

PUBLIC REPORT BY PROMTPRESS

Channel audit

COUPONS | | DEALS in Belarus



@kupyony_rb

Hottest fast-food coupons in Belarus 🔥 Ads — @Kupyony_REKLAMA

Our Insta — kupyony_rb

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
29 778	51.0%	14.5K
-174 per month 10.07.2026	daily 22.4%	ad reach 6.7K/24h
HTTPS://PROMTPRESS.COM/AUDIT/KUPONY_RB		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Quote rate

Who mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Food & Cooking»

09 Strategy

5 priority actions

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 29 778 —	 SUBSCRIBER REACH 48.83% avg % subs see post	 VIEWS/POST 14.5K median 15.3K · 29 days	 POSTS/WEEK 5.8 over period
 7D TREND -17.8% vs prev week	 REACTIONS/POST 81.2 1,948 reactions, 3,010 reposts, 75 comments	 POST LENGTH 170 chars median 154 · 29 days	 POSTS ANALYZED 24 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -174 last month	 QUOTE RATE 54 citation index · 53 channels mentioned ever	 CHANNEL AGE 5 years 6 months created 04.01.2021

AI EDITOR SUMMARY

Channel «COUPONS | 🍔 | DEALS in Belarus» — 29 778 subs. Each post avg views 14.5K people (49% from subs), wide reach for its size. Publishes 6 posts/week (~1/day) — rare. Week Jun 29–Jul 5 reach dropped -17.8% to week Jun 22–28 — analyze reasons.

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 HAVE IN COMMON

- 01 Analysis based on 24 posts in 29 days.
- 02 Dominant format — Photo (24/24 posts).
- 03 Avg post length — 170 chars (median 154).
- 04 Audience peak — Monday, 11:00 MSK.
- 05 Top posts get 2x more views than weakest (top avg 18.9K vs worst 12.5K) — 24 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 08:15 PHOTO 12 WINGS with two sauces at KFC 🍔 Get Basket S 12 hot wings and 2 sauces for 18.10 BYN Valid: through June 19 📧 PROMO CODE -...	VIEWS 19 590 REPOSTS 196	REACTIONS 85 ER 65.8%
Nº2 14.06 · 06:02 PHOTO TOTAL FOR 2.20 BYN IN BK 🔥 In Burger King 🍔: 🍔 Hamburger 🍔 Chicken Lite 🍗 5 nuggets Valid: June 14 What do you like more? 🔥 nuggets ❤️...	VIEWS 18 497 REPOSTS 208	REACTIONS 116 ER 62.1%
Nº3 23.06 · 07:16 PHOTO TWO JUICY COUPONS at KFC 🔥 For 6 BYN 👉 — coupon 6666 🍔 Chicken burger 🍟 Small fries 🥤 Sauce (choose) For 7 BYN 👉 — coupon 7777 🍔 Chicken burger 🍟 ...	VIEWS 18 489 REPOSTS 336	REACTIONS 298 ER 62.1%

Nº4 10.06 • 06:31 PHOTO 2 Pump baskets for 10.20 BYN at KFC 😊 Valid: June 10 📅 COUPON - 5050 📅 How do you like the basket? 🔥 great, take it ❤️ yes, but could be better	VIEWS 18 043 REACTIONS 92 REPOSTS 343 ER 60.6%
Nº5 13.06 • 06:07 PHOTO 2 Fillet burgers or 2 Zinger burgers for 9.50 BYN at KFC 😊 Valid: through June 14 📅 COUPON - 5050 📅 🔥 perfect for weekends ❤️ ehhhh...	VIEWS 17 885 REACTIONS 65 REPOSTS 86 ER 60.1%

WORST 3

↓ 03.07 • 09:53 PHOTO Love Is... Boxes ❤️ at Burger King 🍔 LOVE BOX includes 🗝️ Love is keychain (1 of 10) 🍷 Red Whopper (or 2 others of your choice) 🍟 King Fries...	VIEWS 12 849 REACTIONS 188 REPOSTS 136 ER 43.1%
↓ 01.07 • 09:35 PHOTO 2 CHICKEN Parmesan at BK 🍔 Only 18.40BYN 9.20 BYN Valid: July 1 How do you like the burger 🍔? 🔥 super, full ❤️ haven't tried yet	VIEWS 12 402 REACTIONS 50 REPOSTS 56 ER 41.6%
↓ 02.07 • 11:06 PHOTO NEW COUPONS at Burger King 🍔 Valid: through Aug 3 What to get? ❤️ Combo 🔥 Fries 🔄 1+1 on Pepsi	VIEWS 12 227 REACTIONS 83 REPOSTS 124 ER 41.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.

