

PUBLIC REPORT BY PROMTPRESS

Channel audit

5 элемент | 5element.by



@fivelementbelarus

5 элемент | 5element.by - tech expert! Channel of Belarus' largest electronics & home appliance chain "5 элемент". Daily deals, new arrivals, and finds from our...

SUBSCRIBERS

106 114

-1740 per month

ERR (% SEE POSTS)

37.0%

in 24h **21.1%**

REACH/POST

39.2K

ad reach **22.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 106 114 —	 SUBS REACH 36.97% avg % subs see post	 VIEWS/POST 39.2K median 38.8K · 29 days	 POSTS/WEEK 16.0 over period
 7D TREND -39.4% vs prev week	 REACTIONS/POST 631.3 total 42,927 reactions, 4,622 reposts, 0 comments	 POST LENGTH 314 chars median 267 · 29 days	 POSTS ANALYZED 68 29 days
 AD REACH 22.4K 24h avg	 CHURN / MONTH -1740 last month	 CITATION RATE 5 citation index · 49 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 29.10.2019

AI EDITOR SUMMARY

Channel «5 element | 5element.by» – 106 114 subs. Each post averages 39.2K people (37% of subs), good reach. Posts 16 posts/week (~2/day) – steady. Week 25–31 May reach dropped -39.4% to week 18–24 May – worth analyzing why.

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 68 posts in 29 days.
- 02 Dominant format — Photo (54/68 posts).
- 03 Avg post length — 314 chars (median 267).
- 04 Peak audience activity — Friday, 13:00 MSK.
- 05 Top posts get 2× more views than the weakest (51.1K avg for top vs 21.2K for worst) — among 68 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 10:42 PHOTO ☒☒☒ Italian TVS pan for 75 BYN (-53%) • diameter 20 cm • fits all stovetops • lid included • high sides 6 cm •...	VIEWS 54 643 REPOSTS 40	REACTIONS 340 ER 51.5%
Nº2 06.05 · 14:50 PHOTO ☒ GIVEAWAY — charger that covers ALL < We're giving away Magssory Disc Signature Edition 3 in 1 for Samsung ☒ This isn't just a charger, it's...	VIEWS 49 346 REPOSTS 436	REACTIONS 3 247 ER 46.5%
Nº3 15.05 · 07:36 PHOTO ☒ Hot water shutdown schedule in Minsk is already out ☺ Starting May 18, shutdowns will begin in some areas, and from May 25 the list of addresses will get very...	VIEWS 49 184 REPOSTS 41	REACTIONS 247 ER 46.4%

Nº4 30.04 • 13:15 PHOTO ☒ And a big selection with discounts up to -40%☒ cultivators, tillers, brush cutters trampolines, pools, lawn mowers, trimmers, saws, pressure washers...	VIEWS 48 762 REACTIONS 259 REPOSTS 5 ER 46.0%
Nº5 14.05 • 12:52 PHOTO May 18 may bring new GTA VI details Linked to Take-Two's financial report due May 21, and also...	VIEWS 48 222 REACTIONS 286 REPOSTS 33 ER 45.4%

