
PUBLIC REPORT PROMTPRESS

Channel audit

Massovka.by - castings, crowd scenes & shoots in Belarus/ Minsk



@massovka_by

Массовки и кастинги со всей Беларуси только тут! Объявления
сюда > t.me/Massovkaby_bot Ads: @Reklama_massovka_by_bot
About ads (reviews, terms and...)

SUBSCRIBERS

14 620

+357 per month

ERR (% SEE POSTS)

30.0%

last day 17.1%

REACH/POST

4K

ad reach 2.5K/24h

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Top-5 posts · worst 3 · takeaways

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 620 —	 SUBS REACH 27.45% avg % subs see post	 VIEWS/POST 4K median 4.1K · 29 days	 POSTS/WEEK 16.7 for period
 7D TREND -11.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 410 chars median 370 · 29 days	 POSTS ANALYZED 71 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH +357 last month	 CITATION RATE 1 citation index · 4 channels mentioned ever	 CHANNEL AGE 1 year 10 months created 10.08.2024

AI EDITOR SUMMARY

Channel «Massovka.by - castings, crowd scenes and shoots in Belarus/Minsk» – 14 620 subs. Each post averages 4K people (27% of subs), good reach. Publishes 17 posts per week (~2/day) – regular schedule. For week Jun 15–21 reach dropped -11.5% by week Jun 8–14 – worth analyzing why.

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 71 posts over 29 days.
- 02 Dominant format — Photo (50/71 posts).
- 03 Avg post length — 410 chars (median 370).
- 04 Peak audience activity — Thursday, 13:00 MSK.
- 05 Top posts get 2× more views than the weakest (5.7K avg for top vs 3.2K for worst) — among 71 posts over 29 days. Worth analyzing what the top have in common — topic, format, time.

TOP 5 POSTS

Nº1 27.05 · 19:35 PHOTO Minsk For film project "TK"⌵ Date: 28.05 Time: 11:00-16:00 Pay: 50 rub. ⌵Police officer - male, fits uniform size 48-52, height 178...	VIEWS 5 815 REACTIONS — REP. 7 ER 39.8%
Nº2 04.06 · 10:16 PHOTO ⌵ Looking for models/actresses/UGC and actors for mobile app ad shoots ⌵⌵European-looking guy 18-30 - ...	VIEWS 5 732 REACTIONS — REP. 25 ER 39.2%
Nº3 05.06 · 16:20 PHOTO Minsk For film project "Not a Couple"⌵ Date: 04.06 Partial shift from 12:00 ⌵Secretary - female 27-35 y.o. ⌵Police - males fitting size...	VIEWS 5 602 REACTIONS — REP. 3 ER 38.3%

Nº4 02.06 · 18:21 TEXT HELLO EVERYONE !!! ♥♥♥ ATTENTION, Minsk!🇷🇺🇷🇺🇷🇺🇷🇺🇷🇺*From mid-June* filming🇷🇺 of the feature film "New Year's Story" begins...	VIEWS 5 596 REP. 51	REACTIONS — ER 38.3%
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Nº5 01.06 · 07:57 PHOTO Minsk For film project "NP"🇷🇺 Date: 02.06 🇷🇺Neighbor - male 35-45 y.o. 🇷🇺Waiters - guys or girls, 18-27 y.o. 🇷🇺Restaurant guests -...	VIEWS 5 590 REP. 10	REACTIONS — ER 38.2%
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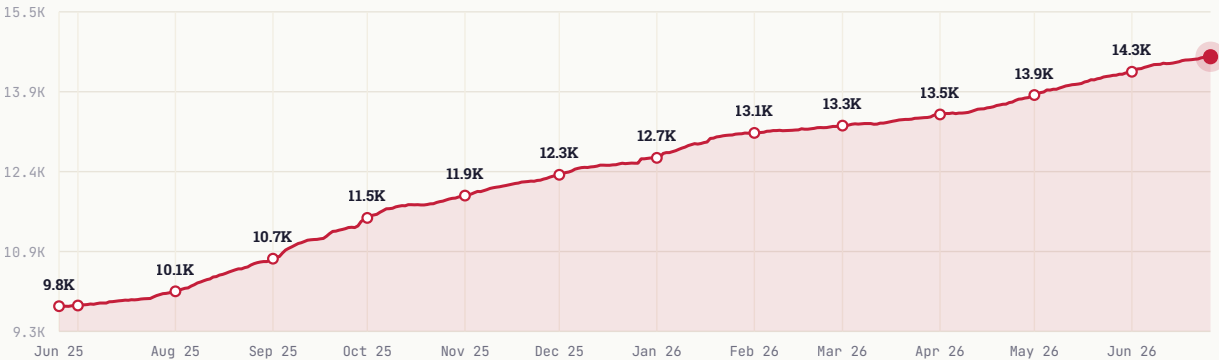
WORST 3

↓ 16.06 · 17:04 TEXT Good afternoon! For a short film shoot (mid-July) we need an artistic boy with red hair. Role of little president 🇷🇺🇷🇺 USA...	VIEWS 3 254 REP. 16	REACTIONS — ER 22.3%
↓ 16.06 · 17:04 TEXT For tomorrow, 17.06 for project "Dear Doctor" Need AMS: By 8:30 orderlies guys 25-45 y.o. Who hasn't been in this movie yet! Interested write to...	VIEWS 3 231 REP. —	REACTIONS — ER 22.1%
↓ 16.06 · 17:04 PHOTO For June 17 "PNH" Looking for passersby Guys 16-40 y.o. Girls 16-35 y.o. Shift 7:10-19:00 Pay cash🇷🇺 50 rub 🇷🇺Lunch. Who has been in...	VIEWS 3 168 REP. 38	REACTIONS — ER 21.7%

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 and which it lost subs.

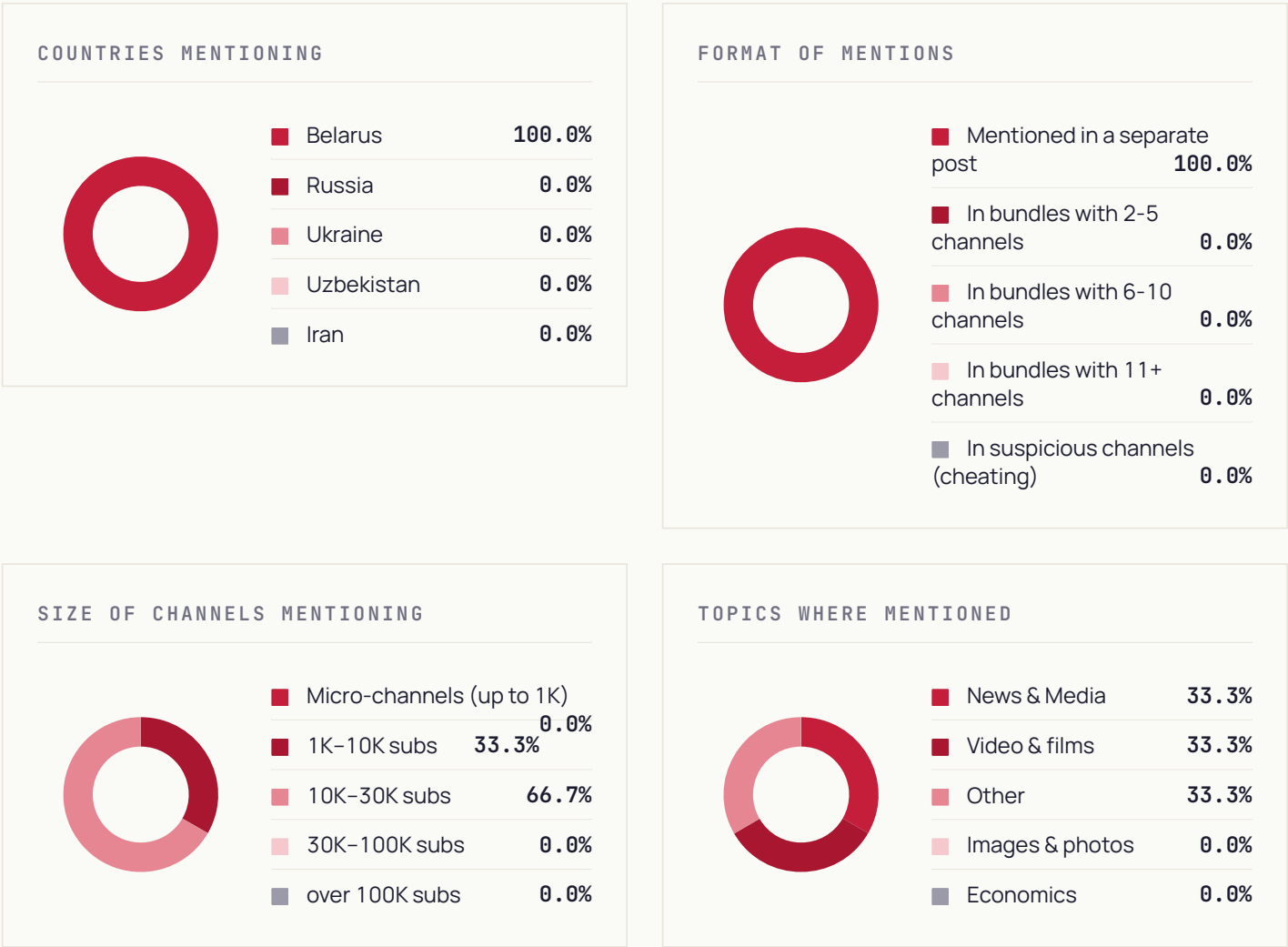


START OF PERIOD	NOW	NET GROWTH
9 794	14 620	+4 826

SECTION 04 · MENTIONS

Who and how mentions the channel

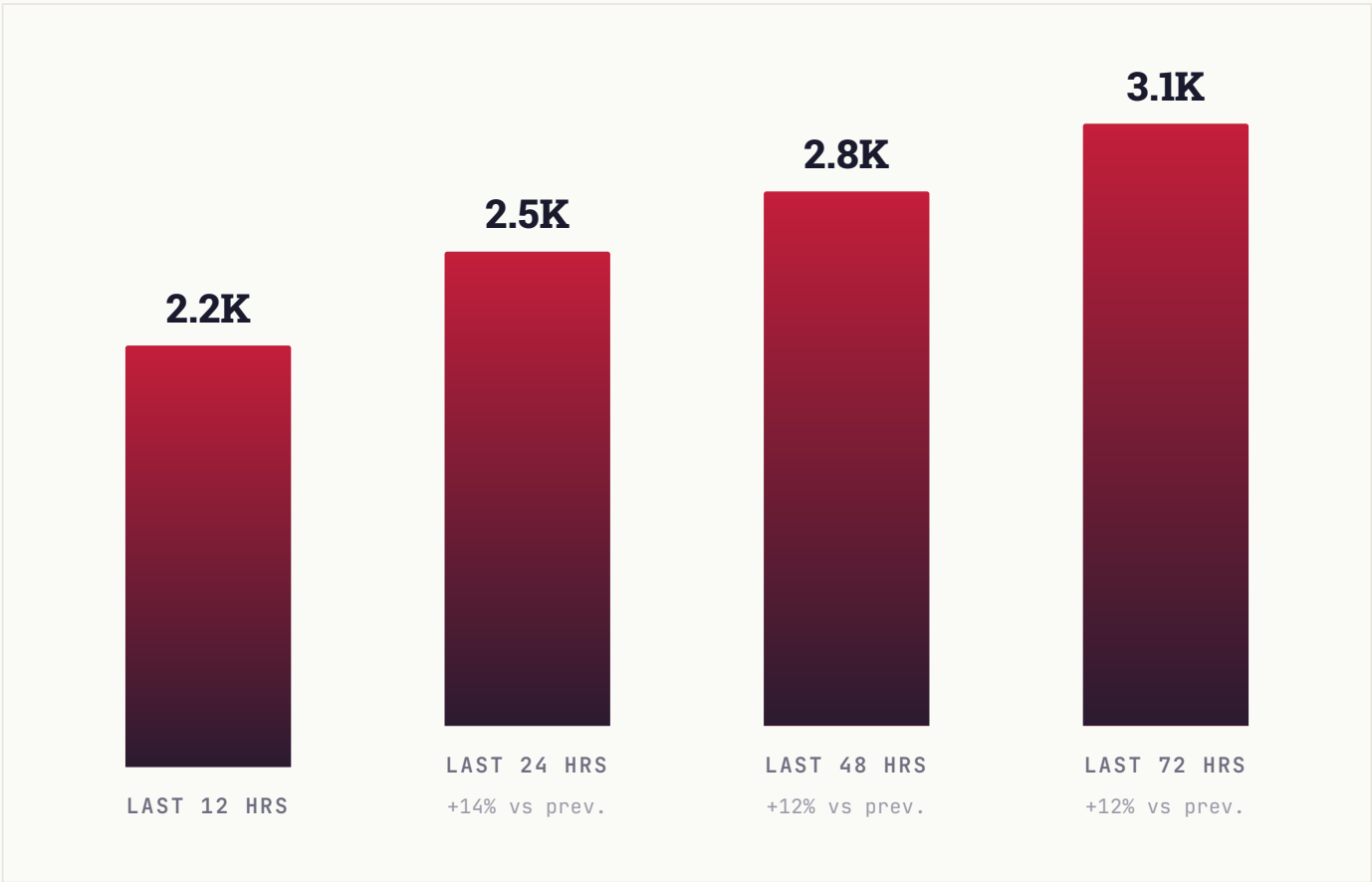
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 4 different channels.



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 is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
RV Work in Minsk	56.5K
RV Work in Minsk	46.6K
RV Work in Minsk	17.2K
MT Ministry of Labor and Social Protection of the Republic of Belarus	24.7K
RV Work in Grodno	23.2K
RV Work in Vitebsk	23.2K
RV Work in Mogilev	22.1K
RG Work Gomel	19.7K
RG Work Gomel	18.3K
RV WORK IN BREST Part-time in Brest	18.7K
M- Massovka.by - castings, crowd scenes & shoots in Belarus/Minsk YOU	14.6K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#12 of 63). Leader — Work in Minsk (56.5K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **2**, they brought **2 905** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	360
November 2025	0	0	401
October 2025	1	1	454
Sep 2025	0	0	805
August 2025	0	0	602
July 2025	0	0	283

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2	6	2 905

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**63** channels in category «**Career**» (Belarus) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

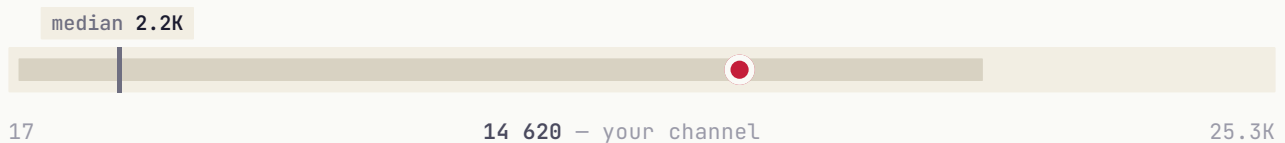
#12 /63

POSITION IN NICHE

Channel in top 19% — strong position

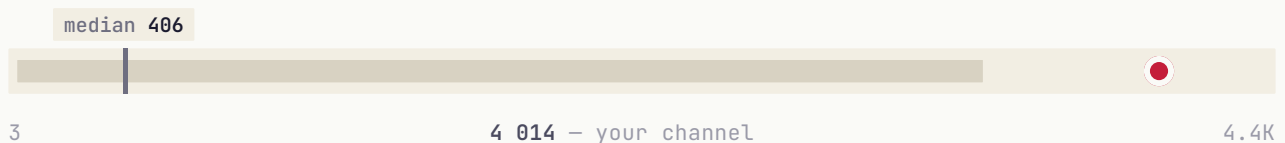
SUBSCRIBERS

better than 78% of niche



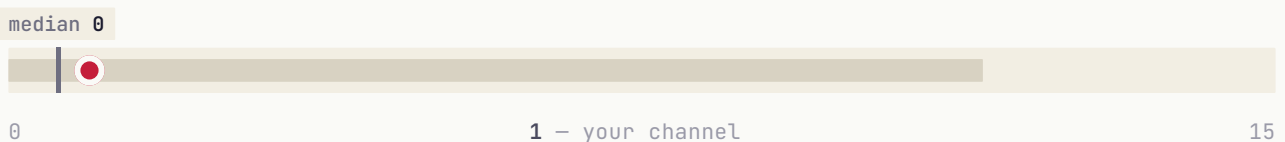
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 51% of niche



— 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 Thursday

On this day at 13:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend reaching 15-25% share.

EFFECT

**Video holds
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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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