

PUBLIC REPORT BY PROMTPRESS

Channel audit

MKS - Minsk, where to go?



@kydago_minsk

We cover the most interesting events and places in Minsk. For ads and cooperation @kurs_evgeniy

SUBSCRIBERS

21 889

-97 per month

ERR (% SEE POSTS)

19.0%

last day 7.8%

REACH/POST

4.1K

ad reach 1.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Travel» category

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 21 889 —	 SUBS REACH 18.73% avg % subs see post	 VIEWS/POST 4.1K median 4.1K · —	 POSTS/WEEK 1.0 for period
 7D TREND — no data for period	 REACTIONS/POST 14.0 total 14 reactions, 13 reposts, 2 comments	 POST LENGTH 1,000 chars median 1000 · —	 POSTS ANALYZED 1 —
 AD REACH 1.7K 24h avg	 CHURN / MONTH -97 last month	 QUOTABILITY 4 citation index · 8 channels mentioned all time	 CHANNEL AGE 5 yrs 2 mo created 17.04.2021

AI EDITOR SUMMARY

Channel «MKS - Minsk, where to go?» — 21 889 subs. Each post averages 4.1K people (19% of subs), avg reach — room to grow. Posts 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for –.
- 02 Dominant format – **Photo** (1/1 posts).
- 03 Avg post length – **1000** chars (median 1000).
- 04 Peak audience activity – **Saturday**, 10:00 MSK.
- 05 Top posts get **0x** more views than the weakest (1.4K avg for top vs 4.1K for worst) – among 1 posts for –. Worth analyzing what top posts have in common: topic, format, time.

TOP-1 POSTS

Nº1 13.06 · 07:16 PHOTO ☒ “Mom, it’s a ghost and we’re getting married” – a comedy where family advice went too far 😊 If mom already planned your love life...	VIEWS	REACTIONS
	4 100	14
	REPOSTS	ER
	13	18.7%

WORST 1

↓ 13.06 · 07:16 PHOTO ☒ “Mom, it’s a ghost and we’re getting married” – a comedy where family advice went too far 😊 If mom already planned your love life...	VIEWS	REACTIONS
	4 100	14
	REPOSTS	ER
	13	18.7%

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.