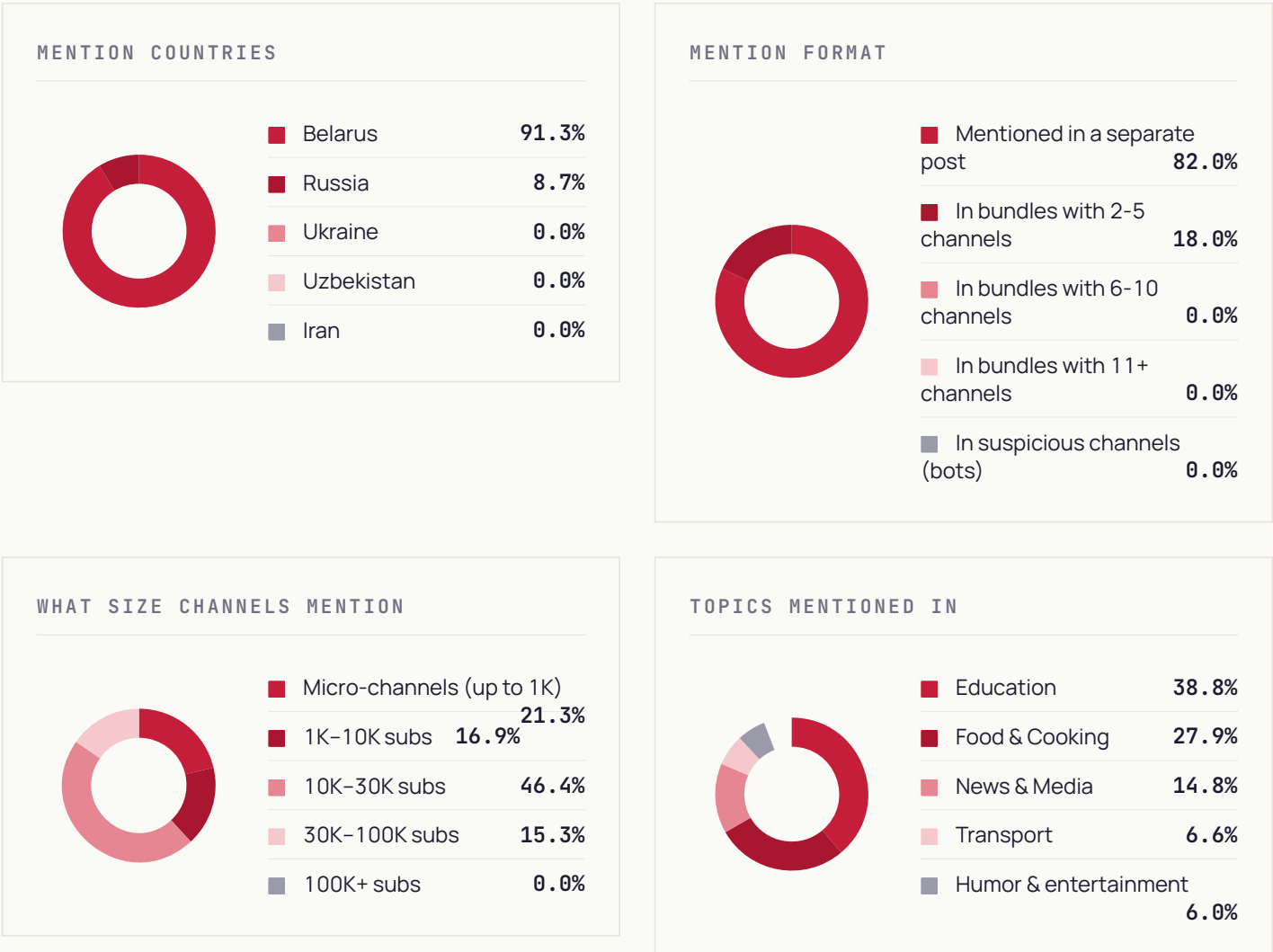


PERIOD START	NOW	NET GROWTH
31 201	29 778	-1 423

SECTION 04 · MENTIONS

Who mentions the channel & how

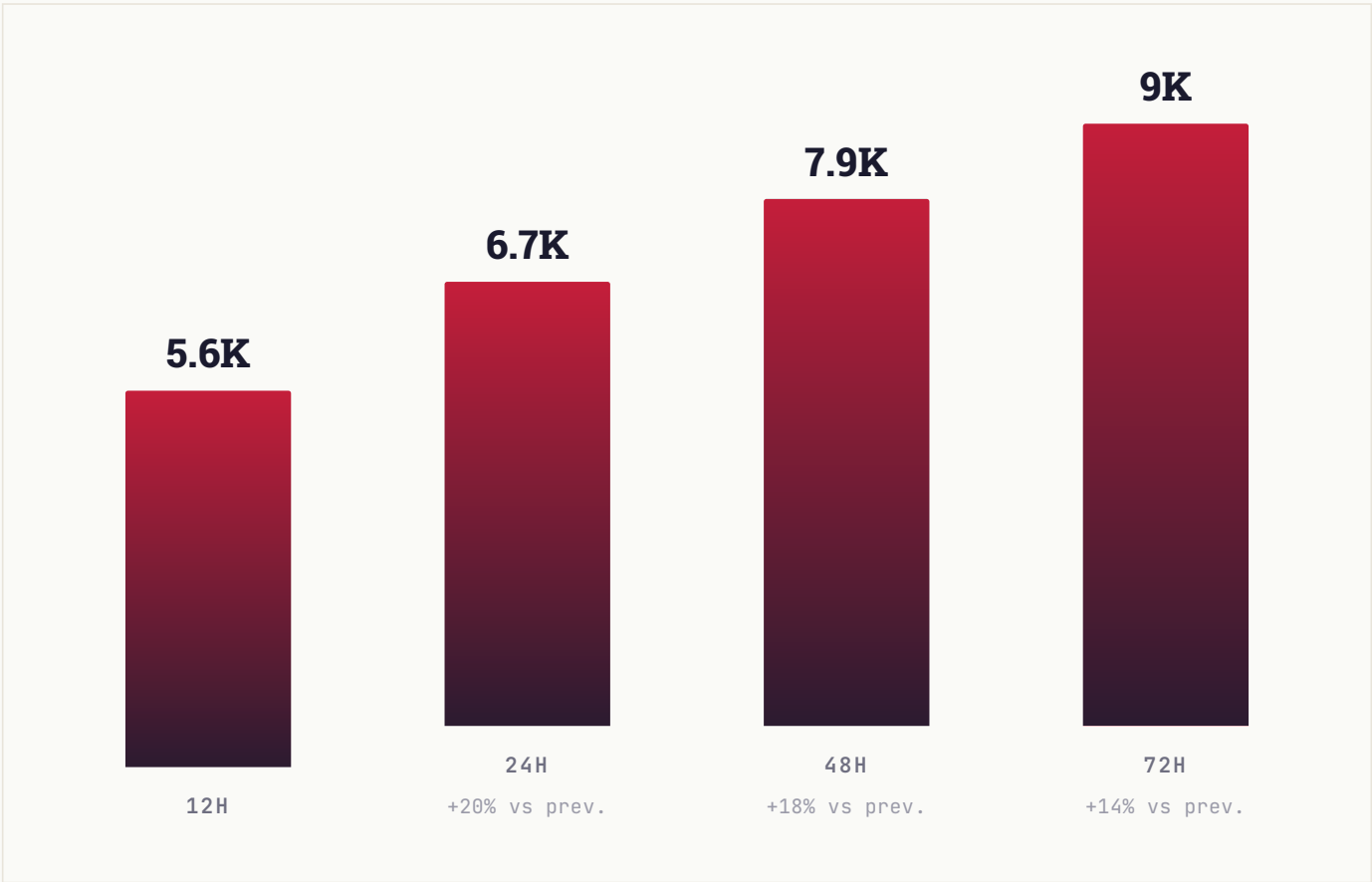
Citation index **54** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **53** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
C COUPONS 🍔 DEALS in Belarus YOU	29.8K
M Groszyk Deals Finds Gifts	25.2K
S Neighbors – store chain	17.1K
SM Santa store chain	14.9K
O OBZOR.BY – FOOD, CITY, SHOPPING	13.4K
M mrgrittaa recipes 🍳	13.3K
V VARKA coffee chain in Belarus	12.5K
MV Go to BK: Burger King channel in Belarus	10.8K
Ch Chico Minsk	7K
VI VINO&VINO	6.8K
CB COFIX Belarus	6.4K

COMPARATIVE CONCLUSION

Channel in niche #1 (#1 of 50 category channels). One of the leaders — client-partners can cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

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 **1**, they brought **1 046** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	391	
December 2025	1	1	213	
Nov 2025	0	0	70	
Oct 2025	0	0	244	
September 2025	0	0	104	
August 2025	0	0	24	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	1 046

