

PROMTPRESS PUBLIC REPORT

Channel audit

GB_BY Главный Бухгалтер



@gb_by

All about key accounting news, legislative changes, popular articles from Glavny Buhgalter magazine & GB.BY portal

SUBSCRIBERS

8 375

+57 per month

ERR (% SEE POSTS)

17.0%

last day 10.9%

REACH/POST

1.4K

ad reach 914/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows period calculated.

 SUBSCRIBERS 8 375 —	 SUBS REACH 16.15% avg % of subs see post	 VIEWS/POST 1.4K median 1.4K · 29 days	 POSTS/WEEK 39.3 for period
 7D TREND -8.3% vs prev week	 REACTIONS/POST 3.7 total 629 reactions, 897 reposts, 0 comments	 POST LENGTH 617 chars median 534 · 29 days	 POSTS ANALYZED 168 29 days
 AD REACH 914 24h avg	 CHURN / MONTH +57 last month	 QUOTABILITY 0 citation index · 5 channels mentioned ever	 CHANNEL AGE 8 years 6 months created 17.11.2017

AI EDITOR SUMMARY

Channel «GB_BY Glavny Buhgalter» — 8 375 subs. Each post averages 1.4K people (16% of subs), average reach — room to grow. Publishes 39 posts per week (~6/day) — active posting. Week 25–31 May reach dropped -8.3% by week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **168** posts over 29 days.
- 02 Dominant format – **Photo** (99/168 posts).
- 03 Avg post length – **617** chars (median 534).
- 04 Peak audience activity – **Friday, 09:00 MSK**.
- 05 Top posts bring in **2x** more views than the weakest (2.3K avg for top vs 984 for worst) – among 168 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 06:26 PHOTO Имущественный налоговый вычет на жилье в 2026 году: что должен знать бухгалтер ↓Скачать памятку >>> All memos available at...	VIEWS 2 722 REPOSTS 20	REACTIONS 7 ER 32.5%
Nº2 29.05 · 06:20 PHOTO #памятка #командировочныерасходы ☹Завтрак в гостинице отдельной строкой: что должен знать бухгалтер ↓Скачать памятку >>> All...	VIEWS 2 350 REPOSTS 21	REACTIONS 11 ER 28.1%
Nº3 15.05 · 15:00 TEXT Correct answer - Using code 219. Rationale: Remuneration to members of the supervisory board is paid based on...	VIEWS 1 835 REPOSTS —	REACTIONS 5 ER 21.9%

Nº4 22.05 • 15:00 TEXT ☒Correct answer - Yes, in the reporting period of these costs. ☒ Rationale: remuneration based on annual results is included in...	VIEWS 1 795 REACTIONS 8 REPOSTS 2 ER 21.4%
Nº5 13.05 • 08:18 PHOTO #gpd #changes2026 🗑️If you sign civil contracts with individuals (GPD), note: from May 15, Decree...	VIEWS 1 767 REACTIONS 5 REPOSTS 68 ER 21.1%

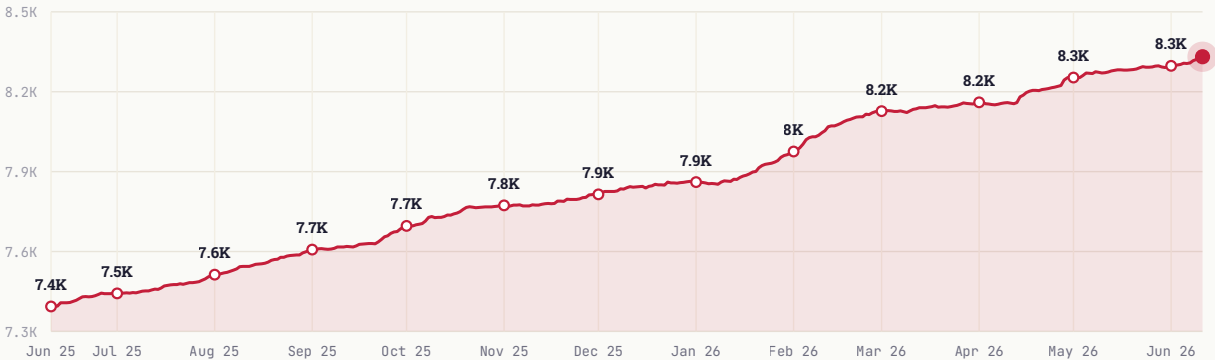
WORST 3

↓ 03.06 • 08:32 PHOTO #usn #nc2026 ☒Situation: A retail company in 2026 works 2 shifts and pays USN tax. First shift...	VIEWS 1 000 REACTIONS 7 REPOSTS 4 ER 11.9%
↓ 08.06 • 07:34 PHOTO ⚠️Among new types of administrative liability introduced by Law No. 138-3 into the Administrative Code, effective from 19.06.2026, is liability...	VIEWS 981 REACTIONS 4 REPOSTS 3 ER 11.7%
↓ 08.06 • 08:30 PHOTO ☒Online briefing "Rent: Accounting and Taxes" ☒When: June 12, 11:00 – 14:00 ☒☒Rental risks: how the lessee reflects inseparable...	VIEWS 973 REACTIONS 4 REPOSTS — ER 11.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How channel grew over the year

