

PUBLIC REPORT PROMTPRESS

# Channel audit

## Fix Price Belarus



@fixprice\_by

SUBSCRIBERS

**8 870**

-49 per month

ERR (% SEE POSTS)

**14.0%**

per day 9.6%

REACH/POST

**1.2K**

ad reach 856/24h

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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.

|                                                                                                                                                     |                                                                                                                                                                                     |                                                                                                                                                                                    |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>8 870</div> <div>—</div>              | <div> SUBSCRIBER REACH</div> <div>13.38%</div> <div>avg % of subs see post</div>                   | <div> VIEWS/POST</div> <div>1.2K</div> <div>median 1.2K · 29 days</div>                           | <div> POSTS/DAY</div> <div>10.2</div> <div>~72 per week</div>                       |
| <div> 7D TREND</div> <div>-23.6%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>1.8</div> <div>total 551 reactions, 571 reposts, 80 comments</div> | <div> POST LENGTH</div> <div>515 chars</div> <div>median 493 · 29 days</div>                      | <div> POSTS ANALYZED</div> <div>306</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>856</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>-49</div> <div>last month</div>                                   | <div> CITATION RATE</div> <div>2</div> <div>citation index · 5 channels mentioned it ever</div> | <div> CHANNEL AGE</div> <div>5 years 9 months</div> <div>created 28.08.2020</div> |

AI EDITOR SUMMARY

Channel «Fix Price Belarus» — 8 870 subs. Each post averages 1.2K people (13% from subs), reach is low — consider expanding audience. Publishes 72 posts per week (~10/day) — very active posting. For week 25–31 May, reach dropped -23.6% vs week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **306** posts in 29 days.
- 02 Dominant format – **Photo** (249/306 posts).
- 03 Avg post length – **515** chars (median 493).
- 04 Peak audience activity – **Monday**, 08:00 MSK.
- 05 Top posts get **4x** more views than the weakest (1.5K avg top vs 370 worst) – among 306 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                   |                                                                |                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>18.05 · 07:15</div><div>PHOTO</div></div> <div>Friends! ☺☺ From May 18 to 24, there's a 2-point activity on Instagram! We invite you to join and get active -...</div>                    | <div>VIEWS</div> <div>1 697</div> <div>REP.</div> <div>5</div> | <div>REACTIONS</div> <div>14</div> <div>ER</div> <div>19.1%</div> |
| <div><div>Nº2</div><div>18.05 · 07:00</div><div>PHOTO</div></div> <div>Everything for a rich harvest and blooming garden ☺ Add a 'zest' to your yard ☺☺ Garden decor (Price: 14 rubles)...</div>                  | <div>VIEWS</div> <div>1 445</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>16.3%</div>  |
| <div><div>Nº3</div><div>11.05 · 05:00</div><div>PHOTO</div></div> <div>Two different but awesome flavors ☺☺ Children's drinking nectar (Price: 0.75 rubles), Juicy Fruit – natural fruit and berry drink...</div> | <div>VIEWS</div> <div>1 441</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>2</div> <div>ER</div> <div>16.2%</div>  |

|                                                                                                                                                                                                                                 |                                                                |                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>18.05 · 05:00</div><div>PHOTO</div></div> <div>Friends, the 2 RUBLE sale is in full swing! 😊😊 While you're reading this, sale items are flying off the shelves...</div>                                 | <div>VIEWS</div> <div>1 421</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>16.0%</div> |
| <div><div>Nº5</div><div>11.05 · 17:00</div><div>VIDEO</div></div> <div>You've never seen our Fippy like this 😊 He just went ahead and kicked off BBQ season 🍷 So, what are you waiting for? 😊 Drop by your nearest Fix...</div> | <div>VIEWS</div> <div>1 418</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>16.0%</div> |

|

WORST 3

|                                                                                                                                                                                                       |                                                              |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>28.05 · 07:00</div><div>PHOTO</div></div> <div>Friends, the 2 RUBLE sale is in full swing! 😊😊 While you're reading this, sale items are flying off the shelves...</div>         | <div>VIEWS</div> <div>561</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>6.3%</div> |
| <div><div>↓</div><div>28.05 · 09:00</div><div>VIDEO</div></div> <div>Self-tan spray (Price: 12 rubles) BIO WORLD, based on natural ingredients gives skin an intense tan shade that...</div>          | <div>VIEWS</div> <div>398</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>4.5%</div> |
| <div><div>↓</div><div>28.05 · 11:00</div><div>PHOTO</div></div> <div>Summer is near, but the deal is here! ✨😊 🍷 May 28–31, place a pickup order from 35 BYN on fix-price.by or in the mobile...</div> | <div>VIEWS</div> <div>151</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>1</div> <div>ER</div> <div>1.7%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

