

PROMTPRESS PUBLIC REPORT

Channel audit

BCSE.BY



@jsc_bcse

Latest news of the organized financial market of the Republic of Belarus. Official channel of JSC "Belarusian Currency and Stock Exchange" Contact: +375 17 309 33 00

SUBSCRIBERS

1 733

+16 per month

ERR (% SEE POSTS)

62.0%

per day **37.3%**

REACH/POST

1K

ad reach **646**/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 1 733 —	 SUBS REACH 60.14% avg % subs see post	 VIEWS/POST 1K median 1K · 29 days	 POSTS/WEEK 18.0 over period
 7D TREND -2.5% vs previous week	 REACTIONS/POST 3.2 only 242 reactions, 268 reposts, 0 comments	 POST LENGTH 67 chars median 42 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 646 24h avg	 CHURN / MONTH +16 last month	 CITATION RATE 2 citation index · 20 channels mentioned ever	 CHANNEL AGE 7 years 4 months created 01.02.2019

AI EDITOR SUMMARY

Channel «BCSE.BY» – 1 733 subs. Each post averages 1K people (60% of subs), wide reach for a channel this size. Publishes 18 posts/week (~3/day) – regular schedule. Week of May 25–31 reach stable (-2.5% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 75 posts over 29 days.
- 02 Dominant format – Photo (64/75 posts).
- 03 Avg post length – 67 chars (median 42).
- 04 Audience peak – Friday, 15:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (1.9K avg top vs 802 worst) – among 75 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 29.05 · 13:09 PHOTO Registered, admitted to trading the 58th issue of exchange-traded bonds of JSC "AVANGARD LEASING", issued under the exchange-traded bond program...	VIEWS 1 991 REPOSTS 10	REACTIONS 2 ER 114.9%
Nº2 14.05 · 12:36 PHOTO Registered, admitted to trading exchange-traded bonds of LLC "VIGO Finance" 4th issue, issued under the exchange-traded bond program No...	VIEWS 1 857 REPOSTS 6	REACTIONS — ER 107.2%
Nº3 29.05 · 12:54 PHOTO Registered, admitted to trading the 59th issue of exchange-traded bonds of JSC "AVANGARD LEASING", issued under the exchange-traded bond program...	VIEWS 1 774 REPOSTS 9	REACTIONS — ER 102.4%

Nº4

15.05 · 10:21

PHOTO

EXCHANGE-ONLINE

VIEWS

1 413

REACTIONS

12

REPOSTS

14

ER

81.5%

Nº5

15.05 · 07:35

TEXT

ⓧ Changes made to the information contained in the bond prospectus of JSC VTB Bank (Belarus) issue 20. More details

VIEWS

1 255

REACTIONS

—

REPOSTS

—

ER

72.4%

|

WORST 3

↓

08.06 · 10:18

PHOTO

EXCHANGE-ONLINE

VIEWS

839

REACTIONS

5

REPOSTS

3

ER

48.4%

↓

01.06 · 13:10

PHOTO

More issue 357 More issue 362

VIEWS

833

REACTIONS

—

REPOSTS

1

ER

48.1%

↓

08.06 · 13:21

PHOTO

More issue 357 More issue 362

VIEWS

735

REACTIONS

—

REPOSTS

1

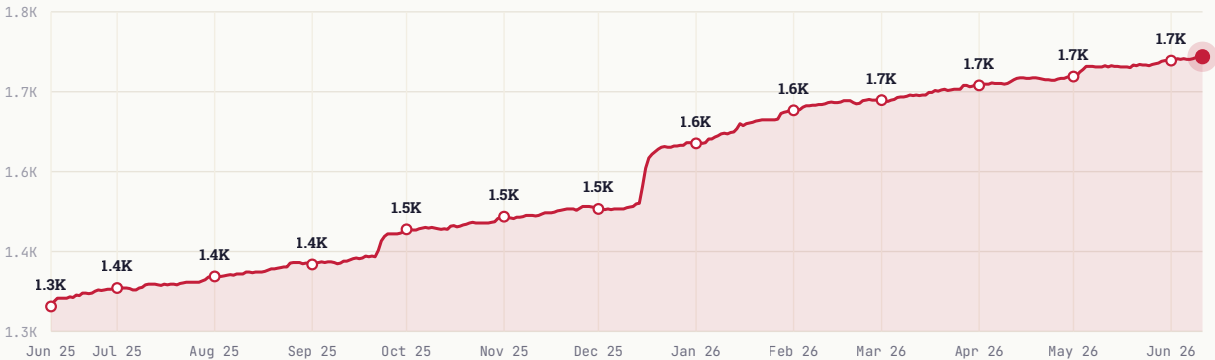
ER

42.4%

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 subs.

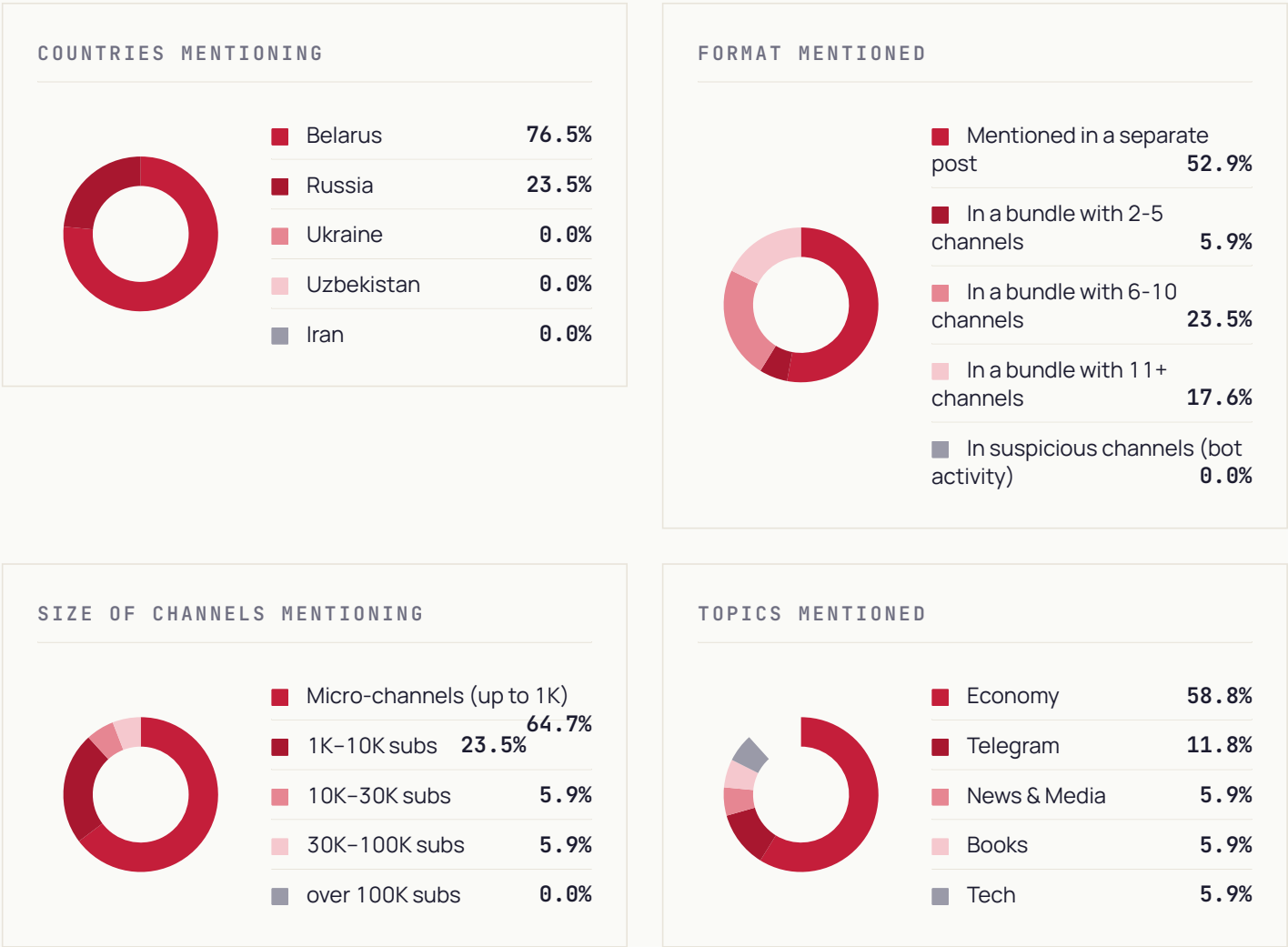


PERIOD START	NOW	NET GROWTH
1 341	1 733	+392

SECTION 04 · MENTIONS

Who mentions the channel and how

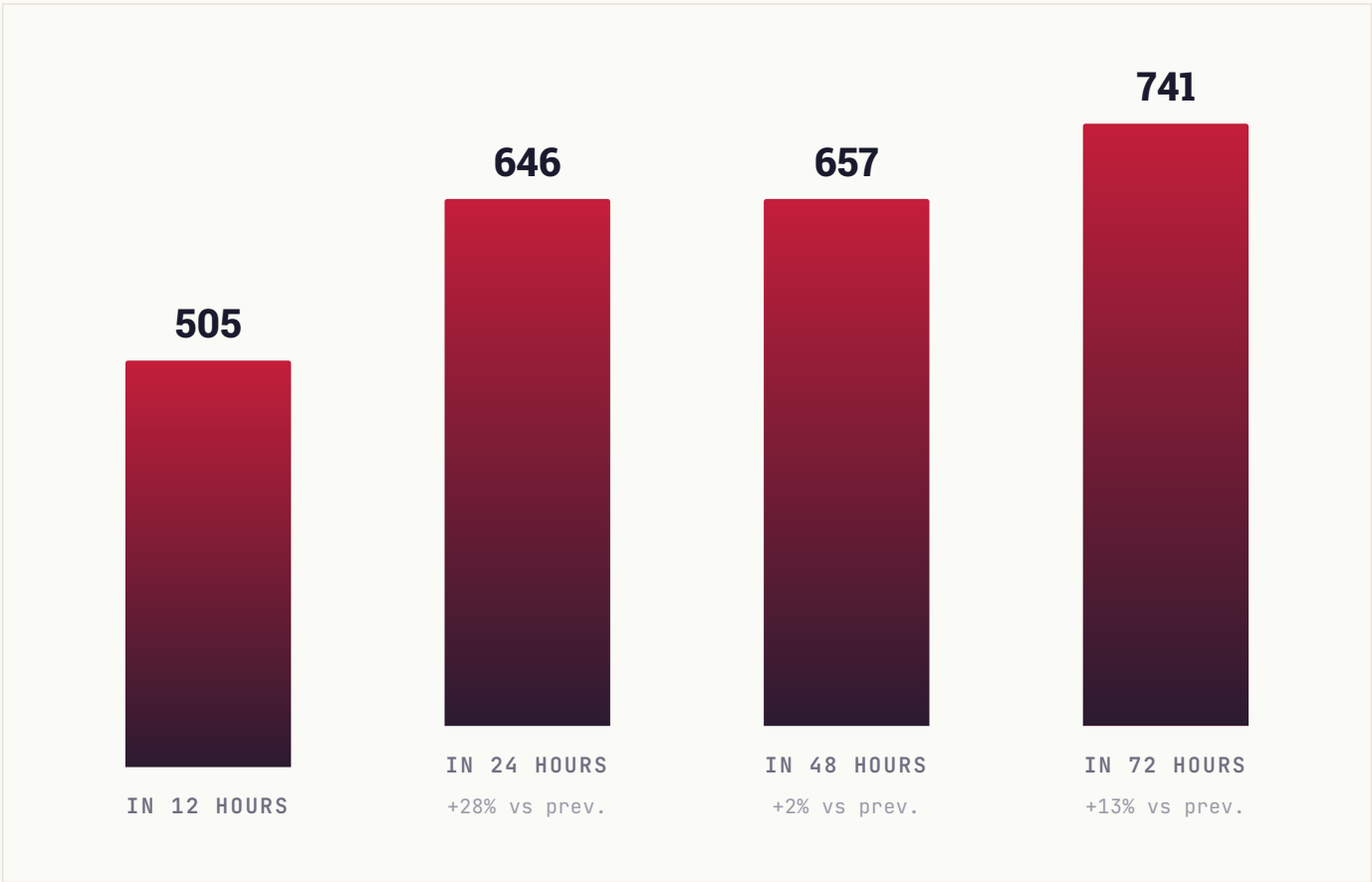
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **20** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB 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
ER Operational Events Management of the MNS Inspectorate for Minsk	14.6K
BE Belagroprombank	11.1K
BC BCSE.BY YOU	1.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#34 of 67). Niche median — 1.7K subs. First growth KPI — reach the median. Leader: Alfa-Bank (Belarus) (79.3K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **0**, they brought **272** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	107	
Nov 2025	0	0	23	
Oct 2025	0	0	32	
September 2025	0	0	58	
August 2025	0	0	25	
July 2025	0	0	27	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
0	6	272

