

PUBLIC REPORT PROMTPRESS

Channel audit

Мамам ВЫГОДНО Belarus



@mamamby

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
3 641	31.0%	1.1K
+391 this month 18.06.2026	per day 14.7%	ad reach 515/24h
HTTPS://PROMTPRESS.COM/AUDIT/MAMAMBY		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 3 641 —	 SUBS REACH 31.1% avg % subs see post	 VIEWS/POST 1.1K median 1.2K · 29 days	 POSTS/WEEK 9.6 over period
 7D TREND +4.8% vs previous week	 REACTIONS/POST 23.0 only 920 reactions, 353 reposts, 0 comments	 POST LENGTH 324 chars median 294 · 29 days	 POSTS ANALYZED 40 29 days
 AD REACH 515 24h avg	 CHURN / MONTH +391 over last month	 MENTIONS 4 mention index · 15 channels mentioned ever	

AI EDITOR SUMMARY

Channel «Мамам выгодно Belarus» — 3 641 subs. Each post averages 1.1K people (31% of subs), that's good reach. Publishes 10 posts/week (~1/day) — regular. Week of Jun 1–7 reach stable (+4.8% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts in 29 days.
- 02 Dominant format – Photo (38/40 posts).
- 03 Avg post length – 324 chars (median 294).
- 04 Peak audience activity – Friday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.8K avg for top vs 842 for worst) – among 40 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 08:52 PHOTO 📺 GIVEAWAY FOR MOMS IN BELARUS! Win a NINO tricycle 📺 Want to gift your child a fun and bright present for summer? Then this...	VIEWS 2 138 REPOSTS 205	REACTIONS 218 ER 58.7%
Nº2 08.06 · 10:26 PHOTO 🍷🍷🍷 Win an immersion blender for berry season🍷 Summer is here. That means fresh berries, fruits, and cold smoothies every day. 🍷 We...	VIEWS 1 701 REPOSTS 115	REACTIONS 176 ER 46.7%
Nº3 21.05 · 14:56 PHOTO #21vek_by 😊😊😊😊📺 Kids football Sundays ⚡ Price: 94.99 BYN (157.35 BYN) Compact size and versatility allow using...	VIEWS 1 625 REPOSTS 1	REACTIONS 7 ER 44.6%

Nº4 03.06 · 14:12 PHOTO #21vek_by 😊😊😊😊 ☒ Dolu toy shopping cart Unicorn Supermarket ✂ Price: 39.99 BYN (93.00 BYN) Cart designed for children from...	VIEWS 1 531 REPOSTS 1 REACTIONS 15 ER 42.0%
Nº5 22.05 · 14:58 PHOTO #21vek_by 😊😊😊😊 ☒ Sima-Land remote control robot alien ✂ Price: 99.99 BYN (186.96 BYN) Interactive set for kids 6+...	VIEWS 1 387 REPOSTS 1 REACTIONS 16 ER 38.1%