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



PERIOD START

7 439

NOW

8 375

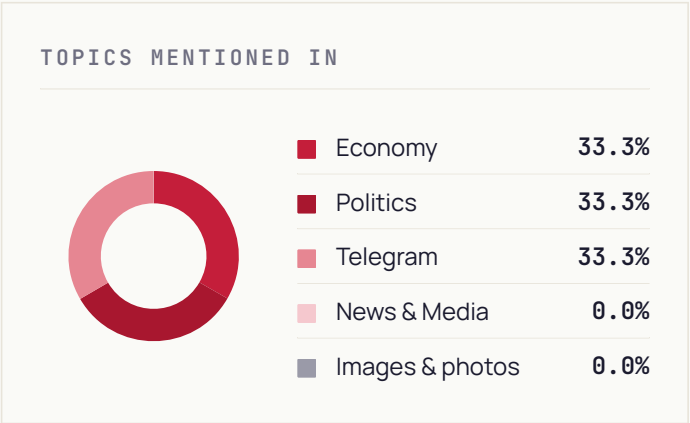
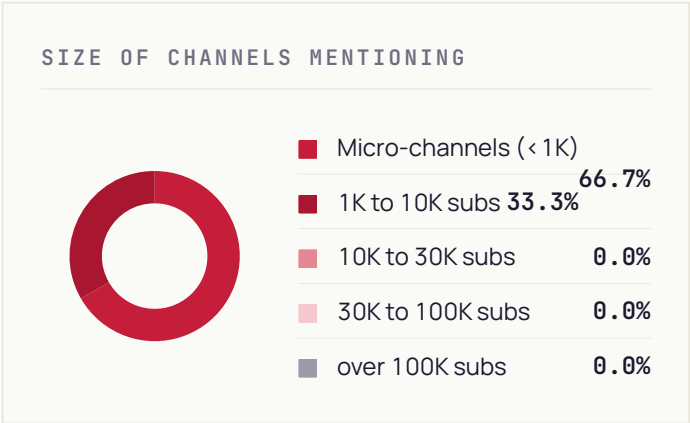
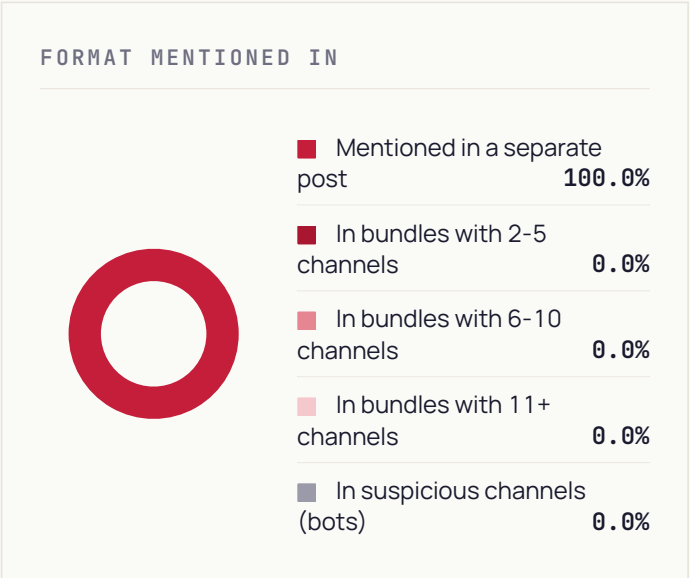
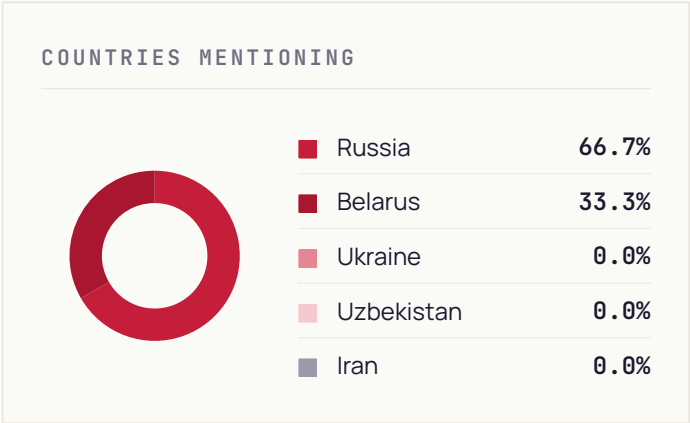
NET GROWTH

+936

SECTION 04 · CITATIONS

Who & how mentions the channel

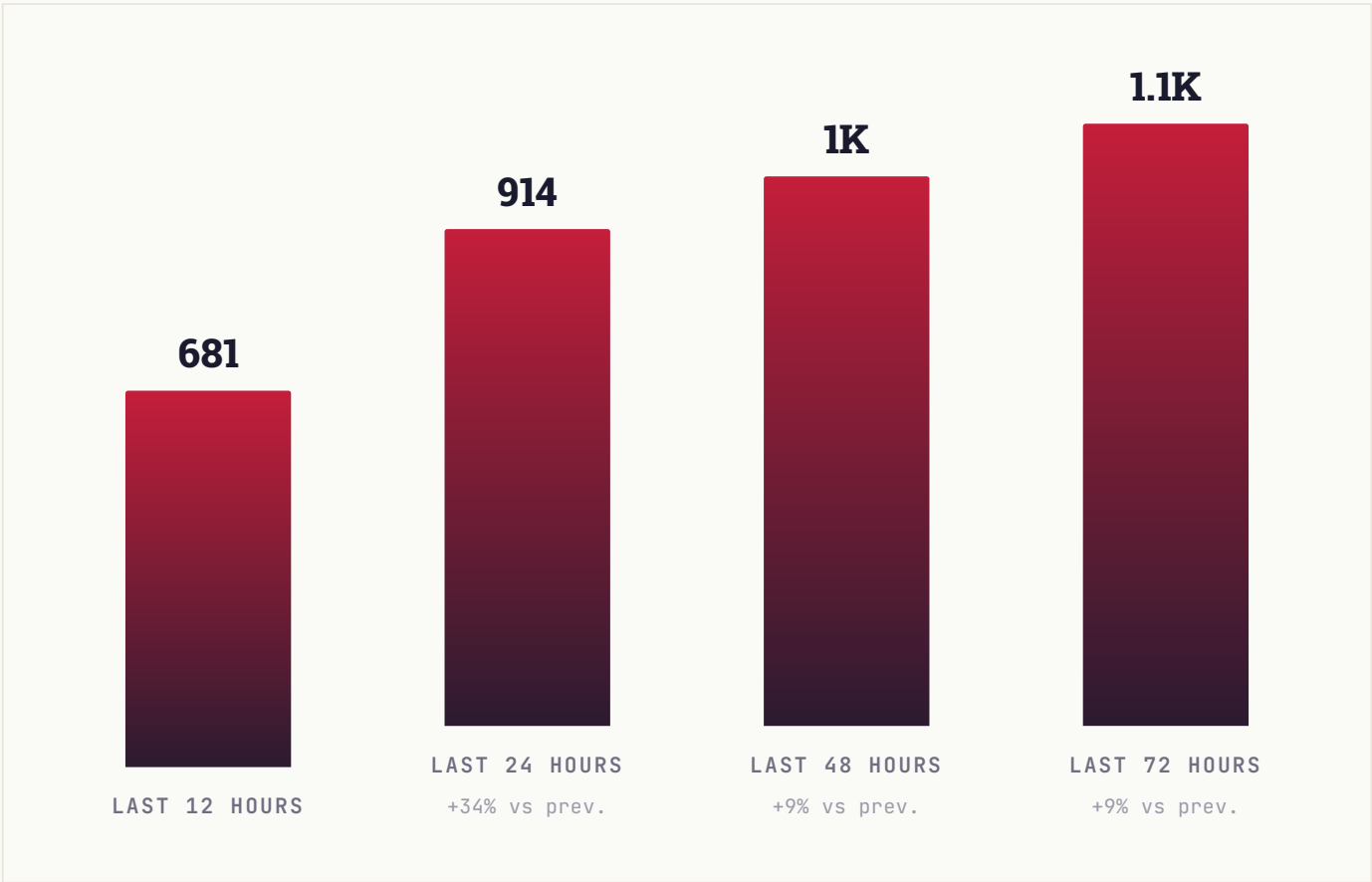
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 5 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

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 MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
Mon Operational Events Department of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
ГГ GB_BY Главный Бухгалтер YOU	8.4K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#12 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 channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **1**, they brought **477** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	65
Nov 2025	0	0	56
Oct 2025	0	0	93
Sep 2025	1	1	95
August 2025	0	0	94
July 2025	0	0	74

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
1	6	477

SECTION 08 · NICHE COMPARISON

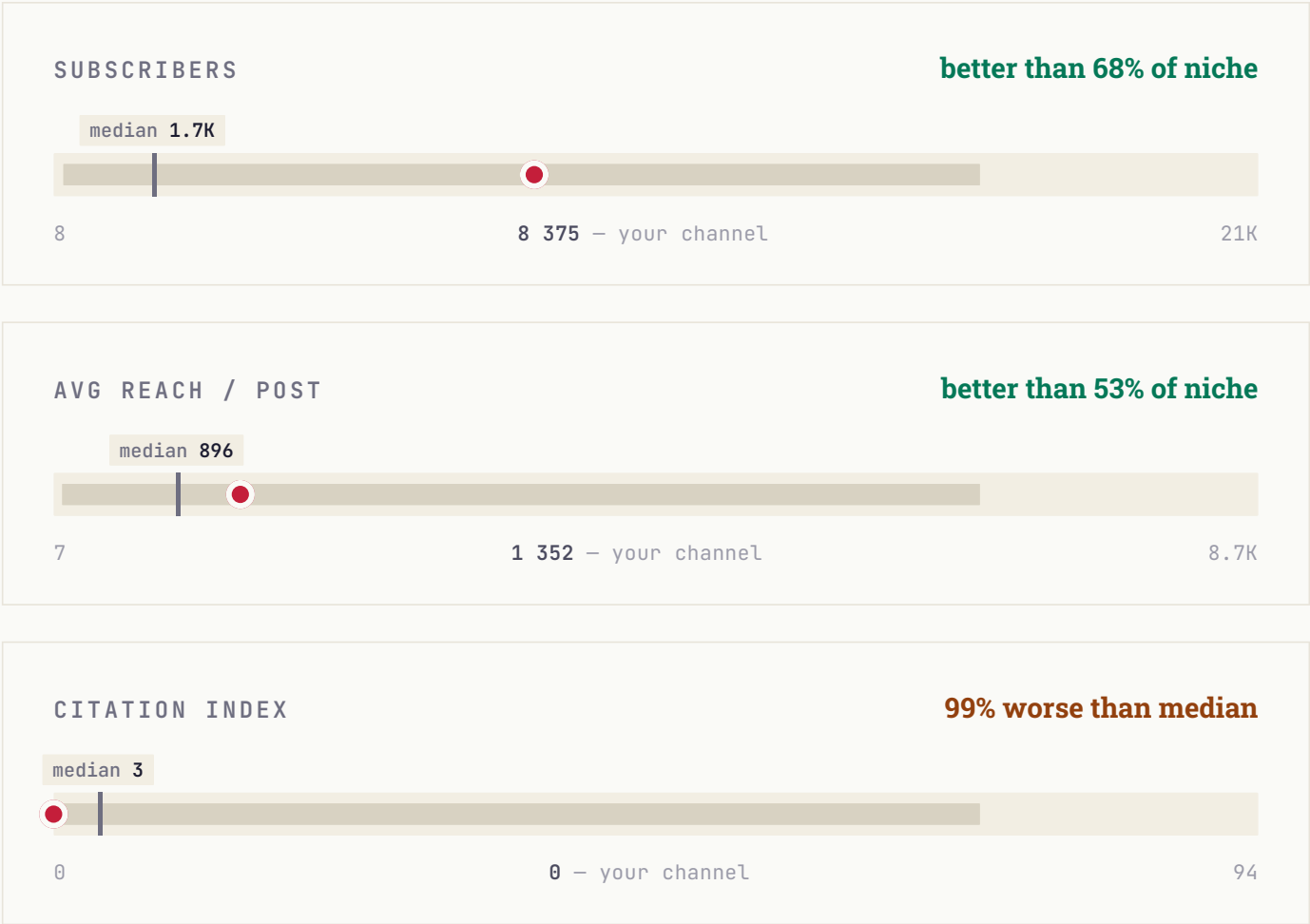
Where channel stands in its league

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

#12/67

RANK IN NICHE

Channel in top 17% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as checklist and revisit in a month.

- 01

Top post of the week — on Friday
Audience most active on this day at 09:00 MSK.

EFFECT
Best window for important post
- 02

Increase share of video posts
Video in Telegram holds audience longer & performs better with algorithm. Recommend reaching 15-25% share.

EFFECT
Video better retains audience
- 03

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
- 04

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
- 05

Cross-promo with neighboring channels
Cross-post with similar channels once a quarter. 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 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.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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