

PUBLIC REPORT PROMTPRESS

Channel audit

HockeyEu



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SUBSCRIBERS

1 056

+24 this month

ERR (% SEE POSTS)

63.0%

per day 28.4%

REACH/POST

650

ad reach 297/24h

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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 1 056 —	 SUBS REACH 61.59% avg % of subs see a post	 VIEWS/POST 650 median 558 · 24 days	 POSTS/WK 5.8 over period
 7D TREND -26.3% vs previous week	 REACTIONS/POST 1.0 only 20 reactions, 28 reposts, 0 comments	 POST LENGTH 168 chars median 129 · 24 days	 POSTS ANALYZED 20 24 days
 AD REACH 297 24h avg	 CHURN / MONTH +24 last month	 CITATION RATE 0 citation index (cumulative)	 CHANNEL AGE 1 year 2 months created 25.03.2025

AI EDITOR SUMMARY

Channel «HockeyEu» – 1 056 subs. Each post averages 650 people (62% from subs), this is wide reach for a channel of this size. Publishes 6 posts per week (~1/day) – rare publications. For the week of June 1–7, reach dropped by -26.3% vs week of May 25–31 – worth analyzing why.

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 20 posts over 24 days.
- 02 Dominant format – Photo (18/20 posts).
- 03 Avg post length – 168 chars (median 129).
- 04 Peak audience activity – Thursday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.1K avg for top vs 481 for worst) – among 20 posts over 24 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 15:26 PHOTO #Bauer Flylite Size: 8 fit 3 Price: 1800 RUB Mint condition +375291118558 call for info Contact seller	VIEWS 1 225 REPOSTS 3	REACTIONS 1 ER 116.0%
Nº2 24.05 · 10:48 PHOTO #Bauer Hyperlite Size: 12 Price: 300 RUB Mint condition +375291118558 call for info Contact seller	VIEWS 1 148 REPOSTS 2	REACTIONS — ER 108.7%
Nº3 26.05 · 16:56 PHOTO #CCM FT 8 PRO Size: 8 R Price: 1470 RUB Great condition +375291118558 call for info Contact seller	VIEWS 1 058 REPOSTS 2	REACTIONS 1 ER 100.2%

Nº4 02.06 • 19:26 TEXT

All our products available in RB ☒ Now accessible via the link below ☒ Just click https://t.me/hockey_europe1

VIEWS
914

REACTIONS
—

REPOSTS
—

ER
86.6%

Nº5 01.06 • 13:47 TEXT

No need to message the manager every time to check your order status! Just enter your order number and you'll instantly...

VIEWS
905

REACTIONS
1

REPOSTS
1

ER
85.7%

WORST 3

↓ 12.06 • 22:22 PHOTO

#Bauer Hyperlite Size: 13 Price: 290 RUB Great condition
+375291118558 call for info Contact seller

VIEWS
510

REACTIONS
—

REPOSTS
—

ER
48.3%

↓ 12.06 • 22:23 PHOTO

#Bauer Hyperlite Size: INT M Price: 300 RUB Great condition
+375291118558 call for info Contact seller

VIEWS
501

REACTIONS
—

REPOSTS
—

ER
47.4%

↓ 14.06 • 21:22 PHOTO

#Bauer M 50 PRO Size: 8 fit 1 Price: 1100 RUB Like new
+375291118558 call for info Contact seller