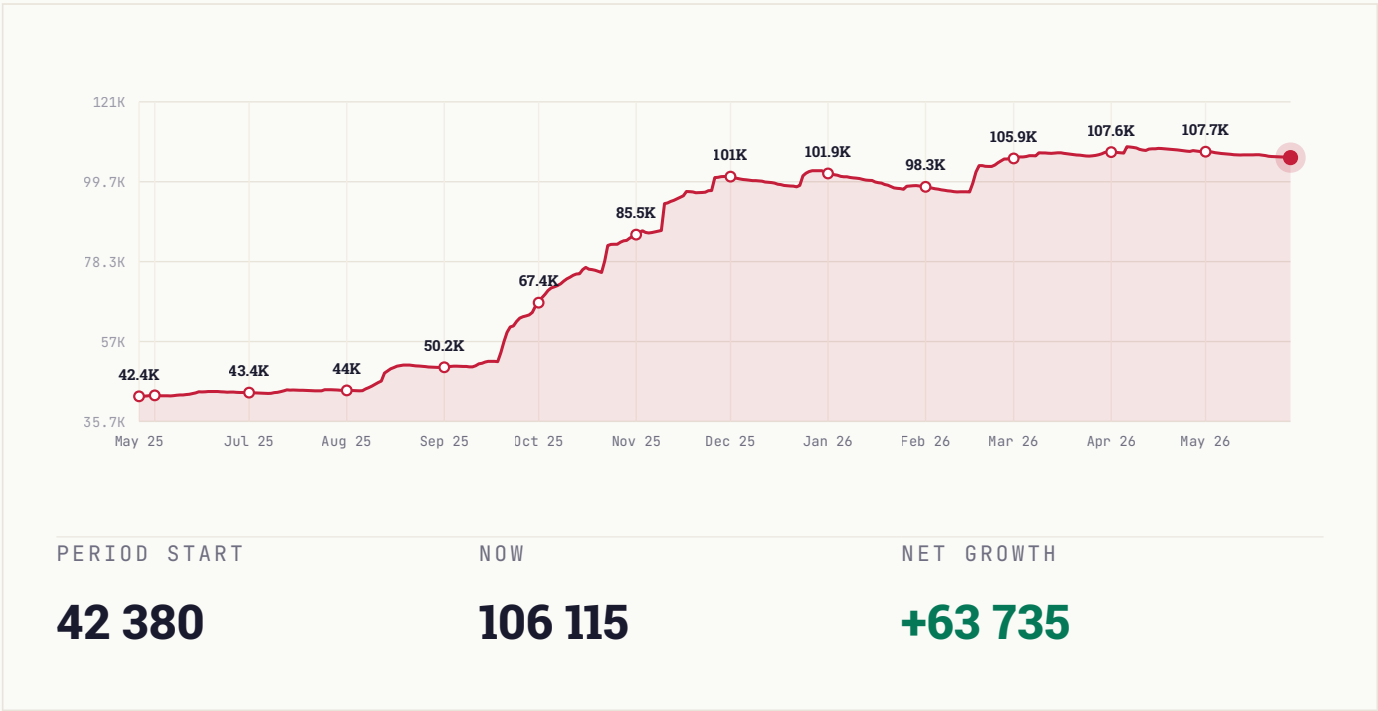
WORST 3

↓ 27.05 • 14:30 TEXT ☒ Giveaway results: ☒ Winners: 1. Ludmila (@Ludmila_Sch) 2. PAVEL (@pavelzii) 3. Sveta (@Pups8109) ✓Check results	VIEWS 24 172 REACTIONS 430 REPOSTS 4 ER 22.8%
↓ 27.05 • 14:30 TEXT ☒ Giveaway results: ☒ Winner: 1. Alexander ✓Check results	VIEWS 24 037 REACTIONS 312 REPOSTS 3 ER 22.7%
↓ 28.05 • 07:28 PHOTO ☒ GIVEAWAY! We're giving away a Stiga SBC 253 D gas trimmer – your personal lawn superhero ☒☒ Why it's awesome: • Works for...	VIEWS 15 514 REACTIONS 1 652 REPOSTS 234 ER 14.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

