

PROMTPRESS PUBLIC REPORT

Channel audit

Book of GU"BASE"



@gubaza

Humanitarian institution "Base" @guBAZA_bot — feedback Red book of the endangered Belarusian extremists and a resource close to security forces. Run by volunteers.

SUBSCRIBERS

16 406

-71 per month

ERR (% SEE POSTS)

35.0%

last day 18.9%

REACH/POST

5.5K

ad reach 3.1K/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.

 SUBSCRIBERS 16 406 —	 SUBS REACH 33.29% avg % subs see post	 VIEWS/POST 5.5K median 4.8K · 29 days	 POSTS/WK 36.7 for period
 7D TREND +4.0% vs previous week	 REACTIONS/POST 111.5 total 17,165 reactions, 2,464 reposts, 48 comments	 POST LENGTH 332 chars. median 184 · 29 days	 POSTS ANALYZED 154 29 days
 AD REACH 3.1K avg per 24h	 CHURN / MONTH -71 last month	 CITATION RATE 322 citation index · 1,525 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 01.02.2023

AI EDITOR SUMMARY

Channel "Book of GU"BASE"" – 16 406 subs. Each post avg views 5.5K people (33% of subs), good reach. Publishes 37 posts/week (~5/day) – active. Week May 25–31 reach stable (+4.0% vs week 18–24 May).

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 **154** posts over 29 days.
- 02 Dominant format – **Photo** (99/154 posts).
- 03 Avg post length – **332** chars (median 184).
- 04 Peak audience activity – **Saturday**, 11:00 MSK.
- 05 Strongest posts get **7x** more views than the weakest (22.5K avg for top vs 3.1K for worst) – among 154 posts over 29 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP 5 POSTS

Nº1 16.05 · 08:07 VIDEO <Check the list of extremist materials via bot: 😊 @stop_extremismBLR_bot ☒ Forwarding and other systematic distribution of...	VIEWS 28 964 REACTIONS 79 REP. 104 ER 176.5%
Nº2 23.05 · 08:11 VIDEO <Check the list of extremist materials via bot: @stop_extremismBLR_bot ☒ Forwarding and other systematic distribution of...	VIEWS 20 075 REACTIONS 69 REP. 78 ER 122.4%
Nº3 10.05 · 08:04 VIDEO <Check the list of extremist materials via bot: 😊 @stop_extremismBLR_bot ☒ Forwarding and other systematic distribution of...	VIEWS 18 394 REACTIONS 94 REP. 68 ER 112.1%

Nº4 30.05 • 08:09 VIDEO <Check the list of extremist materials via bot: @stop_extremismBLR_bot ☒ Forwarding and other systematic distribution of...	VIEWS 16 924 REACTIONS 81 REP. 63 ER 103.2%
Nº5 14.05 • 09:15 VIDEO <Grodno GUBOPiK solved the murder of a former police officer committed 20 years ago in Bryansk. Operatives of GUBOPiK of the Ministry of Internal Affairs ☒ in close...	VIEWS 13 265 REACTIONS 130 REP. 25 ER 80.9%

WORST 3

↓ 11.05 • 10:56 VIDEO ☒ President on the results of the State Armament Program for 2021–2025 and what to focus on in the new program.	VIEWS 3 338 REACTIONS 80 REP. 5 ER 20.3%
↓ 05.06 • 16:37 PHOTO ⚡ A momentous occasion The new regional hospital in Grodno is open!	VIEWS 3 077 REACTIONS 185 REP. 1 ER 18.8%
↓ 03.06 • 09:45 VIDEO !? What promising question is Lukashenko ready to discuss with Mazepin?	VIEWS 3 011 REACTIONS 66 REP. 3 ER 18.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

15 804

NOW

16 406

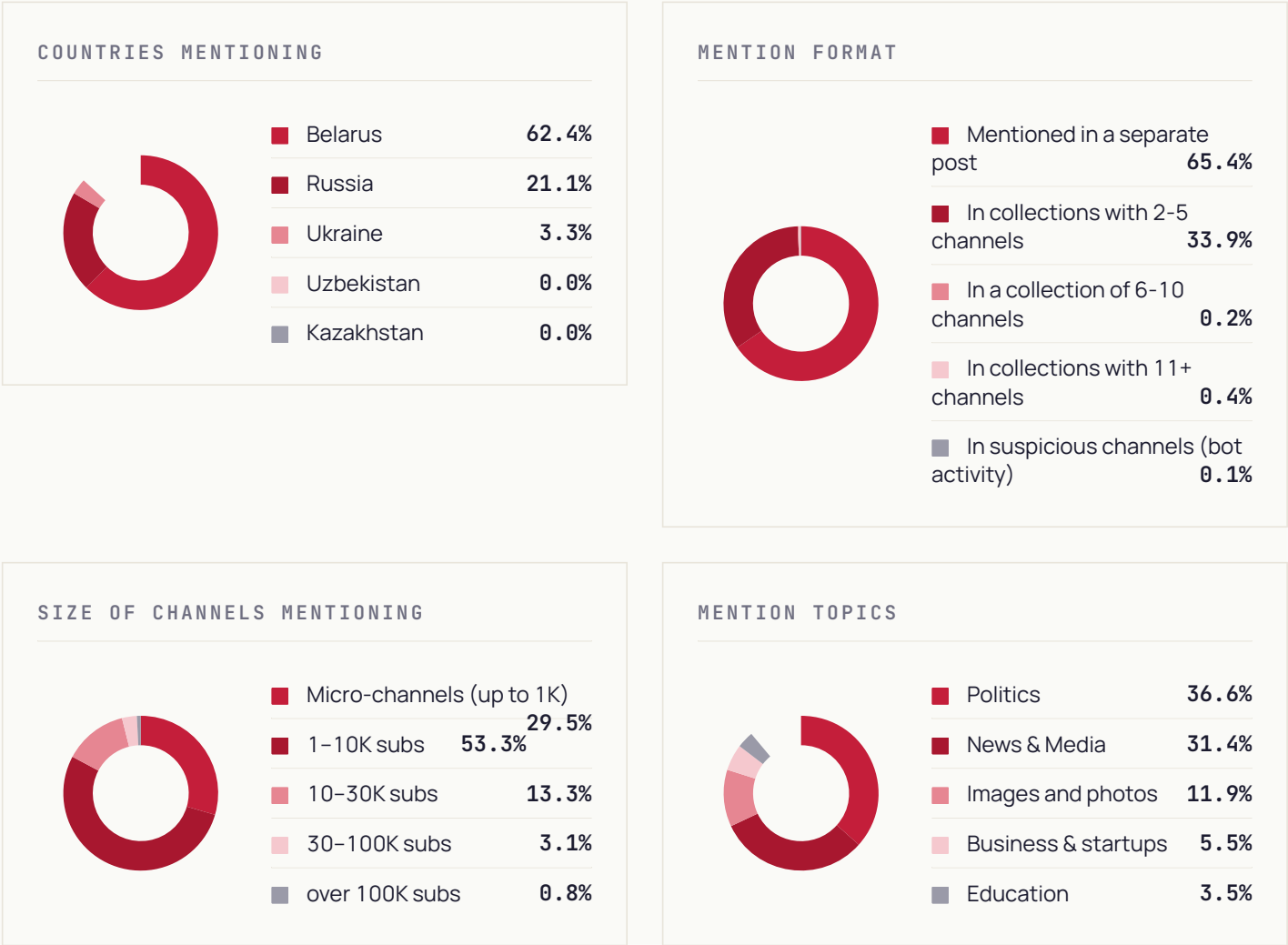
NET GROWTH

+602

SECTION 04 · MENTIONS

Who mentions the channel and how

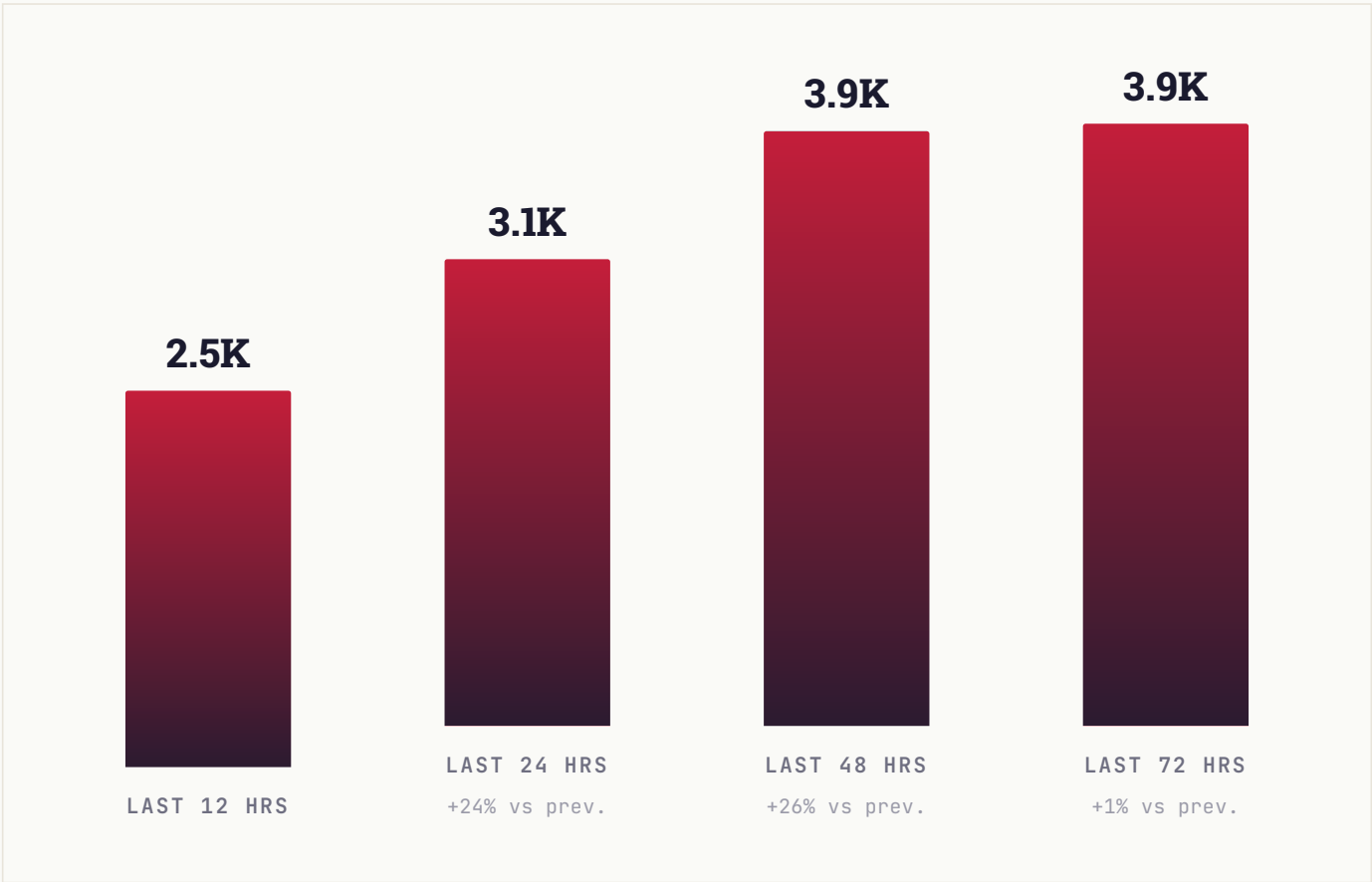
Citation index **322** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **1 525** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
KG Book of GU"BASE" YOU	16.4K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#58 of 97). Niche median — 19.8K subs. First growth KPI — reach median. Leader: NEXTA Live (764.9K).

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 **3 031**, they brought **1 210** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	411	106	99	
Nov 2025	447	121	33	
Oct 2025	429	100	284	
Sep 2025	523	108	212	
August 2025	525	127	251	
July 2025	696	139	331	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
3 031	6	1 210

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

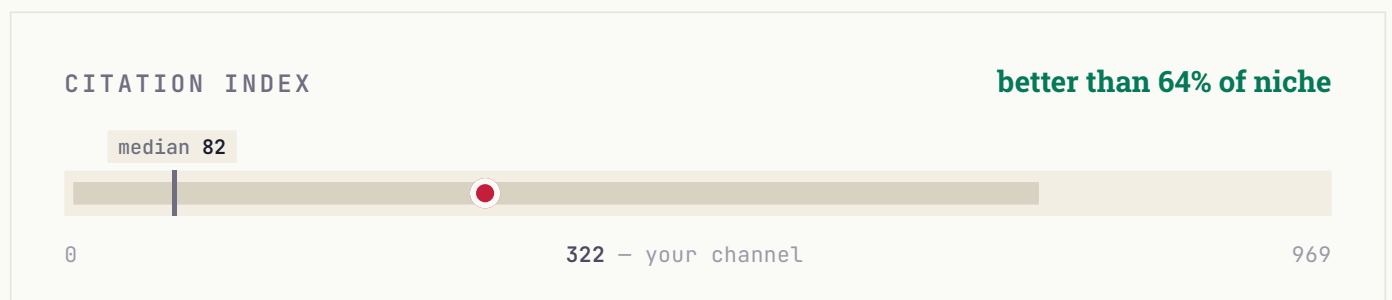
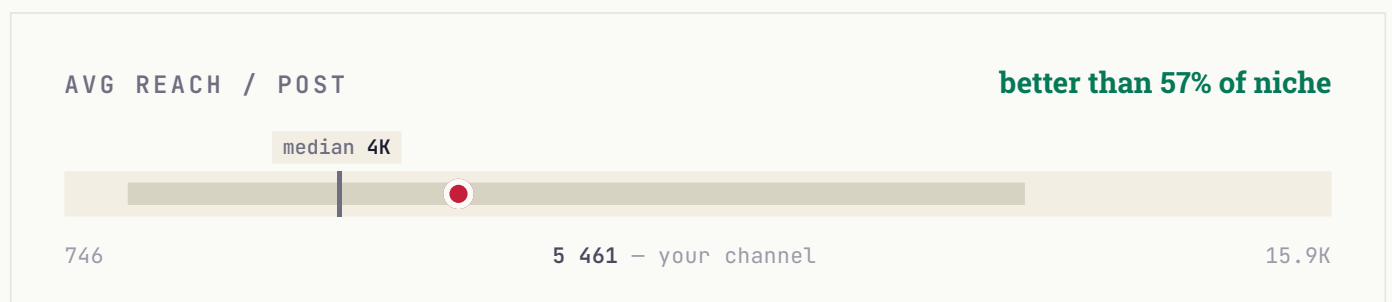
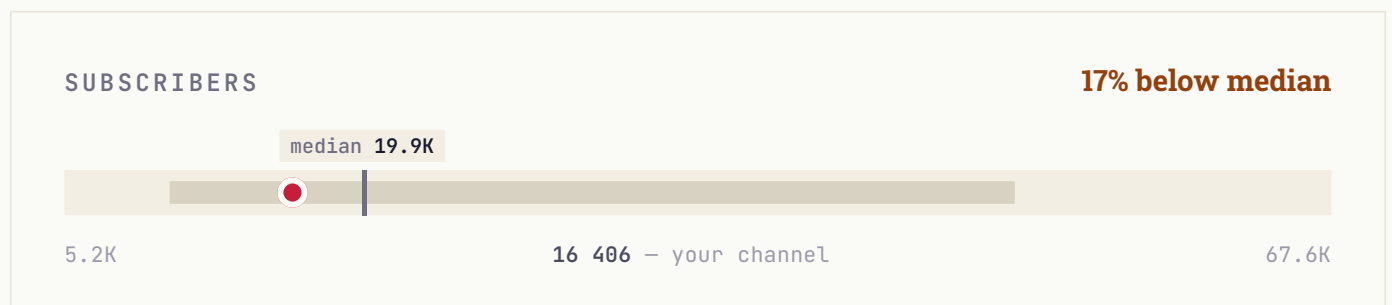
Took top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#58

/100

POSITION IN NICHE

Channel in the bottom 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

Top post of the week — on Saturday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for key posts**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. 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 — it's a source of organic traffic.

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 hit your growth plan in a month.

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