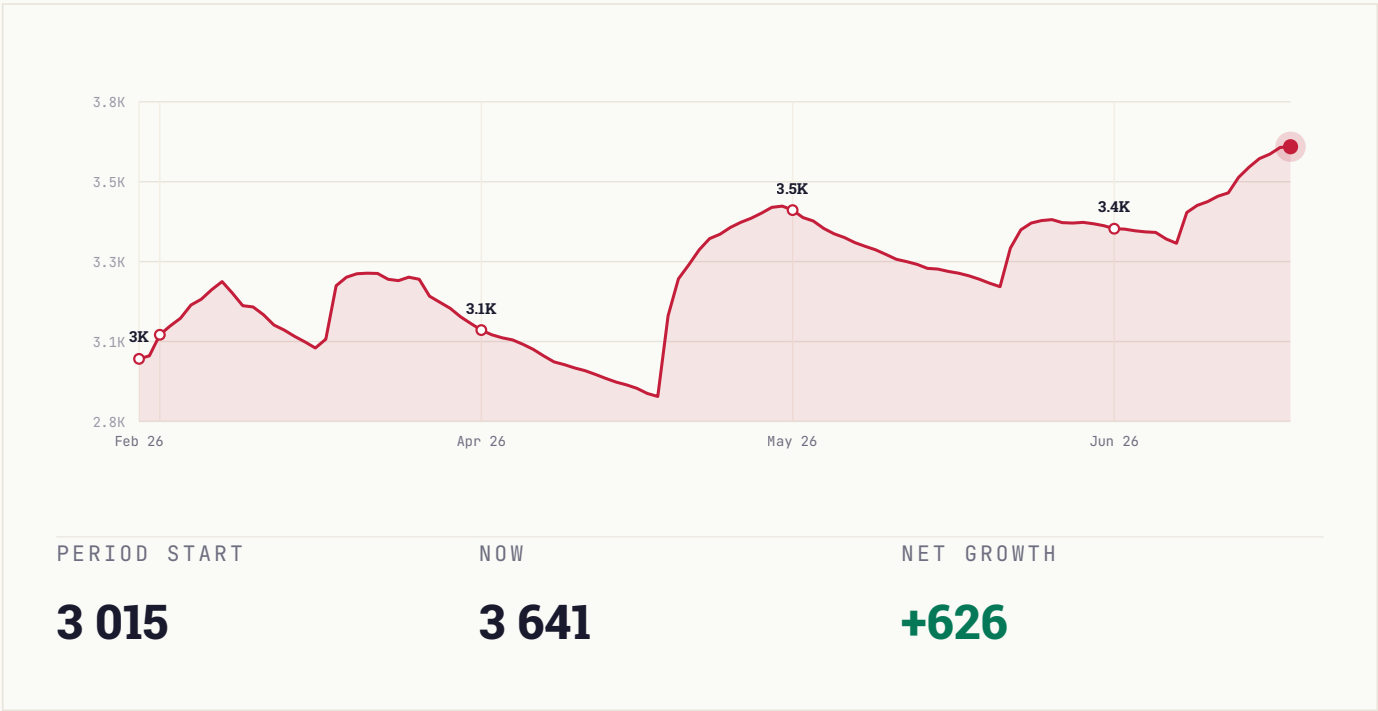
WORST 3

↓ 14.06 · 13:22 PHOTO Moms, this is for you ♥ Everything you and your baby need – now with huge discounts. At online hypermarket 21vek.by a big sale...	VIEWS 888 REPOSTS 4 REACTIONS 16 ER 24.4%
↓ 01.06 · 10:07 PHOTO #kari_by ☒♂ Kari online store extra 30% off with coupon on bikes, balance bikes & more Coupon available for authorized...	VIEWS 838 REPOSTS — REACTIONS 16 ER 23.0%
↓ 14.06 · 10:55 PHOTO #mile_by ☒ Mile stores up to 40% off pools Big selection of pools on sale so you and your family can enjoy...	VIEWS 802 REPOSTS — REACTIONS 17 ER 22.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

