

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kupon.by – промокоды Belarus



@kuponby

21vek promo codes for June 2026. Up to 60% off & free delivery at 21vek.by. Updated daily! All working codes here: <https://kupon.by/shops/21vekby/> UNP 193068093. Ad registry no. 1384. By...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
26 289	37.0%	8.9K
17.06.2026 ^{+37%} per month	in 24 hrs 10.9%	ad reach 2.9K /24h
HTTPS://PROMTPRESS.COM/AUDIT/KUPONBY		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 26 289 —	 SUBS REACH 34.04% avg % subs see post	 VIEWS/POST 8.9K median 8.2K · 28 days	 POSTS/WEEK 5.2 for period
 7D TREND +9.3% vs prev week	 REACTIONS/POST 55.5 only 1,166 reactions, 309 reposts, 0 comments	 POST LENGTH 208 chars median 200 · 28 days	 POSTS ANALYZED 21 28 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH +374 last month	 SHAREABILITY 33 citation index · 28 channels mentioned all time	 CHANNEL AGE 5 yrs 4 mo created 21.01.2021

AI EDITOR SUMMARY

Channel «Kupon.by – промокоды Belarus» – 26 289 subs. Each post avg views 8.9K people (34% of subs), good reach. Posts 5 posts/week (~1/day) – rare. Week 1–7 Jun reach up +9.3% to week 25–31 May – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 21 posts in 28 days.
- 02 Dominant format — Photo (20/21 posts).
- 03 Avg post length — 208 chars (median 200).
- 04 Peak audience activity — Tuesday, 10:00 MSK.
- 05 Top-performing posts get 2× more views than the weakest (16.9K avg top vs 6.9K worst) — among 21 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 07:32 PHOTO 📦 Giveaway of 3 Deerma DX700 vacuum cleaners Compact stick vacuum with 4.9 ⭐ rating and over 1600 reviews. To enter...	VIEWS 26 574 REPOSTS 130	REACTIONS 405 ER 101.1%
Nº2 07.06 · 07:53 PHOTO 🔗 Yandex Plus subscription 60 days free, then 11.99 BYN/month Promo code: 23NZBGFQFM 📦 activate code	VIEWS 13 069 REPOSTS 33	REACTIONS 29 ER 49.7%
Nº3 05.06 · 15:22 PHOTO 📦 5% off bicycles Promo code: ПЯТЬ Selection includes: adult and kids' bikes — from city to mountain models. 📦 All promo codes 21...	VIEWS 10 930 REPOSTS 5	REACTIONS 24 ER 41.6%

Nº4 06.06 · 14:50 PHOTO 📌 New Burger King coupons All coupons uploaded to site + new menu from 3 to 5 rub.	VIEWS 10 584 REPOSTS 16	REACTIONS 23 ER 40.3%
Nº5 04.06 · 13:33 PHOTO 📌 -10% on summer tires With promo code: KAMA Selection includes popular models Hankook, Pirelli, Belshina, Nexen and other brands. 📌 all items...	VIEWS 10 466 REPOSTS 5	REACTIONS 23 ER 39.8%

