

— PUBLIC REPORT BY PROMTPRESS

Channel audit

INFO FABERLIC- RB Official



@faberlic_info_rb

SUBS

2 101

-4 per month

ERR (% SEE POSTS)

29.0%

daily **15.1%**

REACH/POST

587

ad reach **317**/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 2 101 —	 SUBSCRIBER REACH 27.95% avg % subs see post	 VIEWS/POST 587 median 576 · 29 days	 POSTS/WEEK 29.8 over period
 7D TREND -15.6% vs previous week	 REACTIONS/POST 2.4 total 289 reactions, 861 reposts, 0 comments	 POST LENGTH 589 chars median 574 · 29 days	 POSTS ANALYZED 124 29 days
 AD REACH 317 24h avg	 CHURN / MONTH -4 last month	 CITATION RATE 0 citation index · 14 channels mentioned ever	 CHANNEL AGE 6 years 8 months created 09.10.2019

AI EDITOR SUMMARY

Channel «INFO FABERLIC-RB Official» – 2 101 subs. Each post avg views 587 people (28% from subs), good reach. Publishes 30 posts/week (~4/day) – active publishing. Week Jun 1–7 reach dropped -15.6% to week May 25–31 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 124 posts over 29 days.
- 02 Dominant format – Photo (93/124 posts).
- 03 Avg post length – 589 chars (median 574).
- 04 Peak audience activity – Friday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (982 avg top vs 461 worst) – among 124 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 13:06 PHOTO ☒ Only four days left until the start of the marathon "Client Chats 2.0"! → Hurry to meet the participation conditions: 1☒ Study all lessons in...	VIEWS 1 071 REP. 16	REACTIONS 2 ER 51.0%
Nº2 02.06 · 09:24 PHOTO ✂ From June 2 to 14, some buyers in your structure who place an order from 54 RUB (catalog prices) will get it for just 1 RUB...	VIEWS 962 REP. 29	REACTIONS — ER 45.8%
Nº3 27.05 · 13:41 VIDEO Air fryer Faberlic Home for just 1 ruble? YES, NO JOKE! Reach Personal Volume of 100 Health points in each promo period, and...	VIEWS 914 REP. 31	REACTIONS 11 ER 43.5%

Nº4 26.05 · 13:52 PHOTO ☒ Shopping with pleasure! ☒ Order and pay for goods from the "Health Products" category for 32 RUB or more according to catalog Nº08/2026 and...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>904</td><td>3</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>26</td><td>43.0%</td></tr> </table>	VIEWS	REACTIONS	904	3	REP.	ER	26	43.0%
VIEWS	REACTIONS								
904	3								
REP.	ER								
26	43.0%								
Nº5 28.05 · 08:52 PHOTO Super price time is here ☒ ☒ Only today 12:00–16:00 you can get health products and goods at super...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>864</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>11</td><td>41.1%</td></tr> </table>	VIEWS	REACTIONS	864	—	REP.	ER	11	41.1%
VIEWS	REACTIONS								
864	—								
REP.	ER								
11	41.1%								