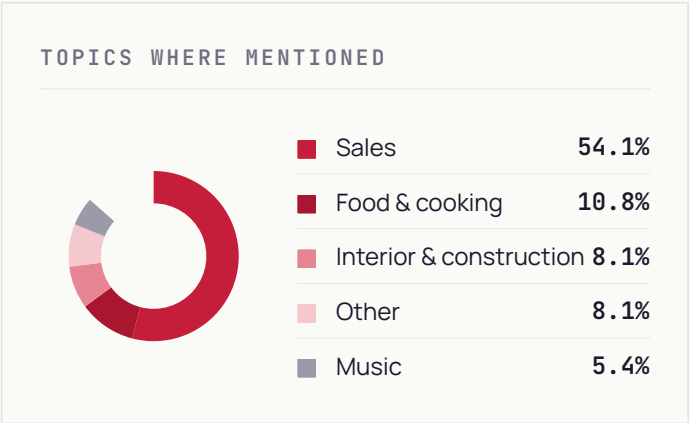
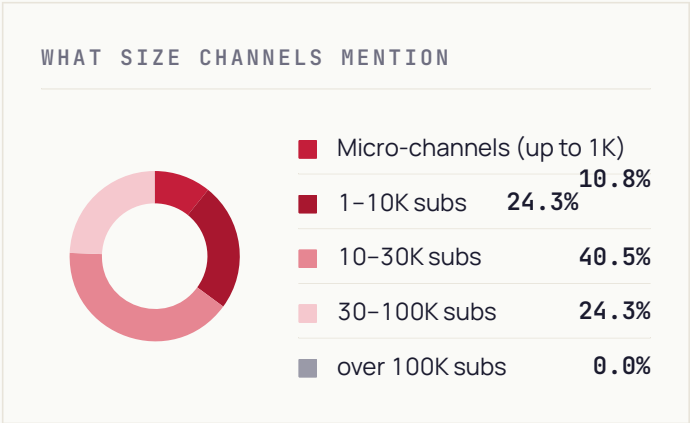
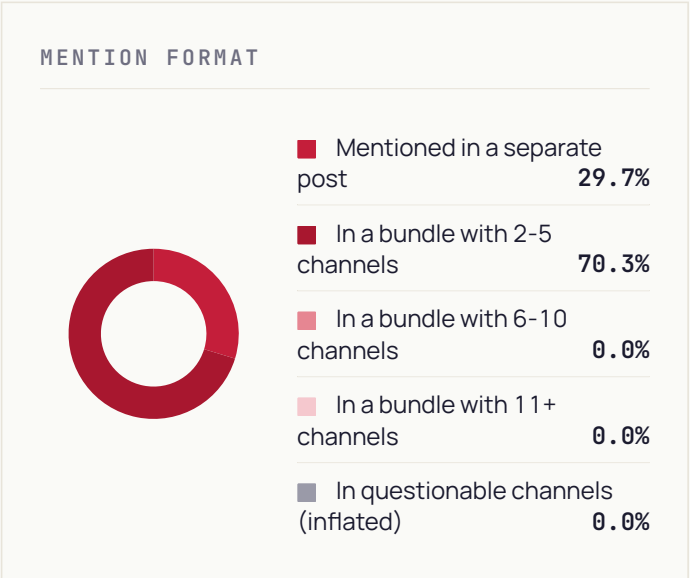
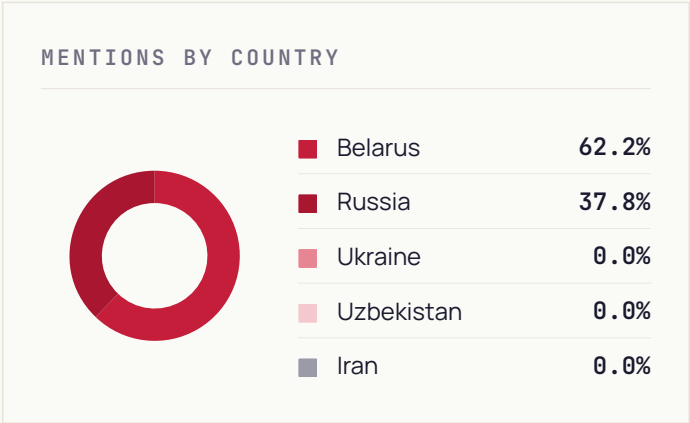
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