SECTION 08 · NICHE COMPARISON

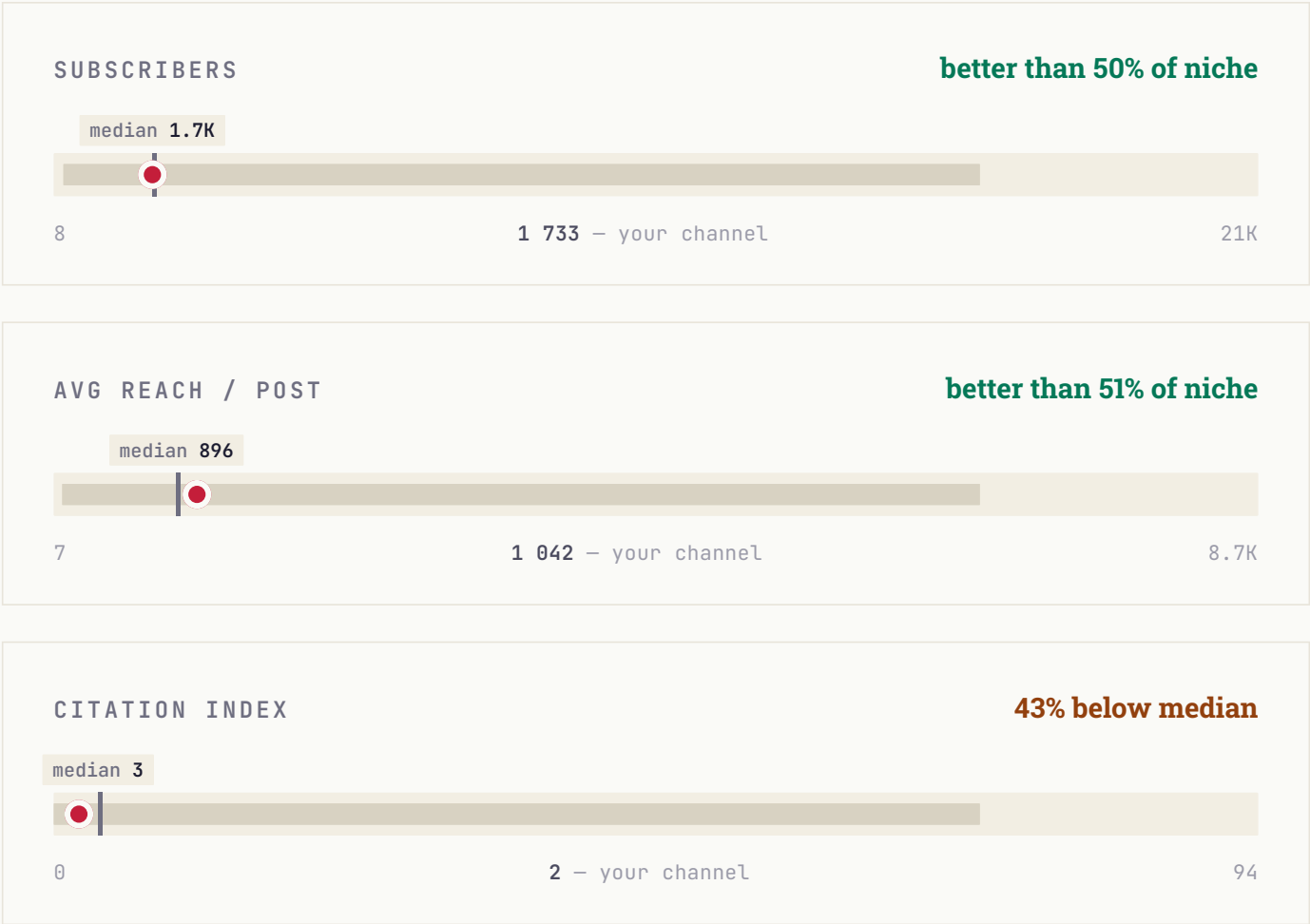
Where the channel stands in its league

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 line – median. Red dot – your channel.

#34/67

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

- 01

Main post of the week — on Friday

Audience is most active on this day at 15:00 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. Recommend reaching 15-25% share.

EFFECT

Video retains audience better
- 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 boost ER by +5-15%. One weekly poll on a hot topic is an 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 is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager