

PROMTPRESS PUBLIC REPORT

Channel audit

MART



@mart_gov_by

News, comments, updates from the Ministry of Antimonopoly Regulation and Trade Feedback at press@mart.gov.by

SUBSCRIBERS

22 243

+492 per month

ERR (% SEE POSTS)

62.0%

in 24 hours **25.9%**

REACH/POST

13.5K

ad reach **5.8K/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 22 243 —	 SUBSCRIBER REACH 60.8% avg % of subs see post	 VIEWS/POST 13.5K median 14.4K · 28 days	 POSTS/WEEK 8.7 for the period
 7D TREND -5.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 248 chars median 186 · 28 days	 POSTS ANALYZED 35 28 days
 AD REACH 5.8K 24h avg	 CHURN / MONTH +492 last month	 CITATION RATE 86 citation index · 365 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 29.11.2019

AI EDITOR SUMMARY

Channel «MART» — 22 243 subs. Each post averages 13.5K people (61% from subs), wide reach for a channel this size. Publishes 9 posts per week (~1/day) — regular schedule. For week 25–31 May, reach dropped -5.8% to week 18–24 May — worth analyzing 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 35 posts over 28 days.
- 02 Dominant format — Text (14/35 posts).
- 03 Avg post length — 248 chars (median 186).
- 04 Peak audience activity — Saturday, 08:00 MSK.
- 05 Top posts drive 2x more views than the weakest (17.4K avg for top vs 10.6K for worst) — among 35 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 14:34 VIDEO 📺 Young Friday in MART style! What do you associate with the project 'Every Friday - Native, Your Own'?.. #NativeYourOwnDay	VIEWS 17 500 REPOSTS 11	REACTIONS — ER 78.7%
Nº2 23.05 · 05:06 PHOTO (post without caption — photo)	VIEWS 17 450 REPOSTS 3	REACTIONS — ER 78.5%
Nº3 16.05 · 07:04 VIDEO 👨👩👧👦 Family is everything! ✨On Family Day, MART employees' children got to know their parents' workplace: 📝completed many...	VIEWS 17 318 REPOSTS 9	REACTIONS — ER 77.9%

Nº4 29.05 · 14:45 TEXT ⓘ According to clause 229 of the Selective Inspection Plan for H1 2026, MART has started an inspection of the Wildberries online platform (LLC...	VIEWS 17 176 REPOSTS 176	REACTIONS — ER 77.2%
Nº5 13.05 · 04:37 TEXT ✂ Wildberries, OZON and 'Belpochta' recognized as dominants at the republic level: now tariffs must be economically justified.	VIEWS 16 760 REPOSTS 121	REACTIONS — ER 75.3%

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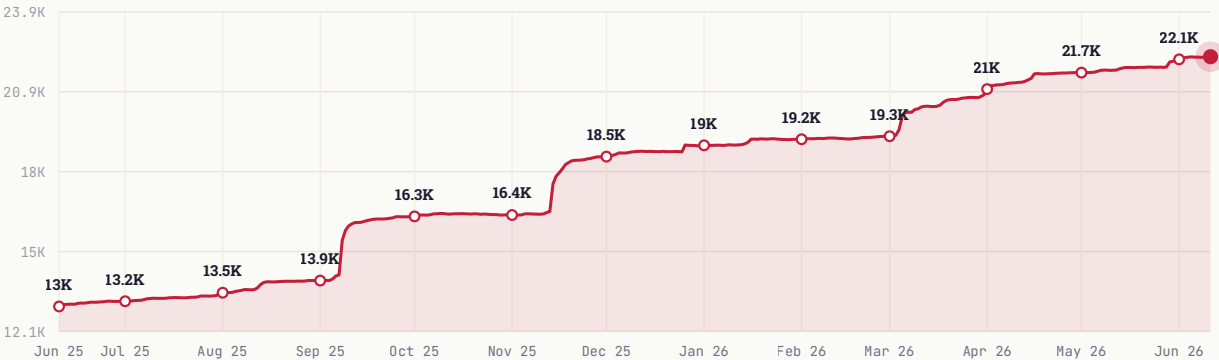
WORST 3