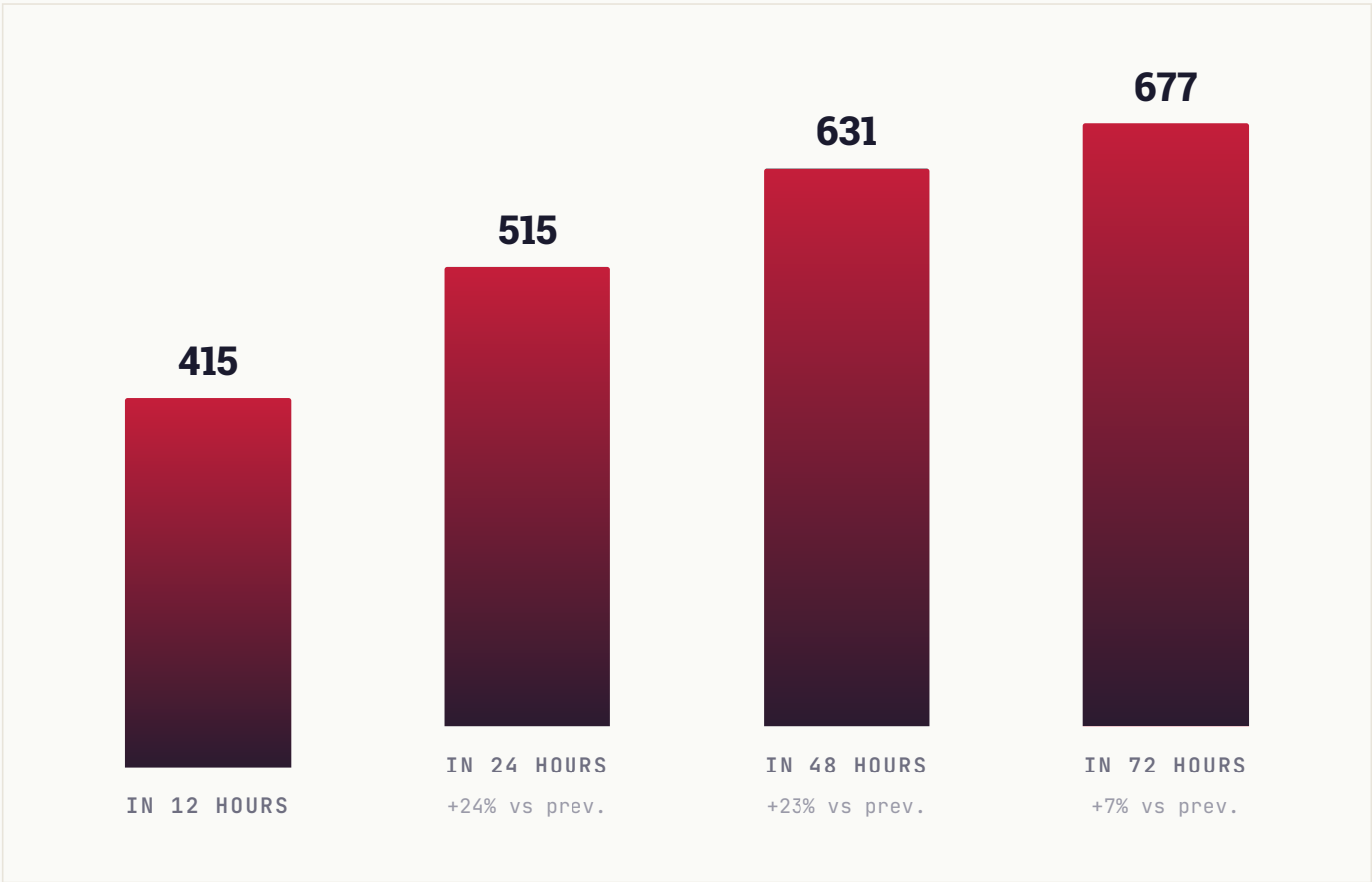
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time channel was mentioned 15 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Discounts Belarus	75.2K
F- Flatty - Apartment rental in Minsk Direct from owners	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
MV Мамам выгодно Belarus YOU	3.6K

COMPARATIVE INSIGHT

Channel in top half of niche (#30 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for top quartile — realistic 6-12 month horizon.

— SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category "Sales» (Belarus) and compared your channel against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#30

/100

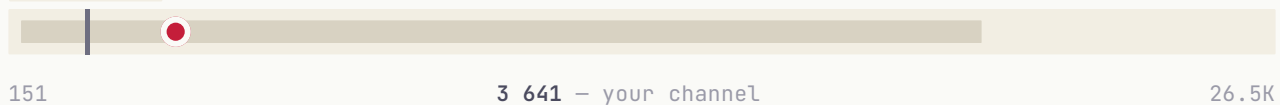
POSITION IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 54% of niche

median 1.8K



AVG REACH / POST

better than 55% of niche

median 626



CITATION INDEX

better than 57% of niche

median 0



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Friday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

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**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & 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

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager