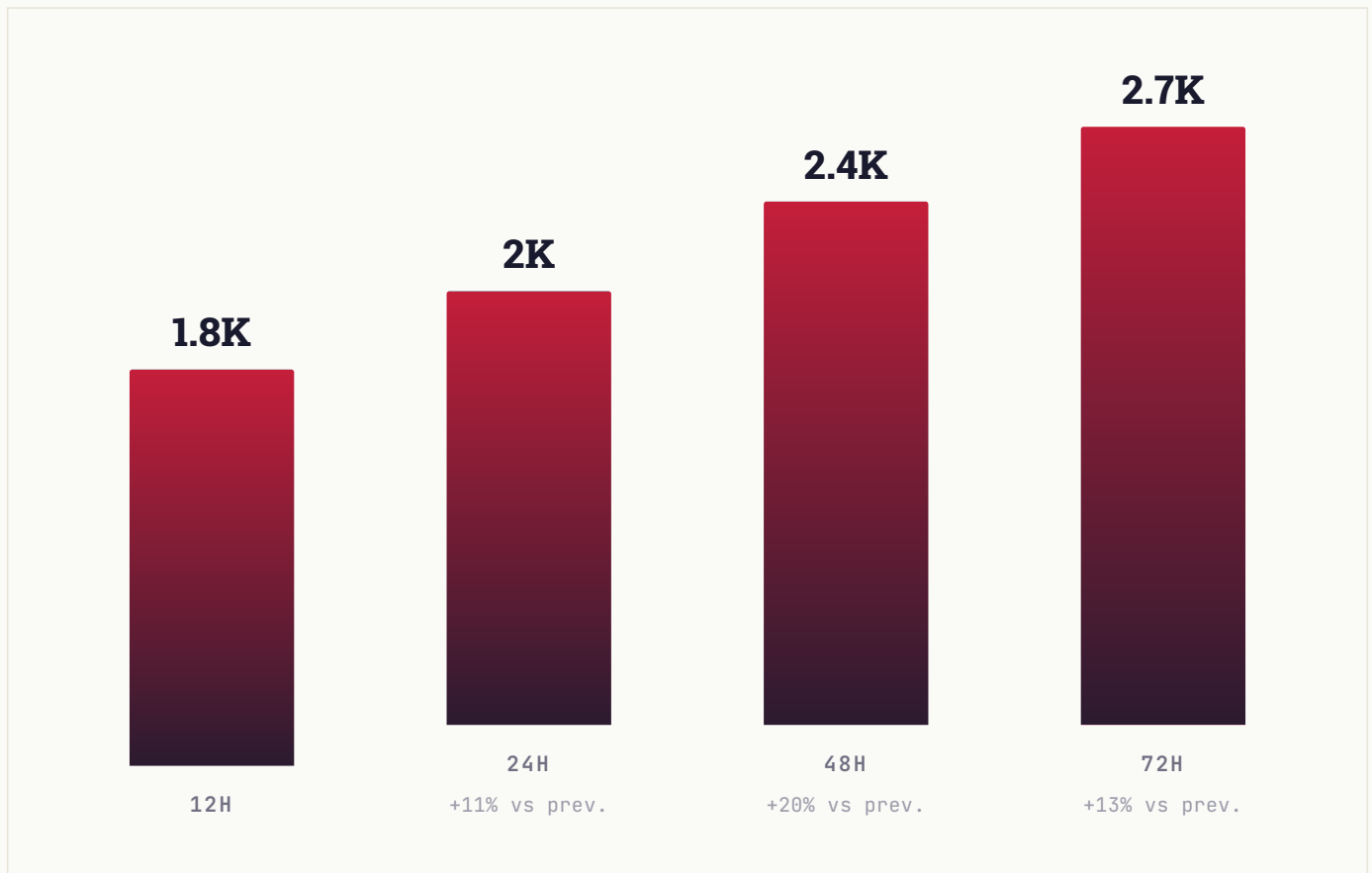
Citation index **11** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **79** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	106.1K
SB Belarus discounts	75.2K
F- Flatty - Apartment rental Real estate Belarus Housing without agents	43.2K
PI Promo codes & discounts Belarus	41.4K
SI Belarus discounts & new items	36.7K
H2 2lvek.by Finds	35.1K
RE Realt	32.4K
SI SMARTECH luxury tech	27.8K
K- Kupon.by – promo codes Belarus	26.4K
KO Onliner Catalog	21.7K
EV EVROOPT YOU	13.3K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — 5 element | 5element.by (106.1K), top-100 median: 1.8K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

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 **3**, they brought **1 517** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
Nov 2025	3	3	332	
Oct 2025	0	0	397	
Sep 2025	0	0	178	
August 2025	0	0	171	
July 2025	0	0	226	
June 2025	0	0	213	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
3	6	1 517

SECTION 08 · NICHE COMPARISON

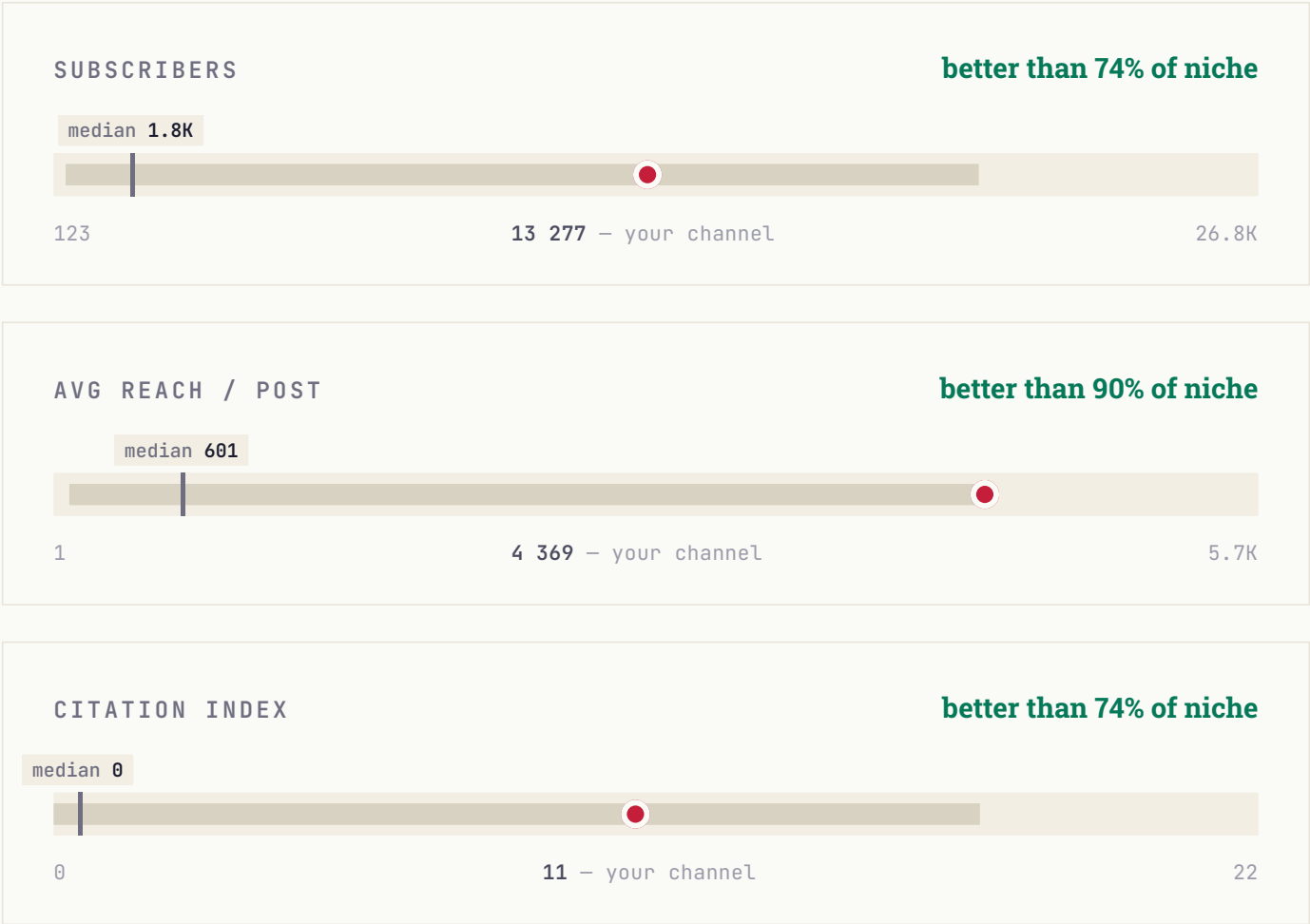
Where the channel stands in its league

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

#25/100

POSITION IN NICHE

Channel in top 25% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best time for
important
posts****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 give +5-15% ER. One poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with nearby channels**

Swap 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 this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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