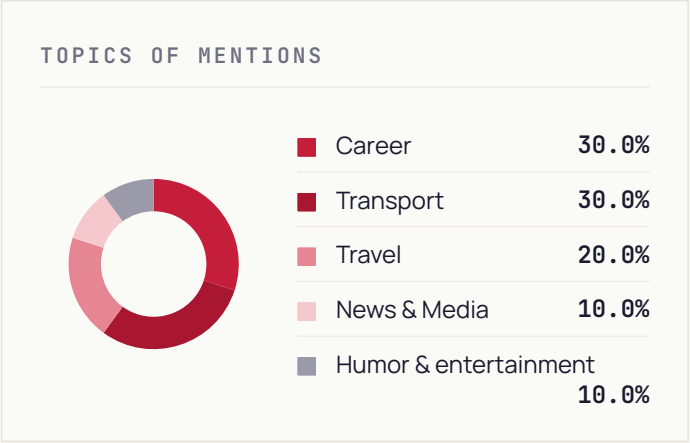
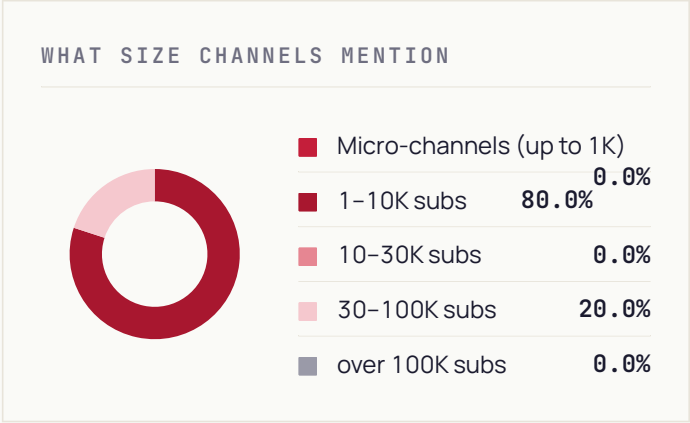
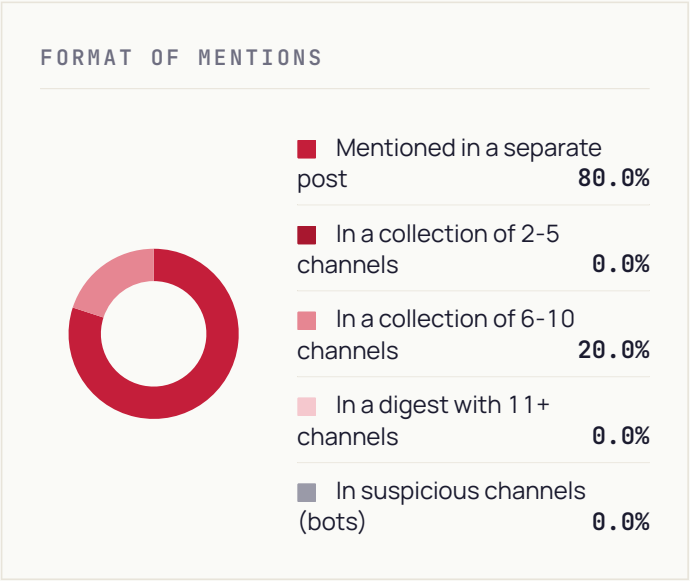
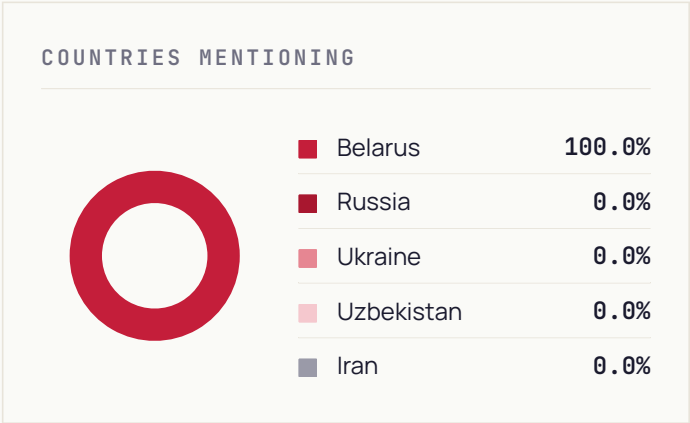