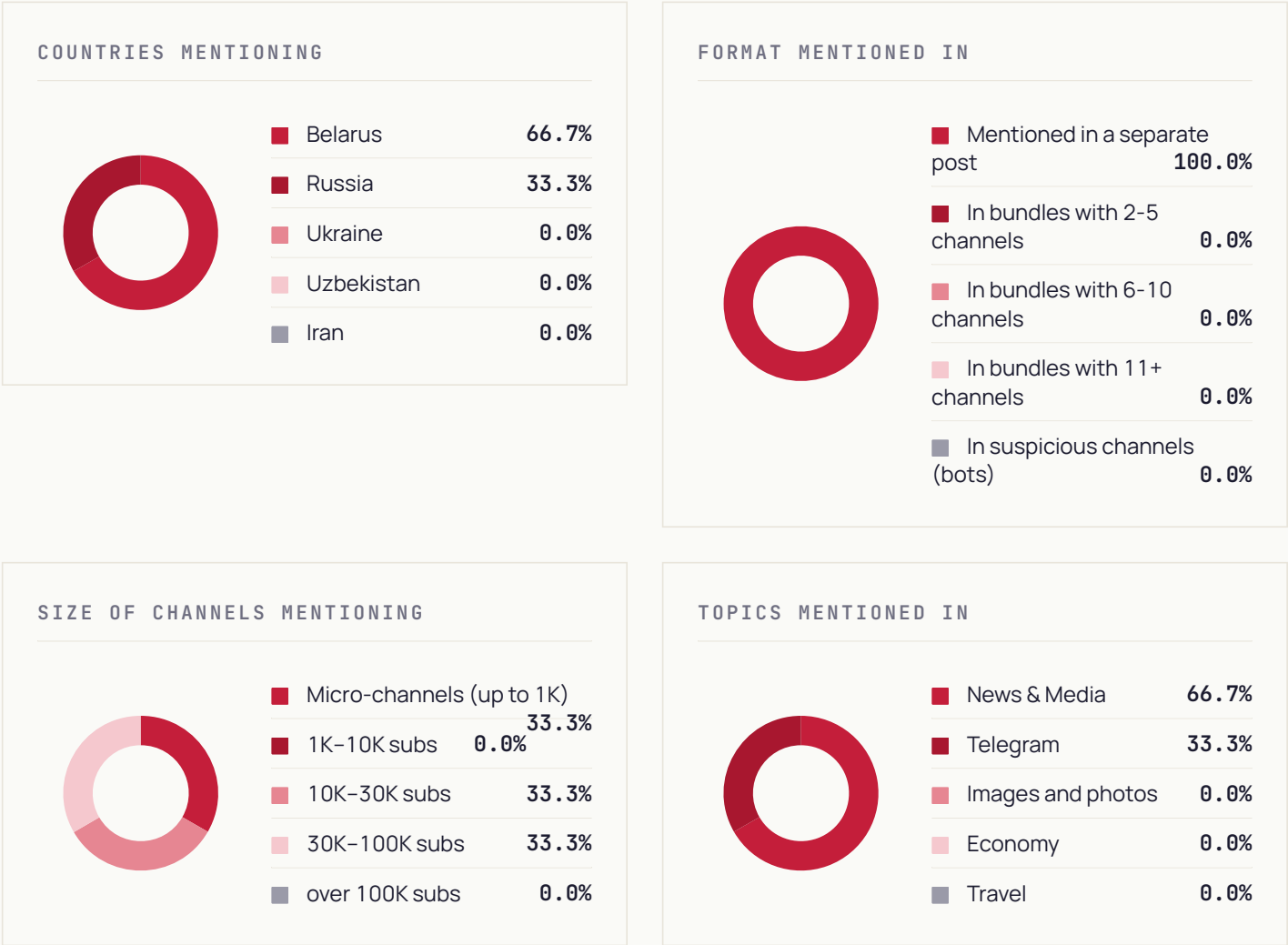
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