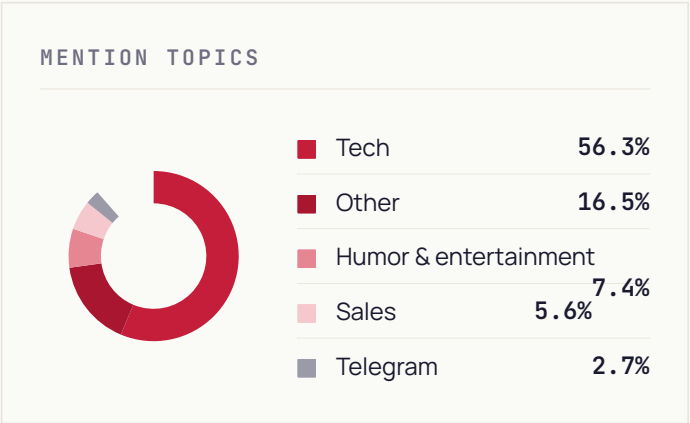
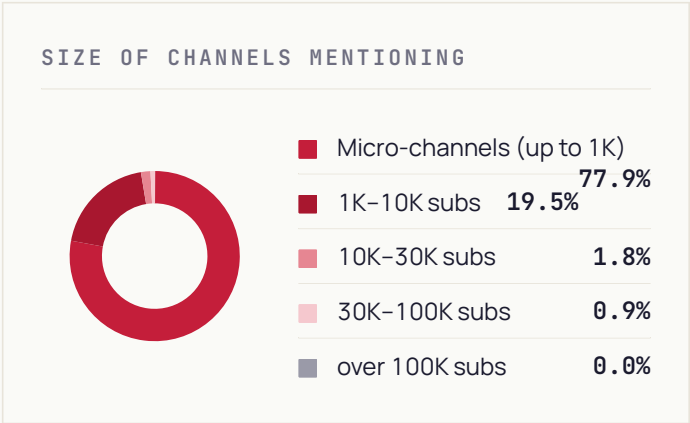
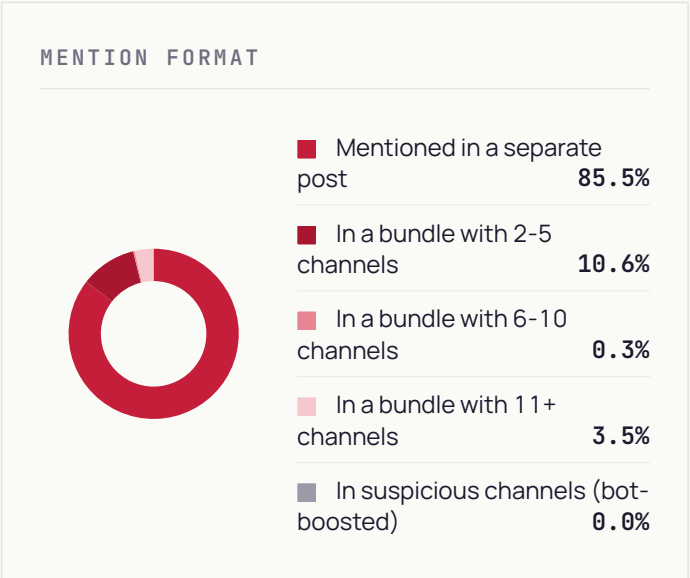
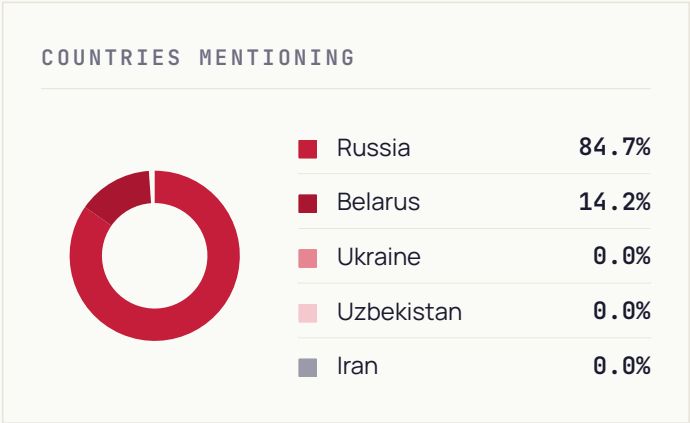
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · MENTIONS