VIEWS
433

REACTIONS
—

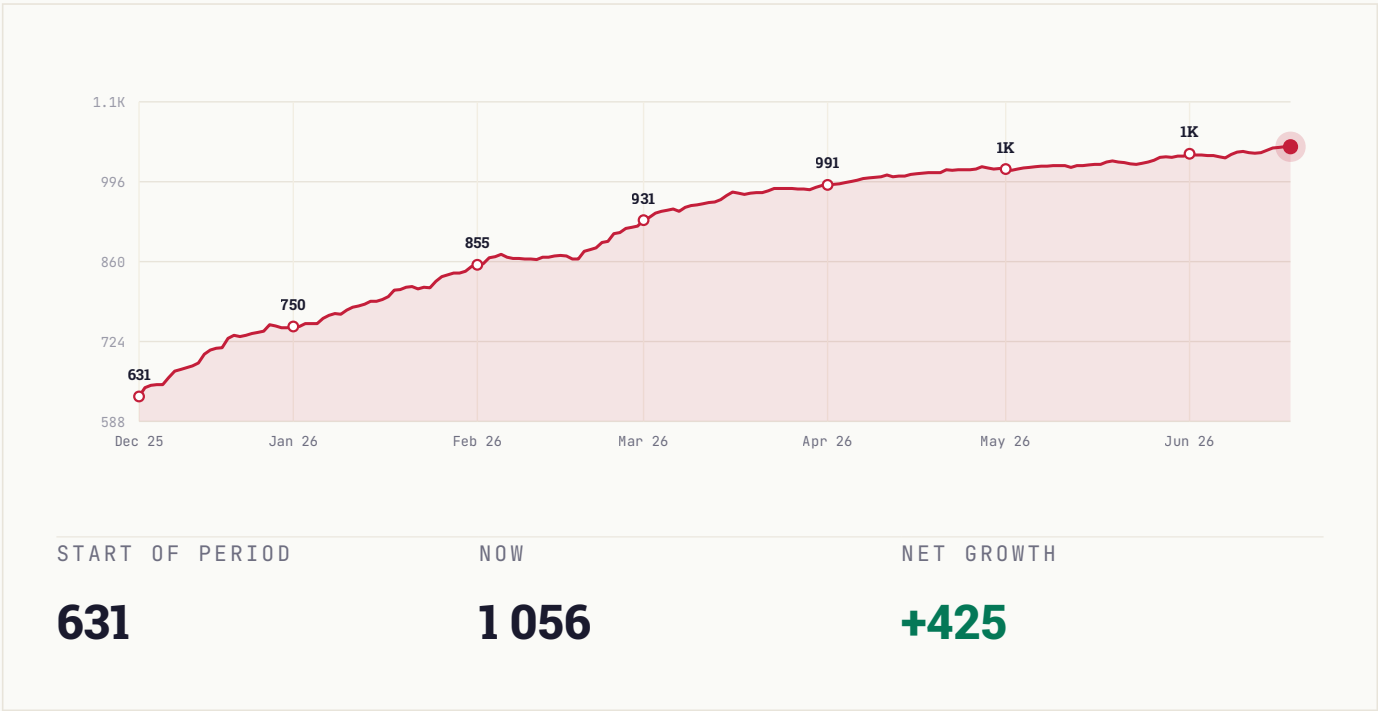
REPOSTS
1

ER
41.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

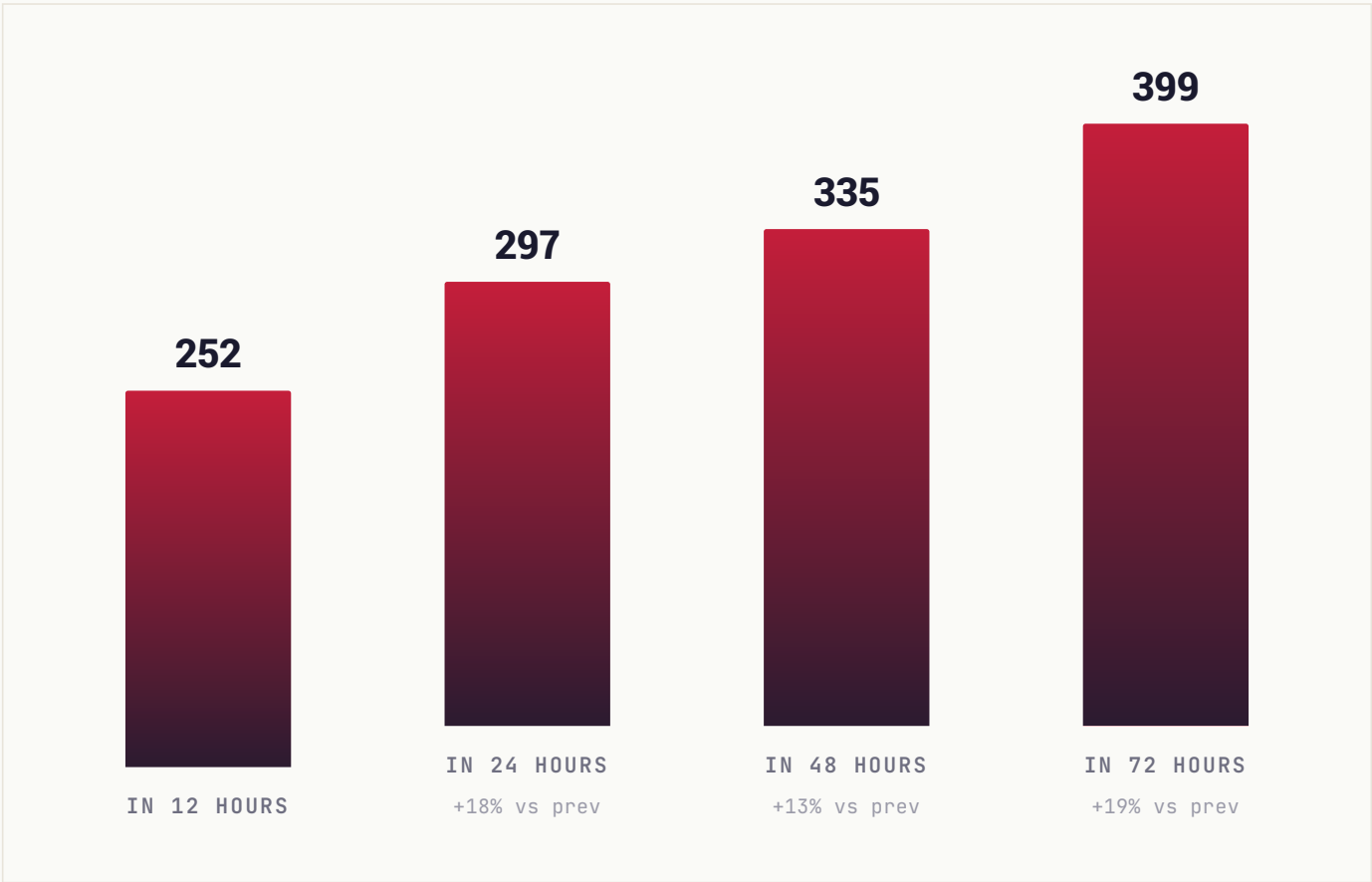
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Discounts Belarus	75.2K
F- Flatty - Rent apartments in Minsk Owner listings	43.6K
PI Promocodes & discounts Belarus	41.4K
SI Discounts & new arrivals Belarus	36.2K
H2 2lvek.by Finds	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner Catalog	21.5K
HO HockeyEu YOU	1.1K

COMPARATIVE CONCLUSION

Channel inbottom half of top 100 niche (#66 of 100). Niche median — 1.8K subs.
First KPI — reach median. Leader: 5 element | 5element.by (105.2K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention your channel monthly. Over the last **6 months** such mentions were **0**, they brought **109** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
December 2025	0	0	109	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS	
0	6		109	

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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

#66

/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

40% below median

median 1.8K



AVG REACH / POST

better than 50% of niche

median 626



CITATION INDEX

99% below median

median 0



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Thursday

Audience is most active on this day at 18:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native ads), **Premium** (target audience). PromptPress 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

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want 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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