

PUBLIC REPORT BY PROMTPRESS

Channel audit

FinBelarus



@finbel

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 Personal finance in Belarus. Investments, financial news, taxes, sole proprietors, self-employed.

SUBSCRIBERS

7 916

+2 per month

ERR (% SEE POSTS)

58.0%

last day **25.7%**

REACH/POST

4.6K

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 under the number shows the period it covers.

 SUBSCRIBERS 7 916 —	 SUBS REACH 58.12% avg % subs see post	 VIEWS/POST 4.6K median 4.7K · 16 days	 POSTS/WEEK 1.3 for period
 7D TREND — no data for period	 REACTIONS/POST 91.3 274 reactions, 162 reposts, 16 comments	 POST LENGTH 605 chars. median 610 · 16 days	 POSTS ANALYZED 3 16 days
 AD REACH 2K 24h avg	 CHURN / MONTH +2 last month	 CITATION RATE 2 citation index · 18 channels mentioned all time	 CHANNEL AGE 7 years 1 month created 30.04.2019

AI EDITOR SUMMARY

Channel «FinBelarus» — 7 916 subs. Each post averages 4.6K people (58% of subs), wide reach for a channel this size. Publishes 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 16 days.
- 02 Dominant format — Photo (2/3 posts).
- 03 Avg post length — 605 chars (median 610).
- 04 Peak audience activity — Wednesday, 12:00 MSK.
- 05 Top posts get 1× more views than the weakest (4.6K avg for top vs 4.6K for worst) — among 3 posts in 16 days. Analyze commonalities: topic, format, timing.

TOP 3 POSTS

Nº1 20.05 · 09:41 PHOTO National Bank cuts refinancing rate by 0.5% From June 1, the refinancing rate will drop from 9.75% to 9.25%. Loan rate...	VIEWS 6 380 REPOSTS 54	REACTIONS 40 ER 80.6%
Nº2 28.05 · 11:03 TEXT National Bank buys, public sells In April, National Bank bought \$500M in currency, while in Jan–Apr the public sold \$640...	VIEWS 4 650 REPOSTS 45	REACTIONS 196 ER 58.7%
Nº3 05.06 · 10:04 PHOTO ⌘ 42% of all deposit money belongs to pensioners The National Bank released fresh Know Your Customer analytics for Q1 2026. The report contains a lot...	VIEWS 2 773 REPOSTS 63	REACTIONS 38 ER 35.0%

WORST 3

↓ 20.05 · 09:41 PHOTO National Bank cuts refinancing rate by 0.5% From June 1, the refinancing rate will drop from 9.75% to 9.25%. Loan rate...	VIEWS 6 380 REPOSTS 54	REACTIONS 40 ER 80.6%
↓ 28.05 · 11:03 TEXT National Bank buys, public sells In April, National Bank bought \$500M in currency, while in Jan–Apr the public sold \$640...	VIEWS 4 650 REPOSTS 45	REACTIONS 196 ER 58.7%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

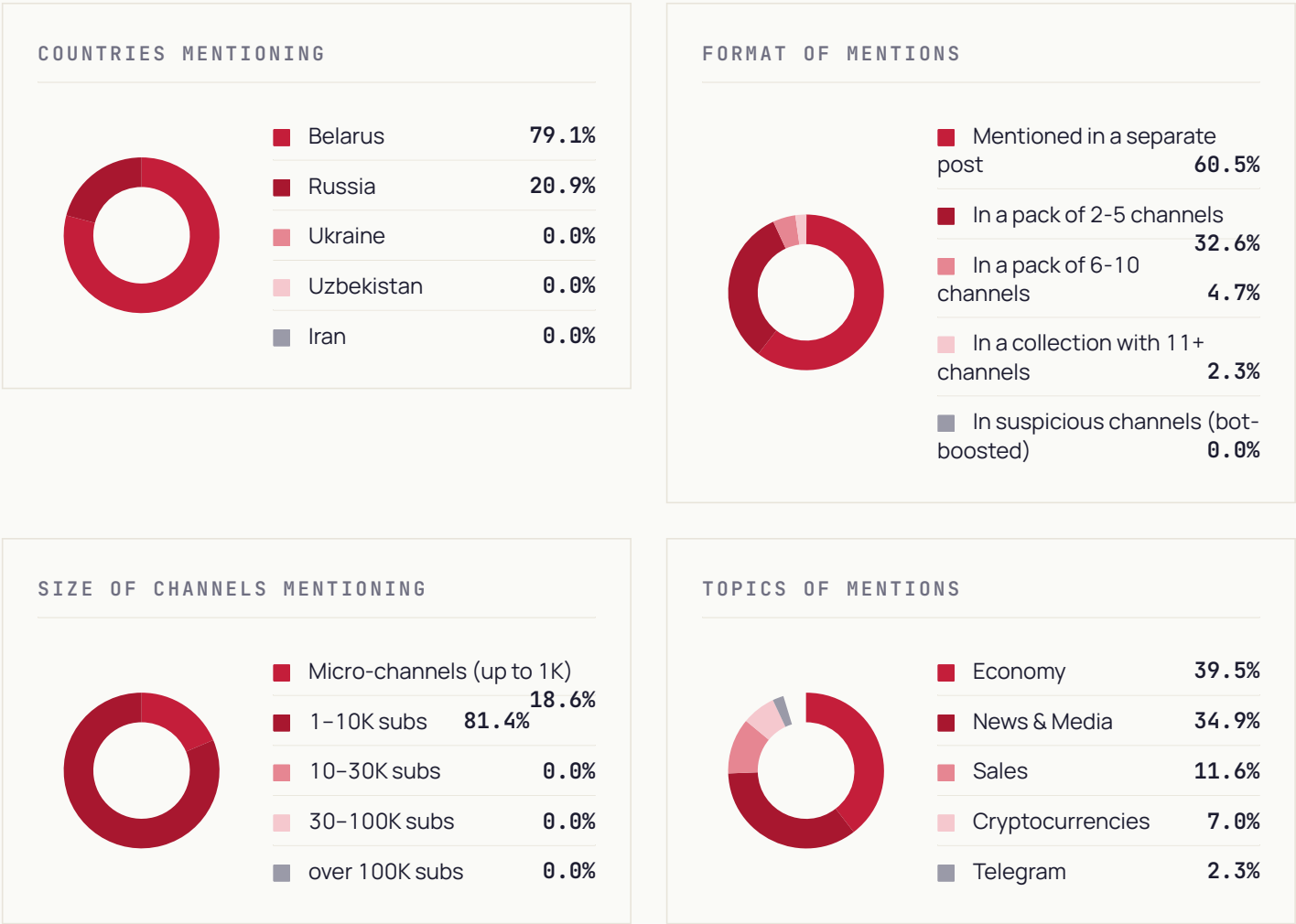
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

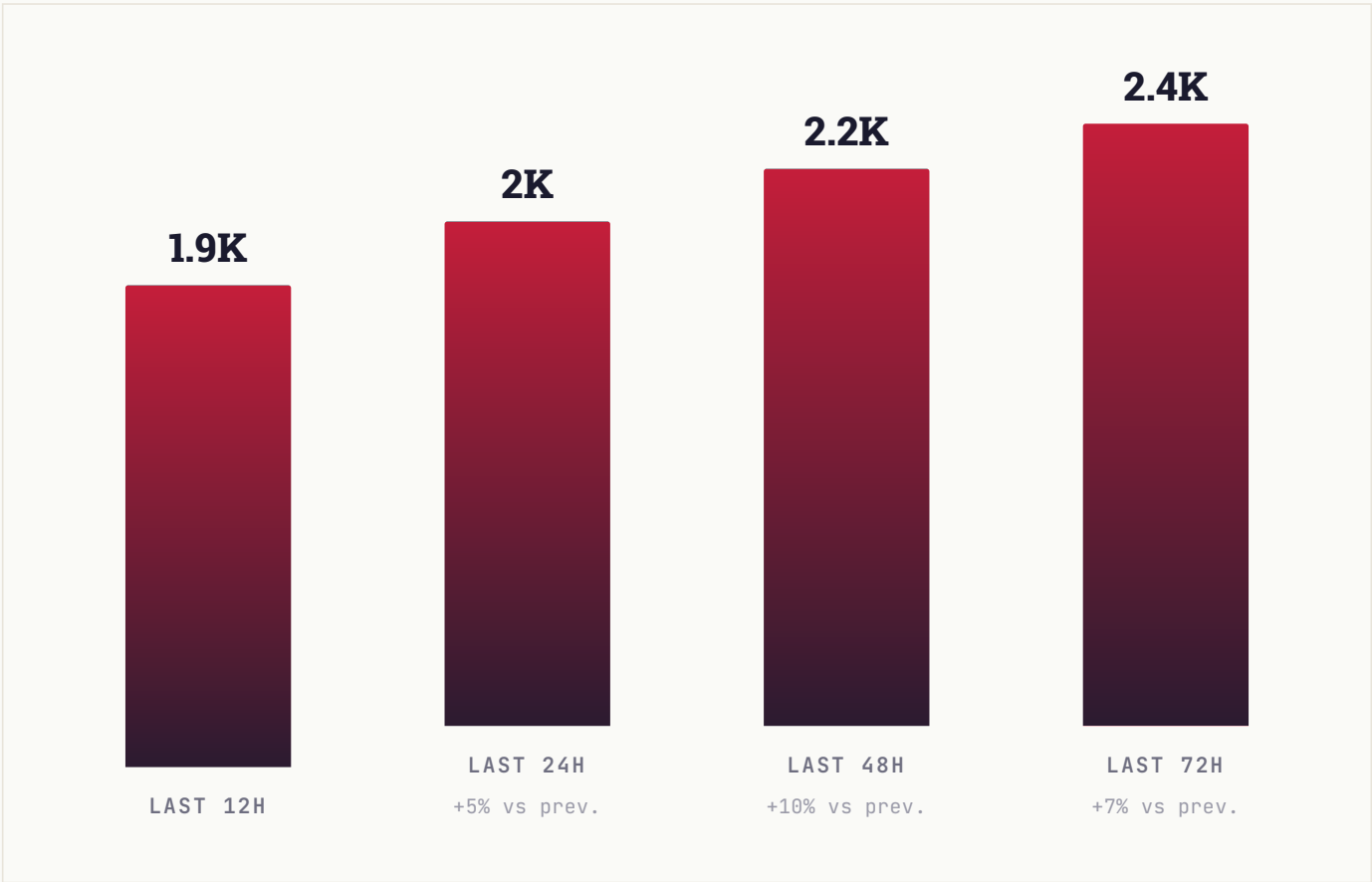
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K one. All time channel was mentioned **18** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
Sat Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MART	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
ER Operational Management Department of the MNS Inspectorate for Minsk	14.6K
BE Belagroprombank	11.1K
FI FinBelarus YOU	7.9K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#13 of 67). Leader — Alfa-Bank (Belarus) (79.3K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **3**, they brought **182** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	28	
Nov 2025	1	1	28	
Oct 2025	1	1	40	
September 2025	0	0	28	
August 2025	0	0	35	
July 2025	0	0	23	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3	6	182

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-67 channels in category «**Economy**» (Belarus) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#13 /67

RANK IN NICHE

Channel in top 19% – strong position

SUBSCRIBERS

better than 67% of niche

median 1.7K



AVG REACH / POST

better than 75% of niche

median 896



CITATION INDEX

43% below median

median 3



— 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

Increase posting frequency

Now 1.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Wednesday

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

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

04

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.**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager