

PROMTPRESS PUBLIC REPORT

Channel audit

Atlasbas: border online



@meatlasbus

Fresh info from Atlasbas on border situation, delays & changes in international flights. Site: <https://atls.cc/geKxpZh> Instagram: <https://goo.su/mqvKaew> TikTok:...

SUBSCRIBERS

21 254

+28 this month

ERR (% WHO SEE POSTS)

8.0%

per day **6.8%**

REACH/POST

1.6K

ad reach **1.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 21 254 —	 SUBSCRIBER REACH 7.36% avg % of subs who see a post	 VIEWS/POST 1.6K median 1.6K · 29 days	 POSTS/DAY 17.1 ~119 per week
 7D TREND +1.6% vs previous week	 REACTIONS/POST 1.8 total 927 reactions, 308 reposts, 0 comments	 POST LENGTH 365 chars median 227 · 29 days	 POSTS ANALYZED 510 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +28 last month	 CITATION RATE 7 citation index · 20 channels mentioned all time	 CHANNEL AGE 1 year 10 months created 12.08.2024

AI EDITOR SUMMARY

Channel «Atlasbas: border online» — 21 254 subs. Each post averages 1.6K people (7% from subs), reach is low — consider expanding audience. Publishes 119 posts per week (~17/day) — very active publishing. For the week of June 15–21, reach stable (+1.6% vs week Jun 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 510 posts over 29 days.
- 02 Dominant format — Text (503/510 posts).
- 03 Avg post length — 365 chars (median 227).
- 04 Peak audience activity — Sunday, 19:00 MSK.
- 05 Top posts get 2× more views than the weakest (2.3K avg for top vs 945 for worst) — among 510 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 11.06 · 07:01 TEXT #BorderQueue (Data as of 11.06.2026 10:01:56 (MSK)) Log checkpoint Buses: 0 Updating...		VIEWS 2 314	REACTIONS 4
REP. —		ER 10.9%	
Nº2 18.06 · 11:01 TEXT #BorderQueue (Data as of 18.06.2026 14:01:40 (MSK)) Kamenny Log checkpoint Buses: 0 Updating...		VIEWS 2 290	REACTIONS 4
REP. 2		ER 10.8%	
Nº3 14.06 · 15:02 TEXT #BorderQueue (Data as of 14.06.2026 18:02:12 (MSK)) Kamenny Log checkpoint Buses: 0 Updating...		VIEWS 2 258	REACTIONS 5
REP. 4		ER 10.6%	

Nº4 18.06 · 07:02 TEXT #BorderQueue (Data as of 18.06.2026 10:02:03 (MSK)) Kamenny Log checkpoint ⌵ Buses: 0 ⌵ Updating...	VIEWS 2 234 REP. 3	REACTIONS 3 ER 10.5%
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Nº5 15.06 · 11:01 TEXT #BorderQueue (Data as of 15.06.2026 14:01:54 (MSK)) Kamenny Log checkpoint ⌵ Buses: 0 ⌵ Updating...	VIEWS 2 232 REP. 1	REACTIONS 6 ER 10.5%
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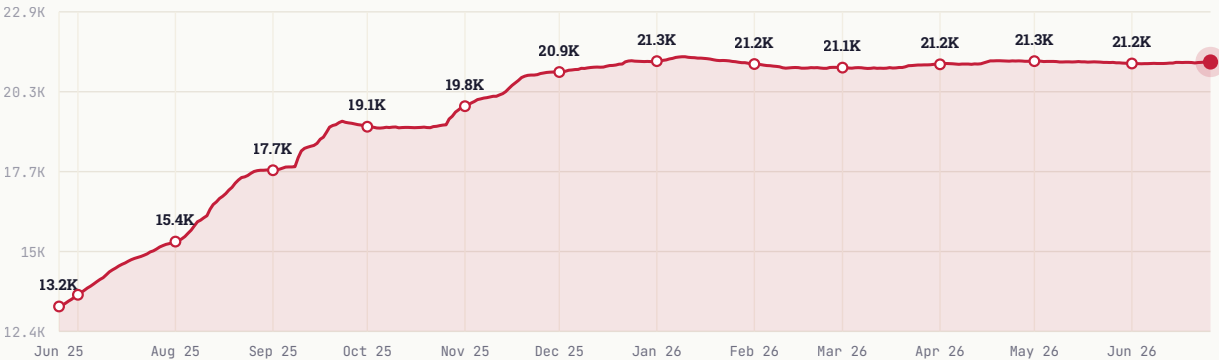
WORST 3

↓ 30.05 · 15:02 TEXT ⌵ Route: Moscow - Gomel ⌵ Departure: 20:45 follows schedule ⌵ Carrier: GrandAuto LLC ⌵ Border crossing: Krasny...	VIEWS 960 REP. —	REACTIONS — ER 4.5%
↓ 30.05 · 09:02 TEXT ⌵ Route: Vilnius - Šalčininkai - Lida - Grodno ⌵ Departure: 17:25 follows schedule ⌵ Carrier: Favorit LLC ⌵ Border...	VIEWS 947 REP. —	REACTIONS — ER 4.5%
↓ 30.05 · 15:01 TEXT ⌵ Route: Warsaw - Białystok - Grodno - Lida - Minsk ⌵ Departure: 20:00 Warsaw 22:35 Białystok follows schedule ⌵ Carrier: DND...	VIEWS 928 REP. —	REACTIONS — ER 4.4%

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 grew and which lost subs.