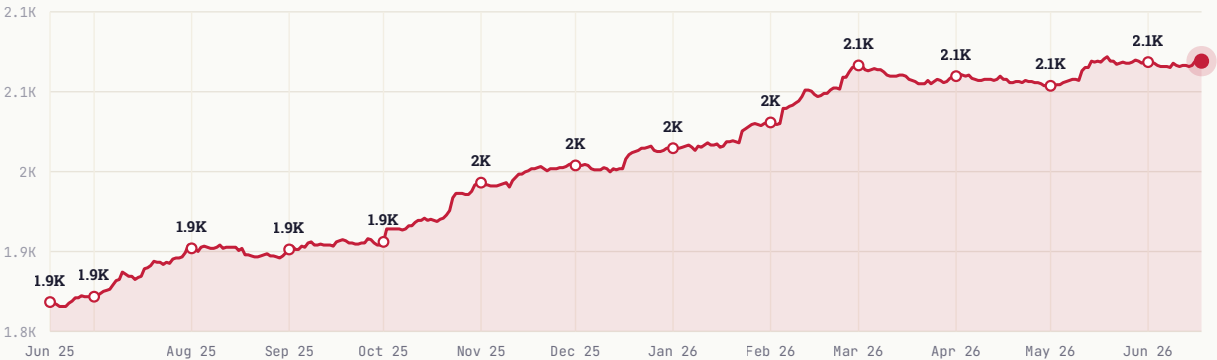
WORST 3

↓ 03.06 · 09:34 PHOTO ☒ Reminder about the CHARITY PROJECT "FRIEND FROM SHELTER" ☒ ☒ ☒ The "Friend from Shelter" project is a bright and inspiring initiative of the company...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>479</td><td>5</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>22.8%</td></tr> </table>	VIEWS	REACTIONS	479	5	REP.	ER	1	22.8%
VIEWS	REACTIONS								
479	5								
REP.	ER								
1	22.8%								
↓ 21.05 · 05:37 PHOTO (post without caption – photo)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>469</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>22.3%</td></tr> </table>	VIEWS	REACTIONS	469	—	REP.	ER	1	22.3%
VIEWS	REACTIONS								
469	—								
REP.	ER								
1	22.3%								
↓ 10.06 · 06:11 PHOTO June 11 at 12:00 live stream: «Digital Faberlic: tools for working with buyers and team» This stream is especially useful for those who...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>435</td><td>2</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>6</td><td>20.7%</td></tr> </table>	VIEWS	REACTIONS	435	2	REP.	ER	6	20.7%
VIEWS	REACTIONS								
435	2								
REP.	ER								
6	20.7%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.

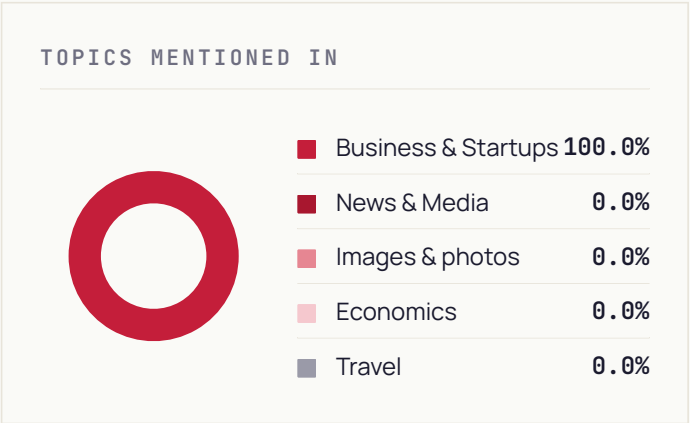
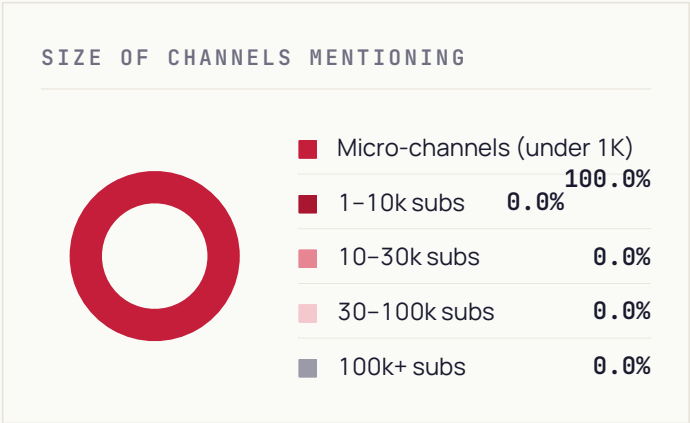
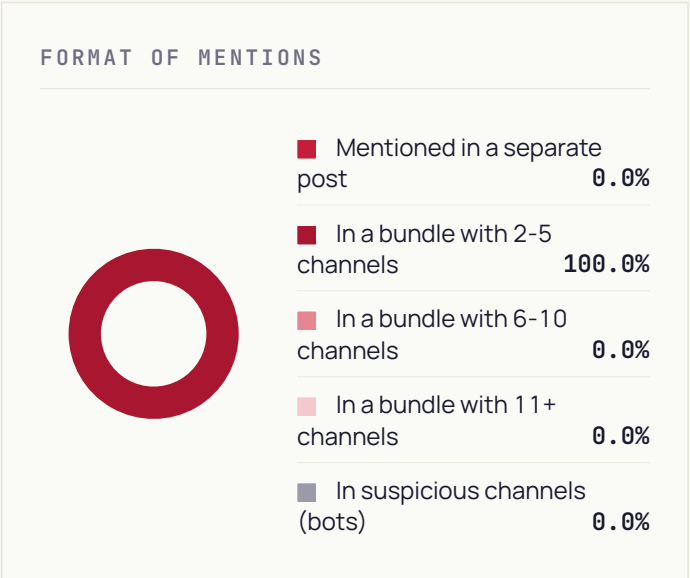
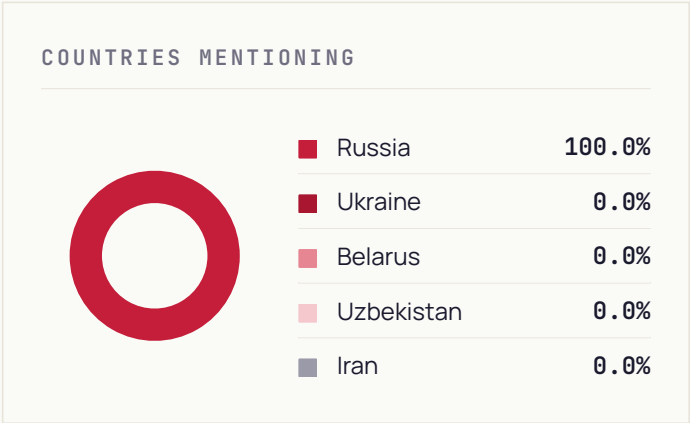


PERIOD START	NOW	NET GROWTH
1 877	2 101	+224

SECTION 04 · MENTIONS

Who mentions the channel & how

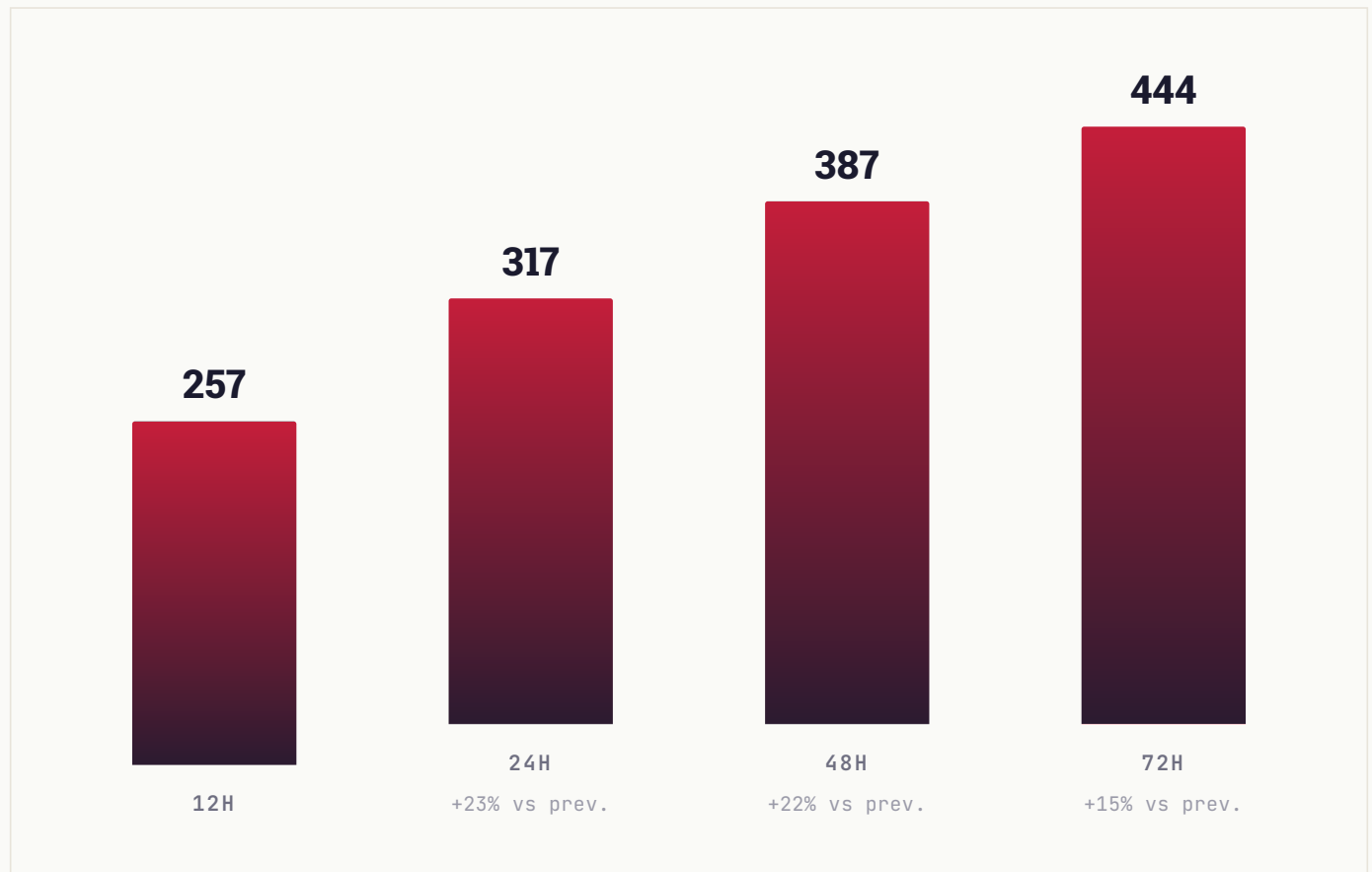
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 14 different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you rank among niche neighbors.

CHANNEL	SUBS
5E 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Apartment rental in Minsk Housing from owners	43.6K
PI Promocodes & discounts Belarus	41.4K
Sun Belarus discounts & new items	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
IF INFO FABERLIC-RB Official YOU	2.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#46 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **228** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Dec 2025	0	0	31	
Nov 2025	0	0	30	
Oct 2025	0	0	63	
Sep 2025	0	0	26	
August 2025	0	0	19	
Jul 2025	0	0	59	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	228

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

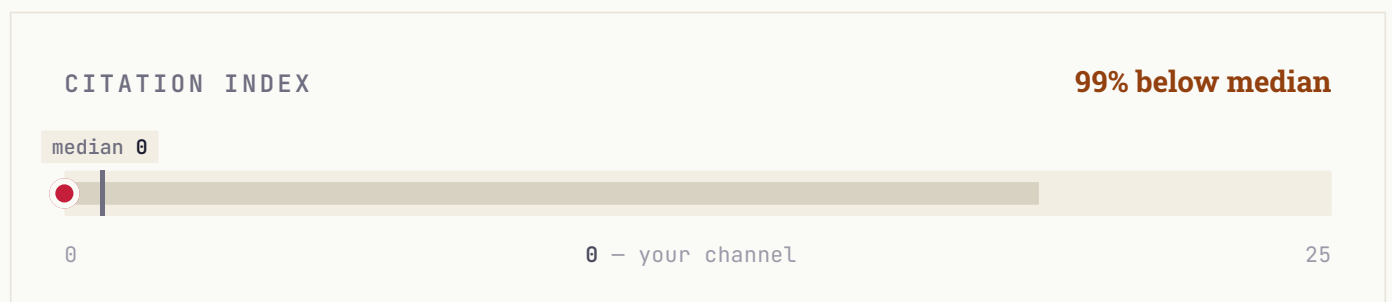
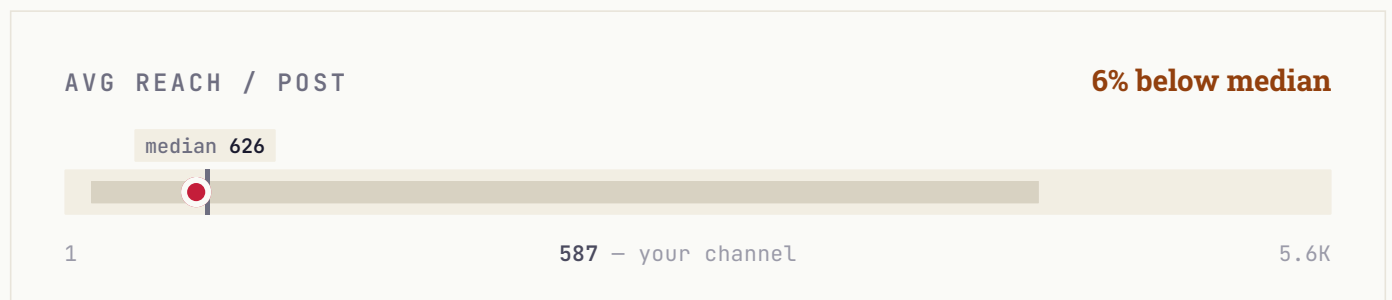
Top-100 channels in category «Sales» (Belarus) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#46

/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Post of the week — on Friday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best time 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Exchange posts with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. 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
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02	Contact manager	t.me/PromptPress_manager
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