↓ 01.06 · 09:52 PHOTO ⓘ 'Everyone should do their job,' - A. Lukashenko. ⓘ MART inspected 190 business entities, including...	VIEWS 11 018 REPOSTS 32	REACTIONS — ER 49.5%
↓ 04.06 · 12:45 TEXT ⓘ ⓘ MART reminds: info about paid calls to short phone numbers must be communicated to consumers!	VIEWS 10 457 REPOSTS 14	REACTIONS — ER 47.0%
↓ 04.06 · 15:30 VIDEO ⓘ What do car and motorcycle owners think about service stations?..	VIEWS 10 365 REPOSTS 9	REACTIONS — ER 46.6%

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 vs. loss.

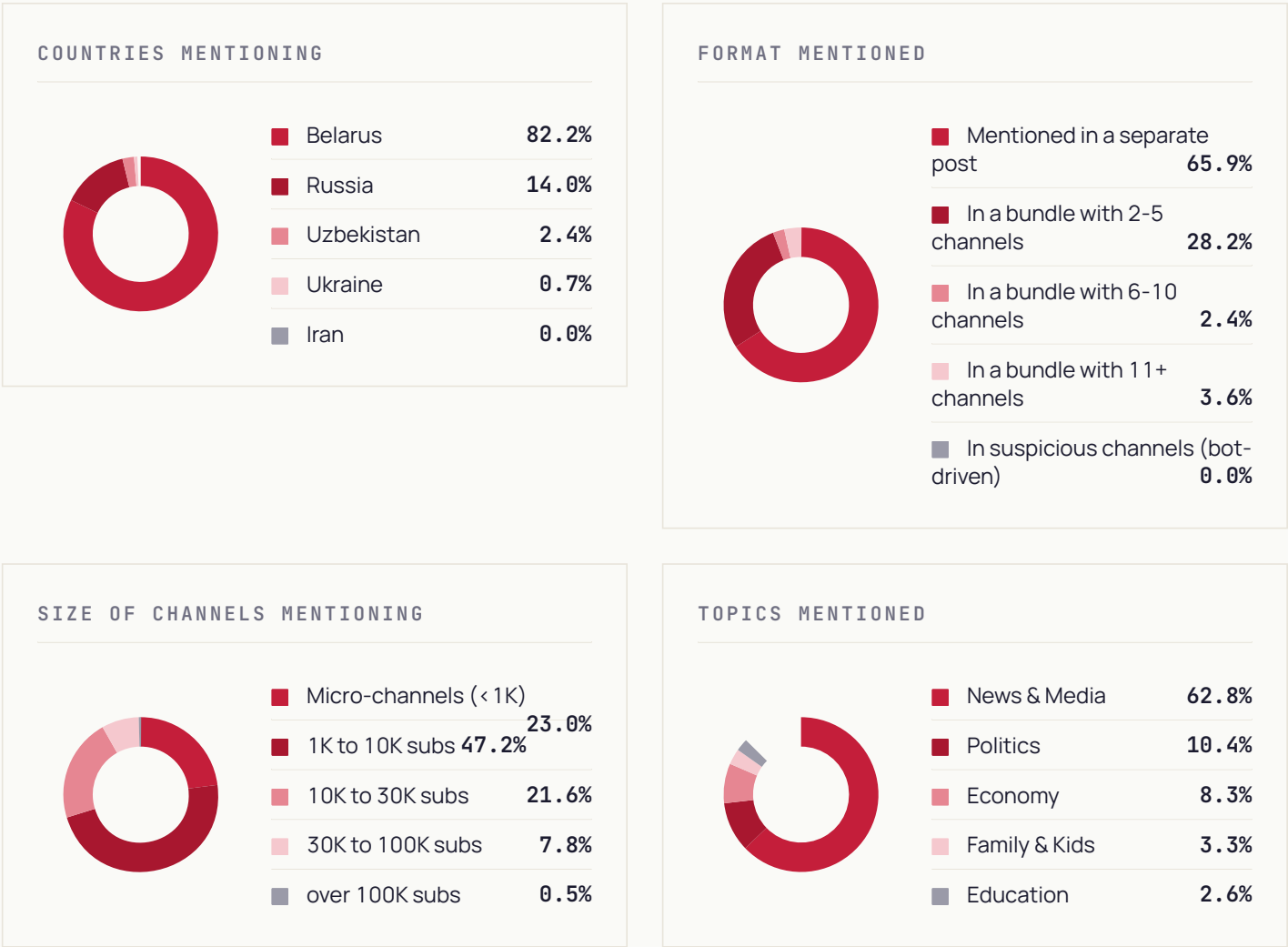


START DATE	NOW	NET GROWTH
12 979	22 243	+9 264

SECTION 04 · MENTIONS

Who mentions the channel and how

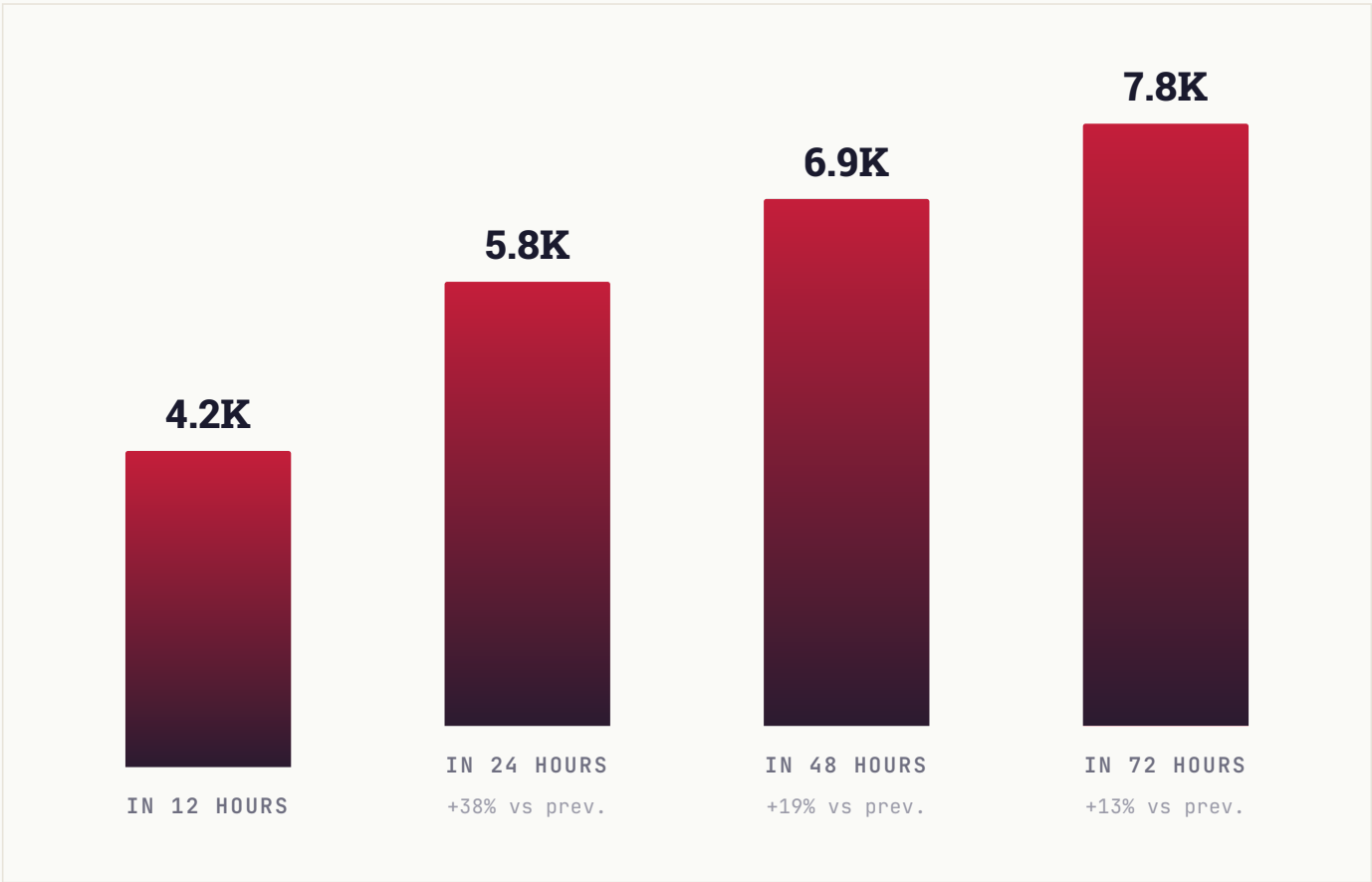
Citation index **86** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **365** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
Sat Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MART YOU	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of the Republic of Belarus	15.1K
UO Operational Management Department of the Inspectorate of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
EB Belarus Economy	8.4K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#5 of 67). Strong position. Niche leader — Alfa-Bank (Belarus) (79.3K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **66**, they brought **6 041** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	11	11	503
November 2025	6	5	2 182
October 2025	16	16	149
Sep 2025	2	2	2 388
August 2025	23	18	480
July 2025	8	5	339

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
66	6	6 041

SECTION 08 · NICHE COMPARISON

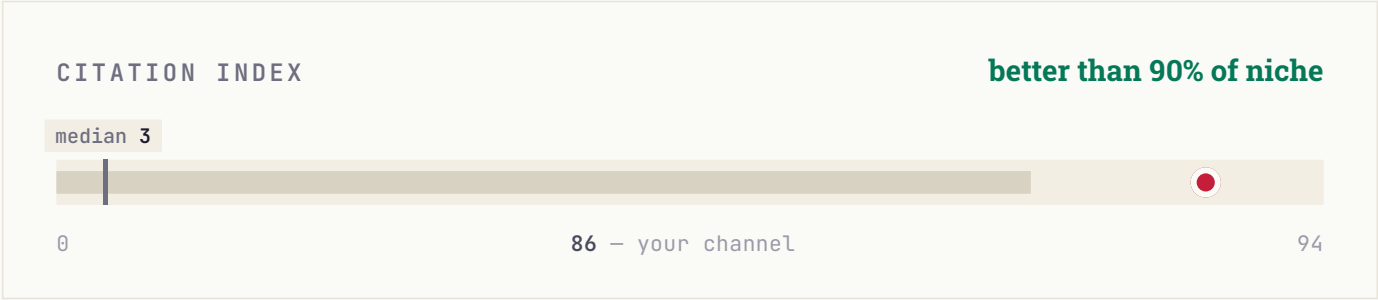
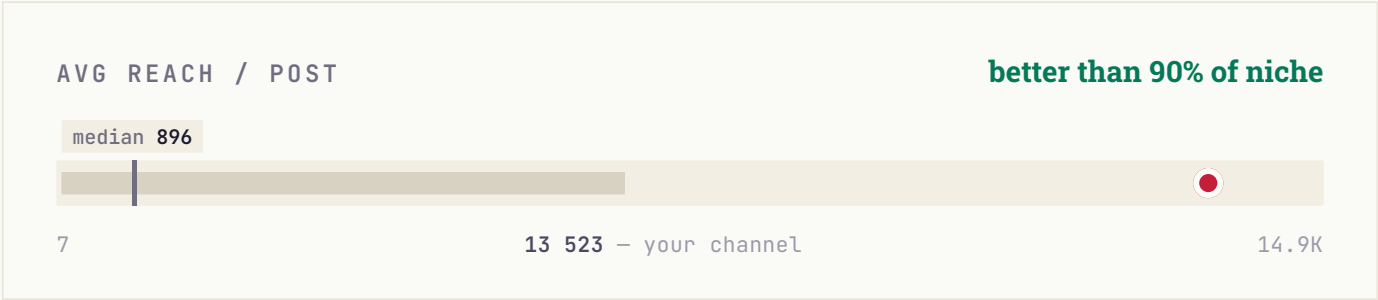
Where the channel stands in its league

Took top-67 channels in category "Economy» (Belarus) and saw how your channel compares. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#5/67

RANK IN NICHE

Channel in top 7% economy 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 Saturday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch Telegram ads** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