Who and how mentions the channel

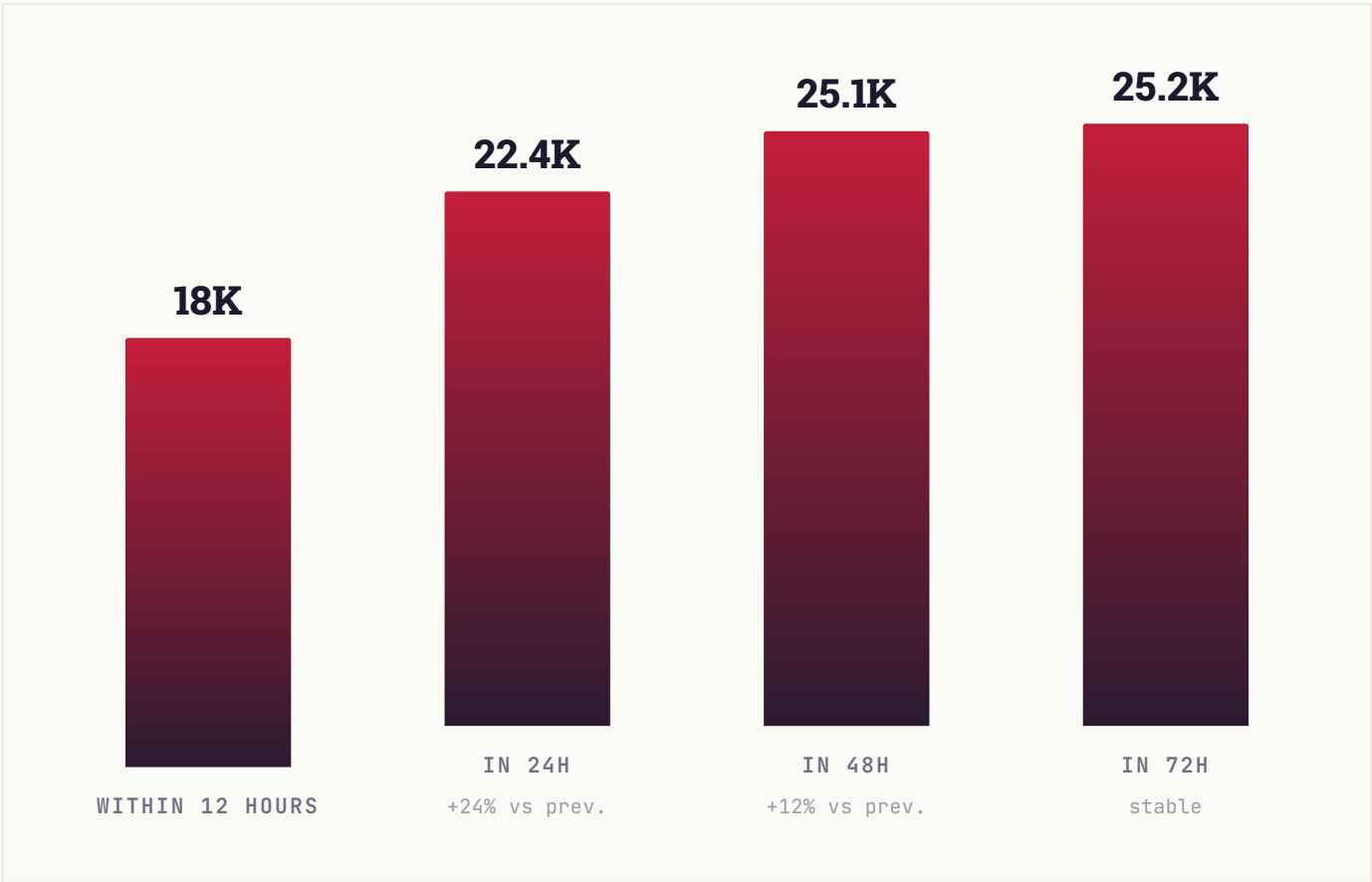
Citation index 5 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: 49 different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 элемент 5element.by YOU	106.1K
Sat Belarus discounts	75.2K
F- Flatty - Apartment Rental Real Estate Belarus No-Agent Housing	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
2 2lvek.by	20.5K

COMPARATIVE INSIGHT

Channel in top-1 niche (#1 of 100 category channels). A leader — client-partners can cross-promote with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **34**, they brought **62 969** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Nov 2025	11	8	16 857	
Oct 2025	4	2	20 057	
Sep 2025	18	16	16 637	
August 2025	0	0	6 870	
July 2025	1	1	1 254	
June 2025	0	0	1 294	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
34		6	62 969	

SECTION 08 · NICHE COMPARISON

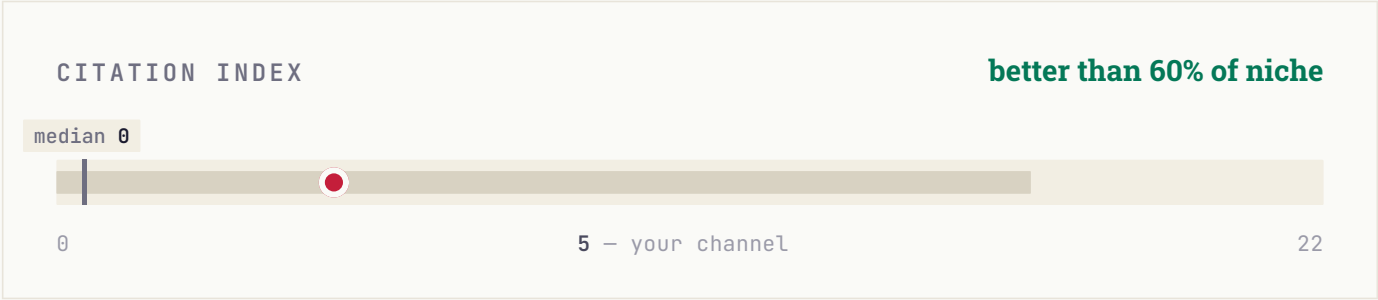
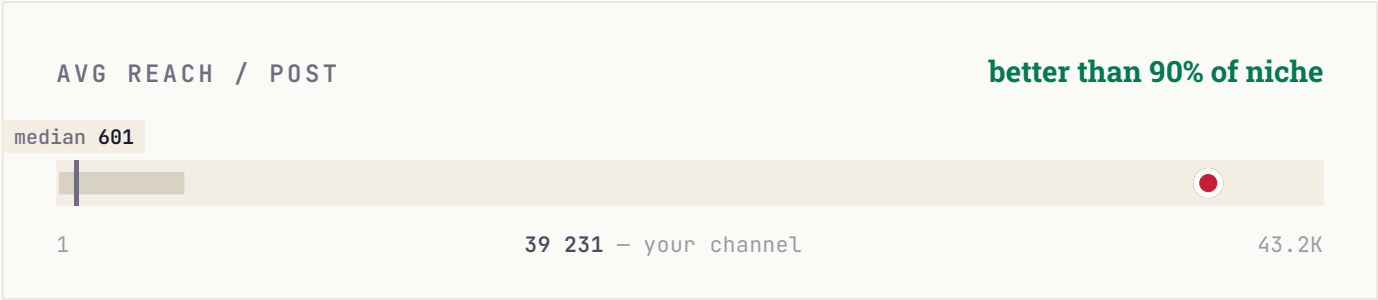
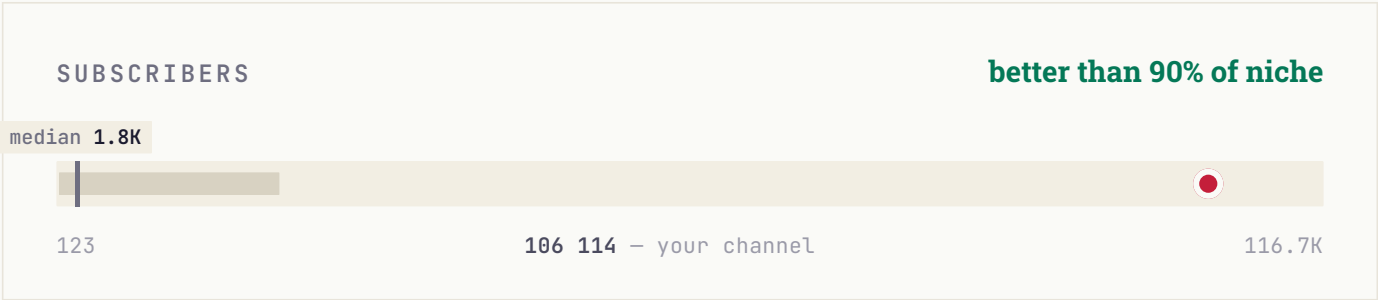
Where the channel stands in its league

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

#25/100

RANK IN NICHE

Channel in top 25% – strong position



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday
Audience is most active on this day at 13:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT
Video holds audience better
- 03

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts quarterly with same-segment channels. 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 using public data. 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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