PERIOD START	NOW	NET GROWTH
25 198	21 889	-3 309

SECTION 04 · CITATIONS

Who and how mentions the channel

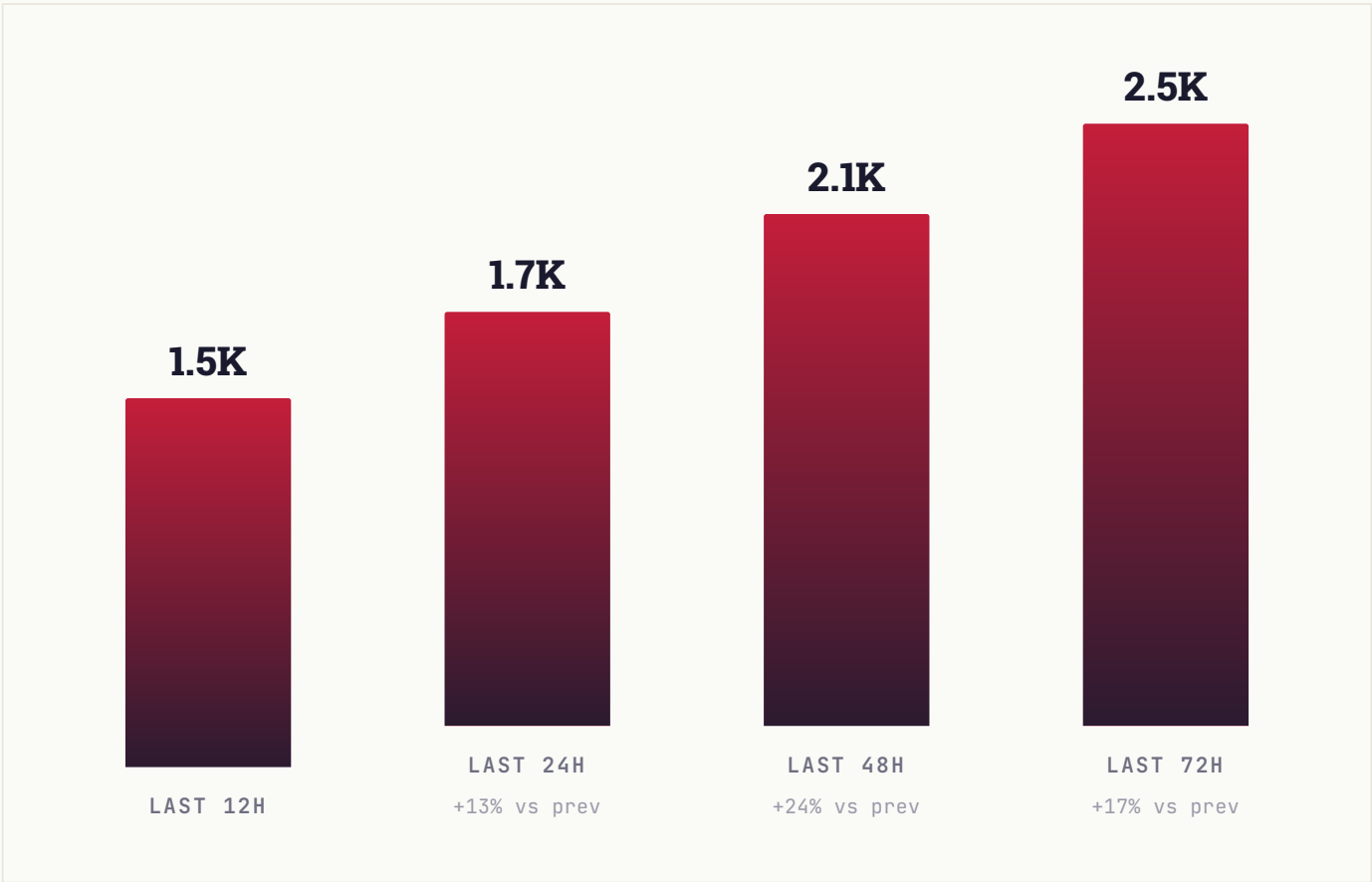
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 8 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
TT TEZ TOUR	45.8K
VA Vandrowki	38.3K
PA Подарожнік	26.3K
SR Pack your backpack	24.4K
M- MKS - Minsk, where to go? YOU	21.9K
AG Atlasbas: border online	21.2K
AM Minsk events	20.4K
ST Siesta Travel about sea tours.	19.9K
BV Belarusians in Poland	18.6K
RO Rosting	15.3K
GV Gaenkova in Poland	12.5K

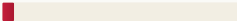
COMPARATIVE CONCLUSION

Channel in top-10 niche (#5 of 94). Strong position. Niche leader — TEZ TOUR (45.8K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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**, they brought **529** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	15 
November 2025	0	0	36 
October 2025	3	3	13 
September 2025	0	0	37 
August 2025	0	0	226 
July 2025	0	0	202 

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
3	6	529

SECTION 08 · NICHE COMPARISON

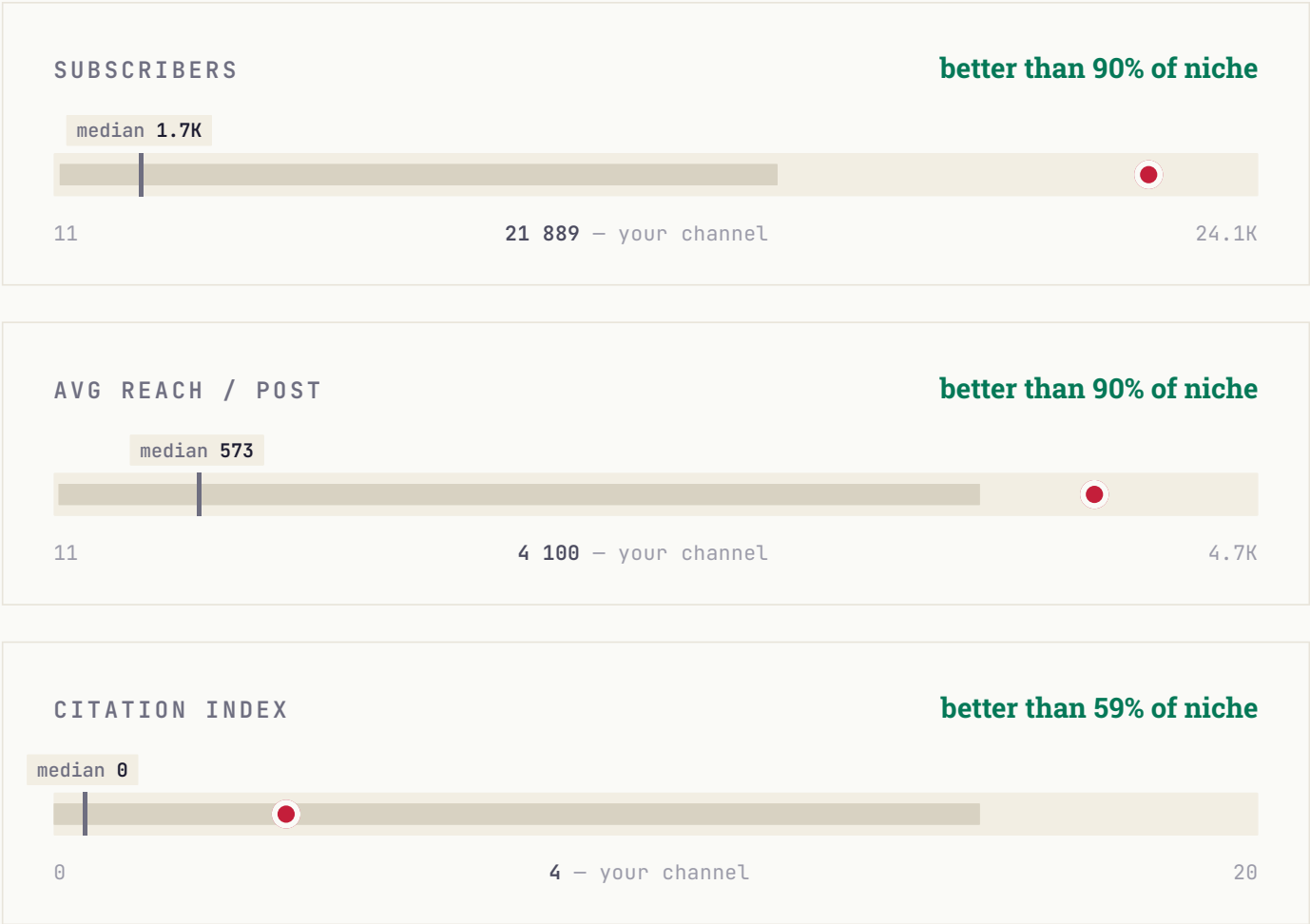
Where the channel stands in its league

Took top-94 channels in «Travel» (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.

#5/94

POSITION IN NICHE

Channel in top 5% travel 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 | Increase posting frequency
Now 1.0 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Saturday
On this day at 10:00 MSK audience is most active. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video holds audience better |
| 04 | 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 |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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