SECTION 08 · NICHE COMPARISON

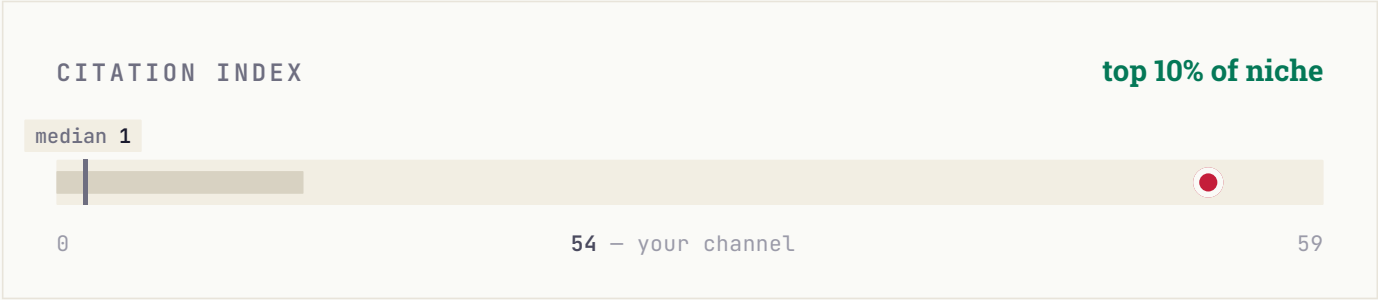
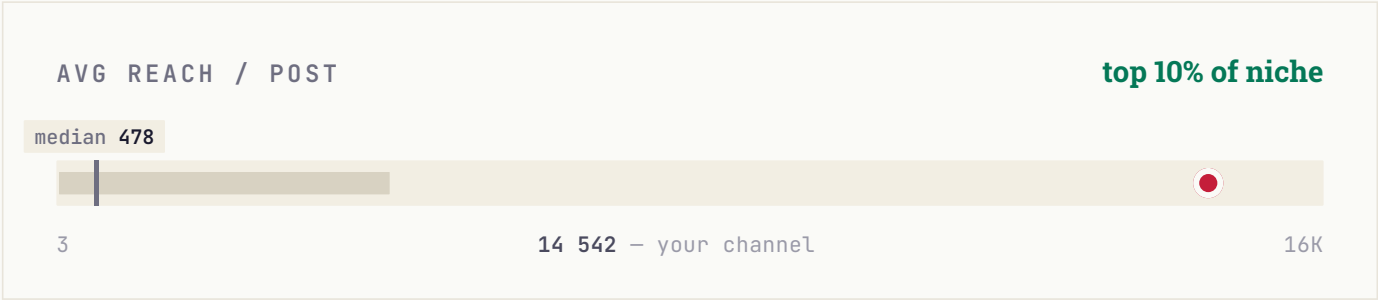
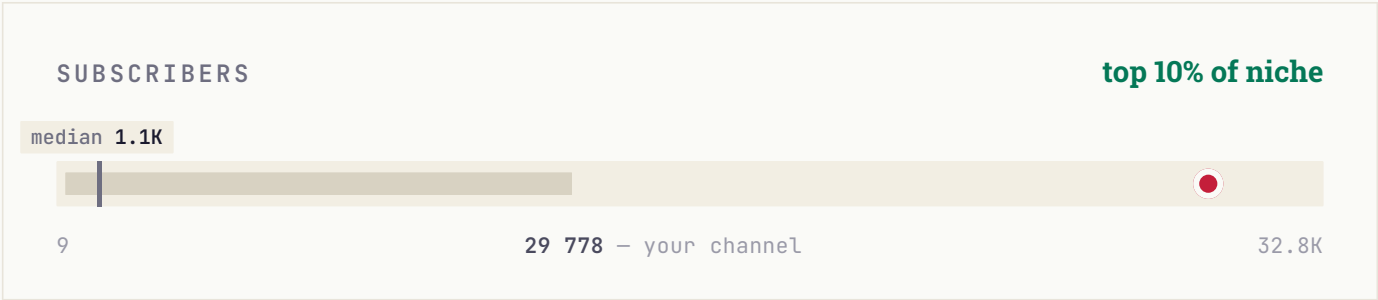
Where the channel stands in its league

Took top-50 channels in category "Food & Cooking» (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.

#1/50

RANK IN NICHE

Channel in top 2% Food & Cooking Belarus



— 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

Main post of the week — on Monday

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

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We 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 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 nearby channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. 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>

02

Contact manager

t.me/PromptPress_manager