# Who mentions the channel & how

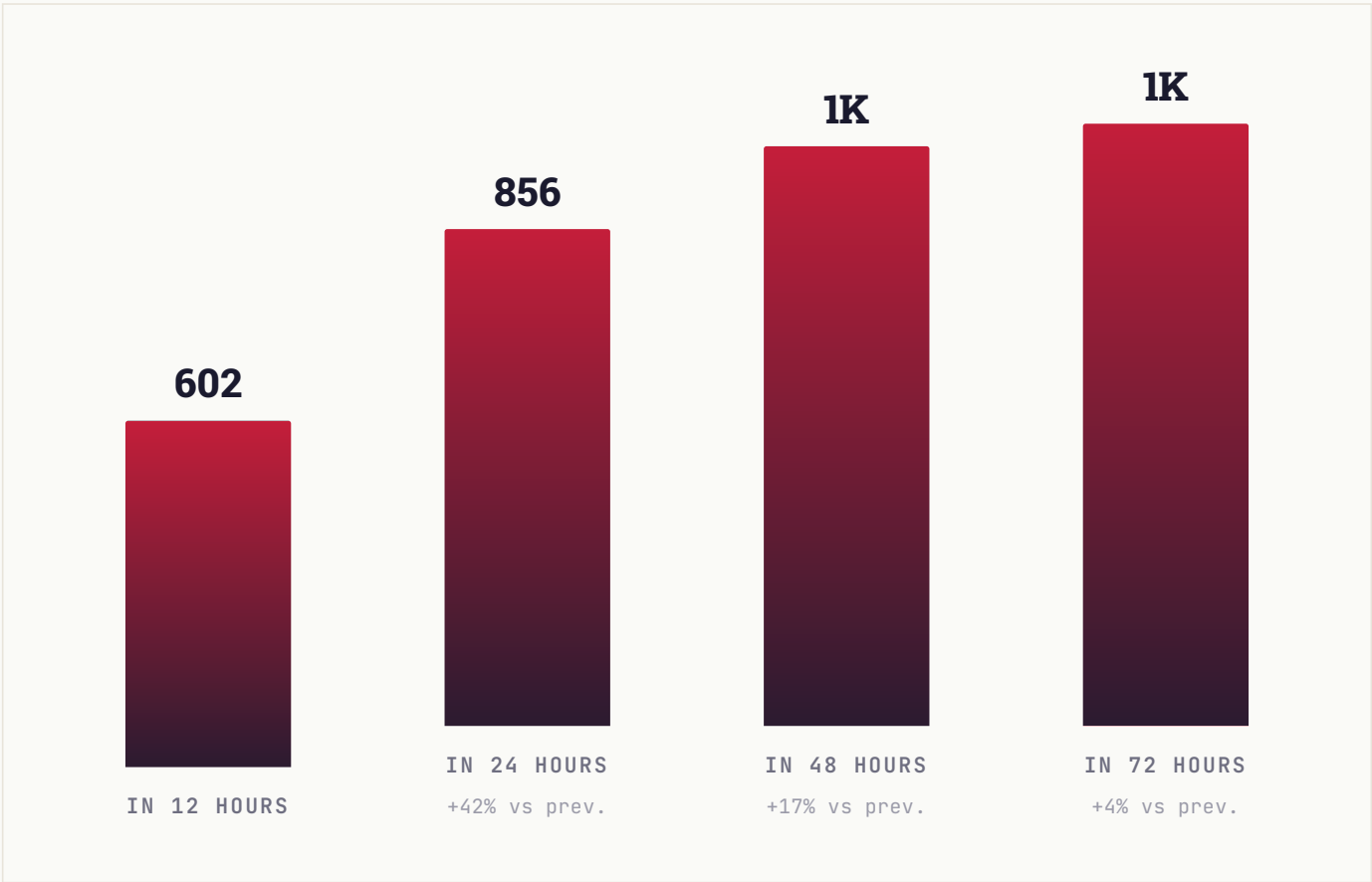
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 5 different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



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 Promocodes & discounts Belarus                                           | 41.4K       |
| SI Belarus discounts & new arrivals                                         | 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       |
| FP Fix Price Belarus YOU                                                    | 8.9K        |

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#20 of 100). Leader — 5 element | 5element.by (106.1K). 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **1 083** new subs.

| PERIOD         | MENTIONS       | CHANNELS | BROUGHT SUBSCRIBERS   |
|----------------|----------------|----------|-----------------------|
| November 2025  | 0              | 0        | 732                   |
| October 2025   | 2              | 2        | 314                   |
| Sep 2025       | 0              | 0        | 20                    |
| August 2025    | 0              | 0        | 8                     |
| July 2025      | 0              | 0        | 2                     |
| June 2025      | 0              | 0        | 7                     |
| TOTAL MENTIONS | MONTHS OF DATA |          | ATTRACTED SUBSCRIBERS |
| 2              | 6              |          | 1 083                 |

SECTION 08 · NICHE COMPARISON

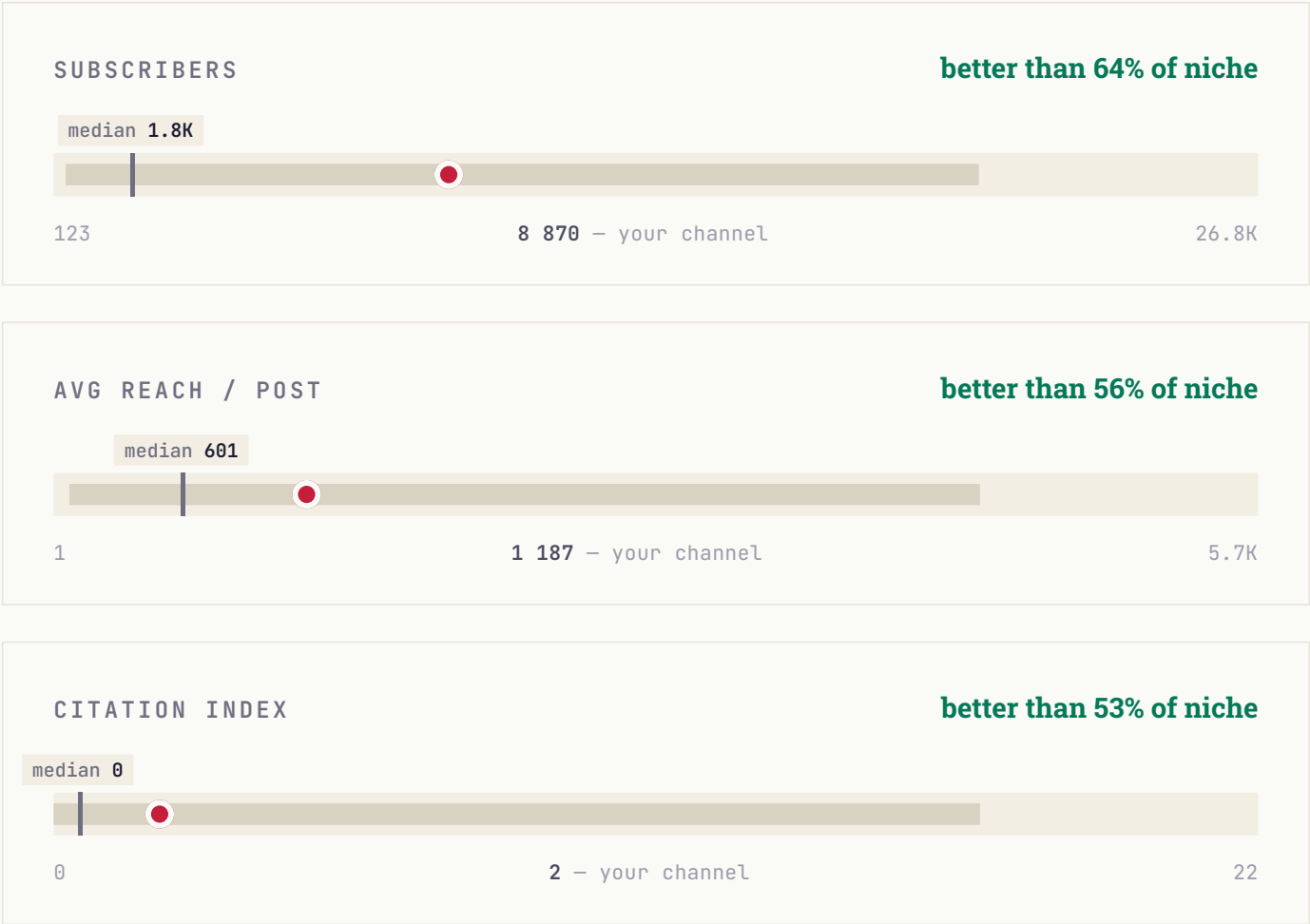
# Where the channel stands in its league

Top-100 channels in category «Sales» (Belarus) and compared your channel. Gray band: range where 80% of niche channels fall (p10 to 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 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 a key 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 give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT

**+5-15% ER**
- 04

**Cross-promo with nearby channels**

Swap posts quarterly with same-segment channels. 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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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