|

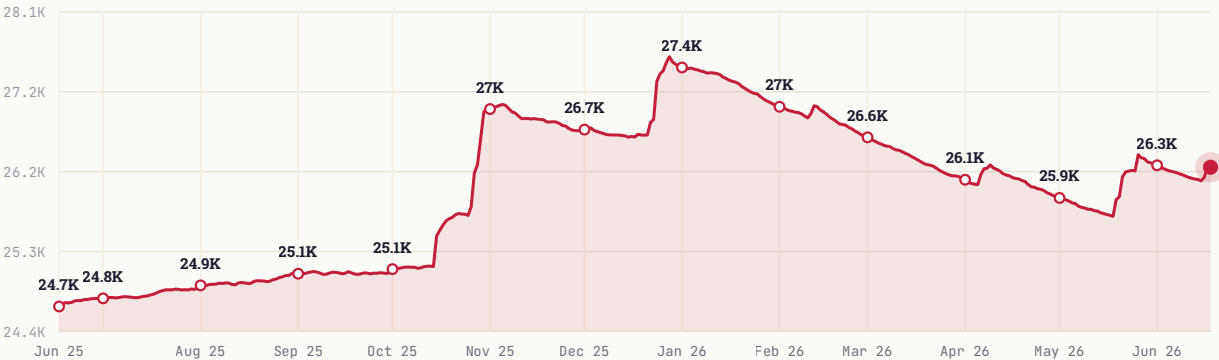
WORST 3

↓ 10.06 · 12:29 PHOTO 📌 Dodster at super price Mini-Dodster — 3.99 p Dodster — 5.99 p Promo code: LEGENDA Offer valid in-restaurant and for takeaway. Also...	VIEWS 7 270 REPOSTS 10	REACTIONS 31 ER 27.7%
↓ 03.06 · 13:28 PHOTO 📌 Garden goods on sale With promo code: CTPOIO Selection includes: soil, fertilizers, seeds, hoses, trimmers, pressure washers, garden...	VIEWS 6 978 REPOSTS 3	REACTIONS 25 ER 26.5%
↓ 10.06 · 10:31 PHOTO 📌 -15% on entire TokiNY menu With promo code: KUPONBY On delivery and takeaway: sushi, rolls, WOK, ramen, desserts and drinks. 📌 Open menu...	VIEWS 6 525 REPOSTS 8	REACTIONS 26 ER 24.8%

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.

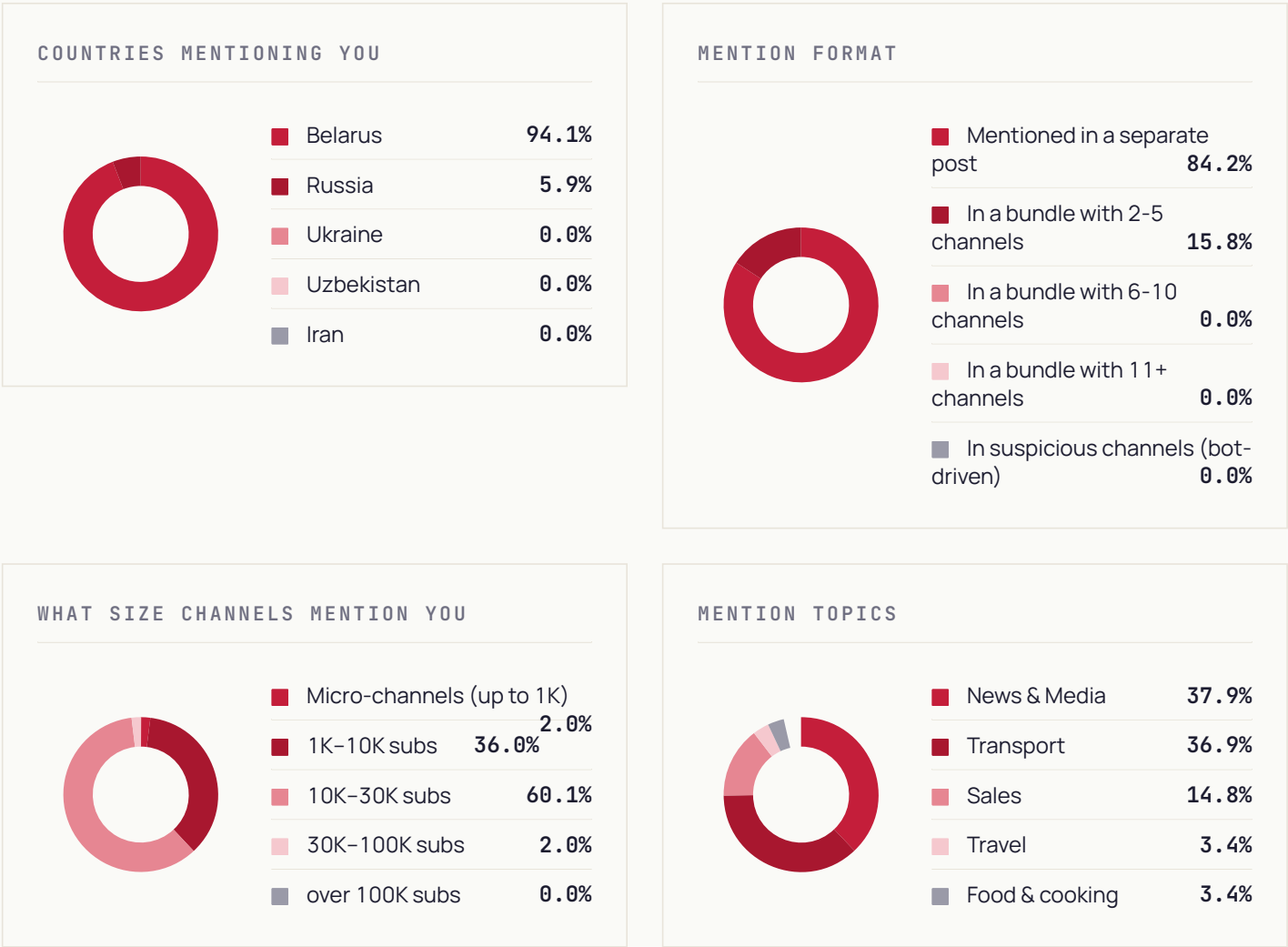


PERIOD START	NOW	NET GROWTH
24 678	26 289	+1 611

SECTION 04 · MENTIONS

Who mentions the channel and how

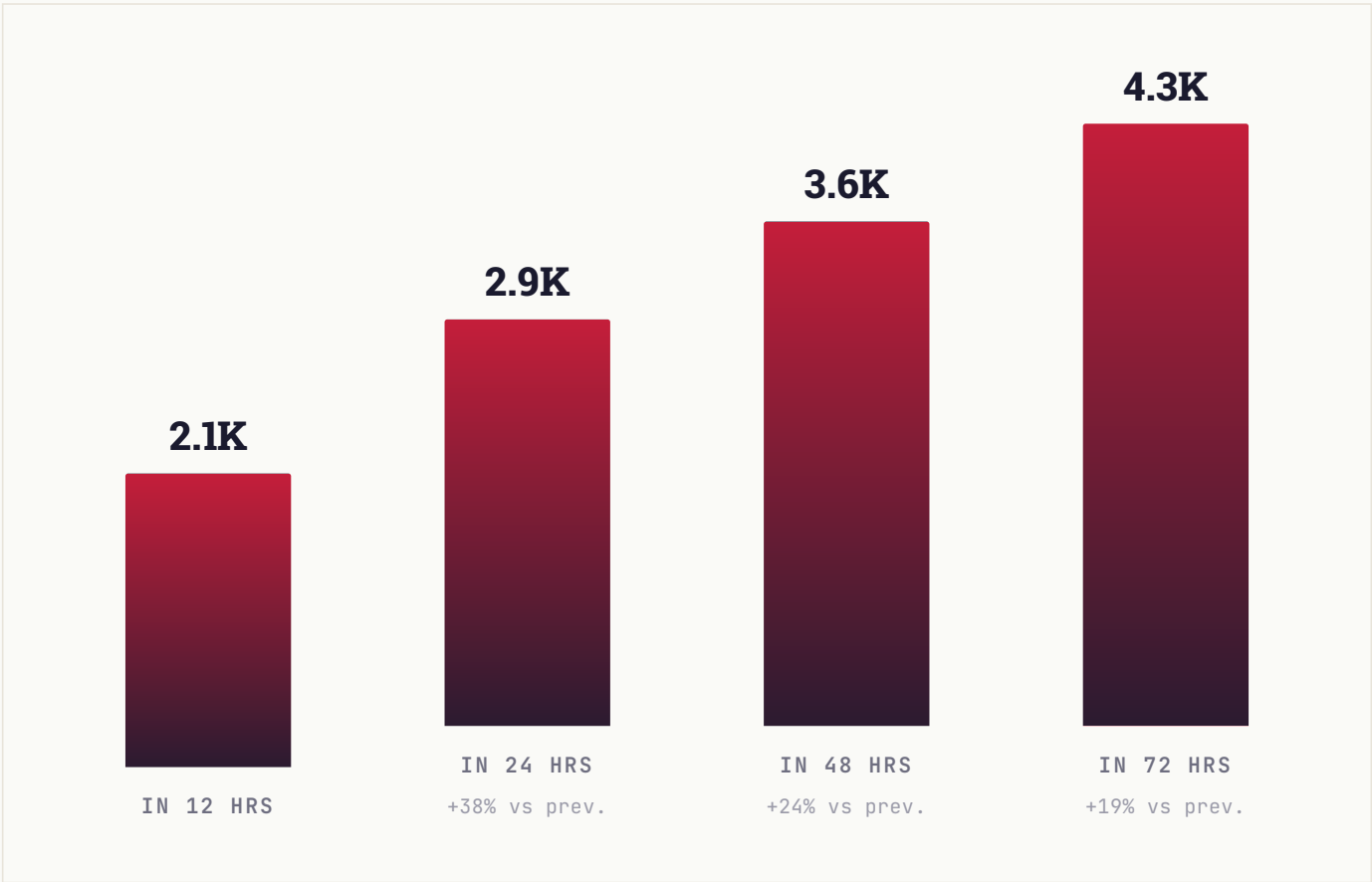
Citation index **33** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **28** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promo codes & discounts Belarus	41.4K
SI Belarus deals & new	36.2K
H2 2lvek.by Finds	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – промокоды Belarus YOU	26.3K
KO Onliner Catalog	21.5K
2 2lvek.by	20.3K

COMPARATIVE INSIGHT

Channel in top 10 niche (#9 of 100). Strong position. Niche leader — 5 element | 5element.by (105.2K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **12**, they brought **3 482** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	2	2	983
November 2025	0	0	66
October 2025	7	6	1 935
Sep 2025	1	1	118
August 2025	2	2	220
July 2025	0	0	160

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
12	6	3 482

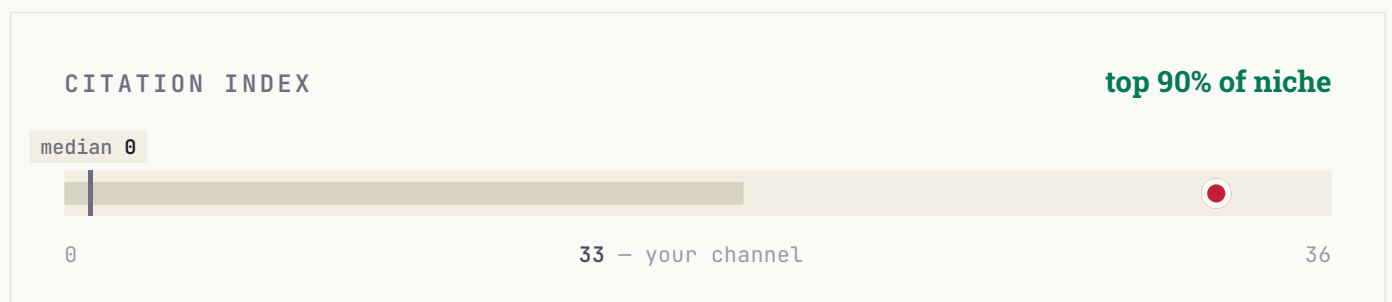
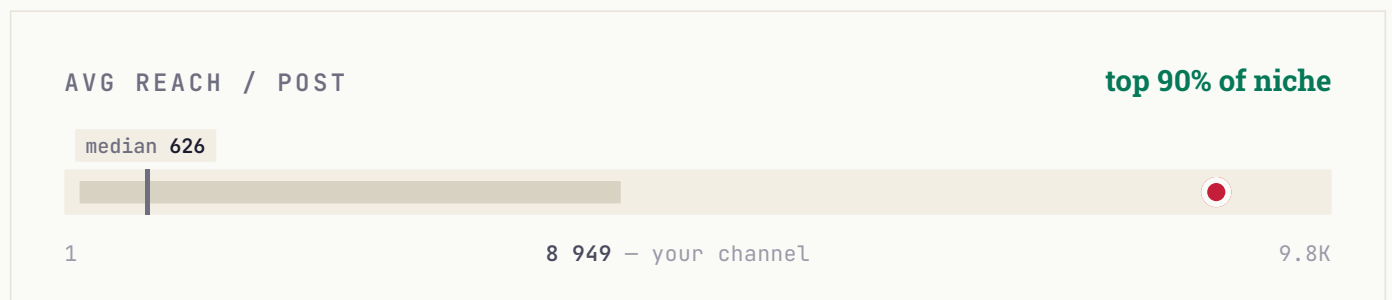
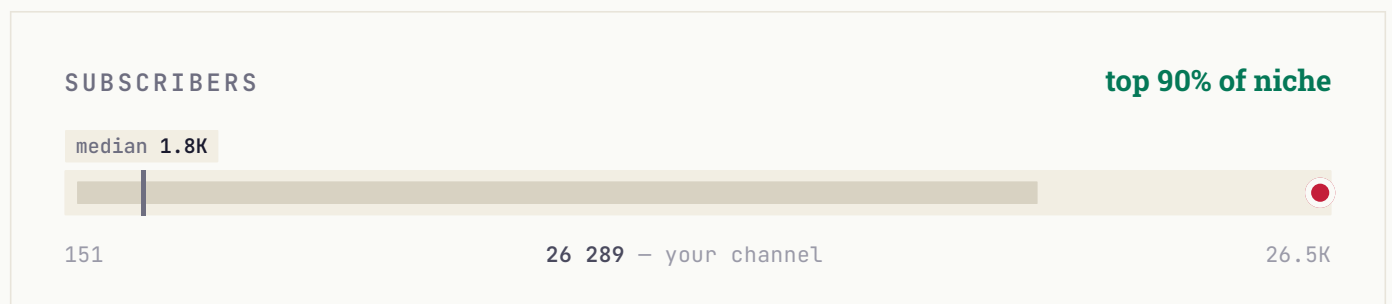
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in «Sales» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10–p90). Black vertical = median. Red dot = your channel.

#9/100

POSITION IN NICHE
Channel in top 9% sales Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Tuesday**

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****03****System traffic buy**

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 — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-niche channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