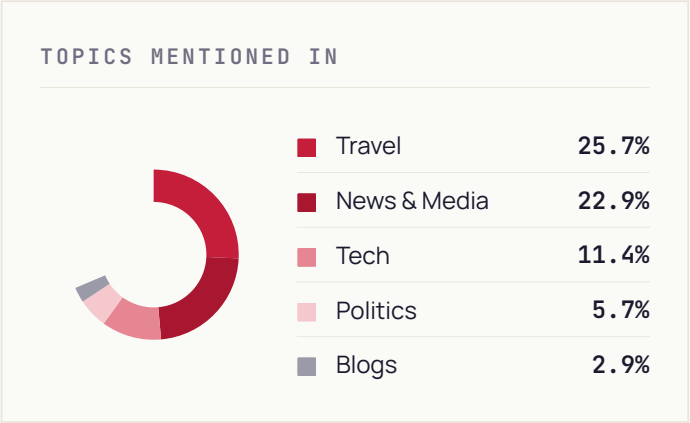
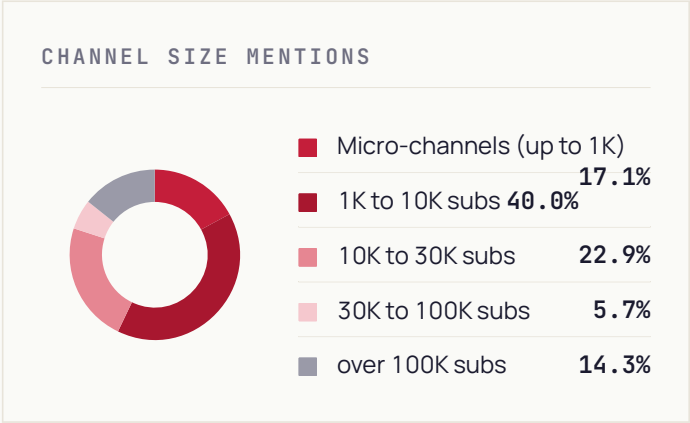
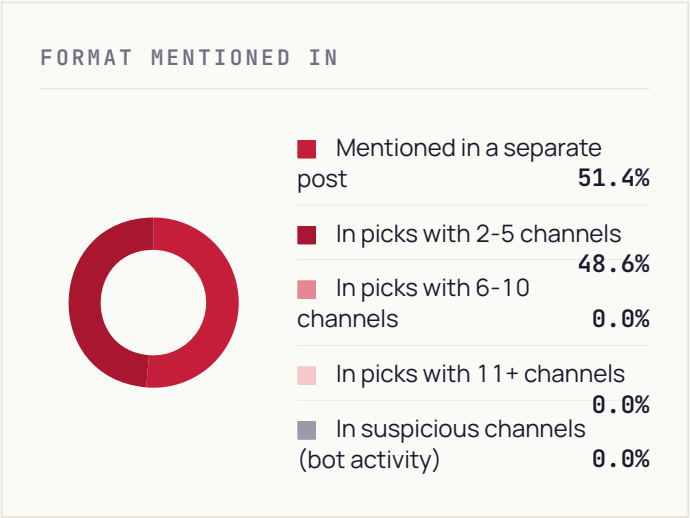
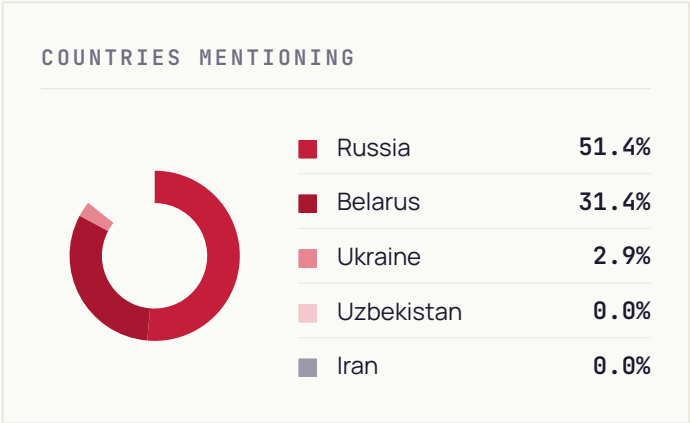


START DATE	NOW	NET GROWTH
13 248	21 254	+8 006

SECTION 04 · CITATIONS

Who & how mentions channel

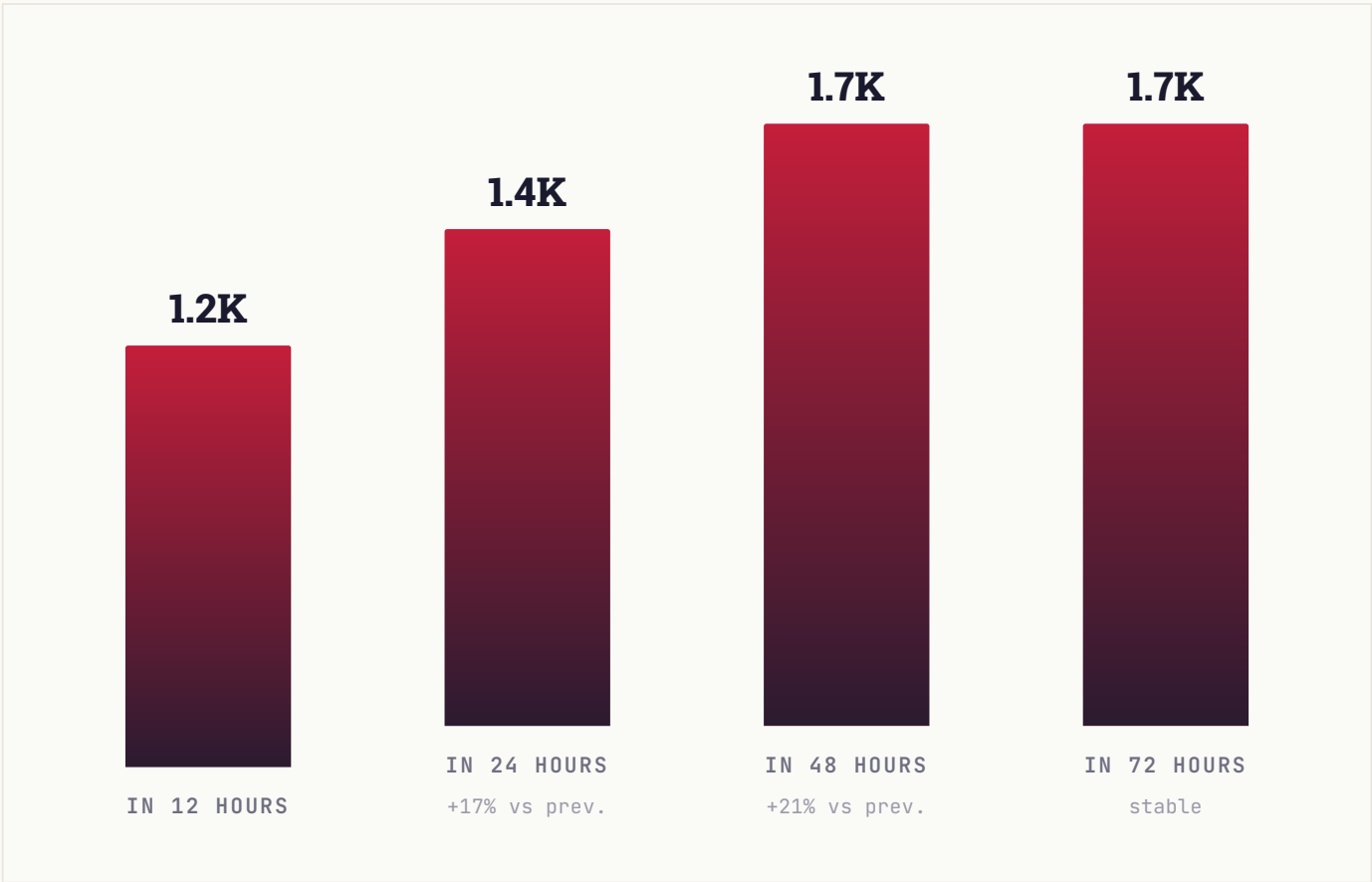
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel was mentioned 20 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by 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 peers.

CHANNEL	SUBSCRIBERS
TT TEZ TOUR	45.8K
VA Travels	38.3K
PA Padarozhnik	26.3K
CPM Pack your backpack	24.4K
M- ISS - Minsk, where to go?	21.9K
AG Atlasbas: border online YOU	21.3K
AM Minsk Poster	20.4K
ST Siesta Travel about sea tours.	19.9K
BV Belarusians in Poland	18.6K
RO Rosting	15.3K
GV Hayenkova in Poland	12.5K

COMPARATIVE CONCLUSION

Channel in Top 10 niche (#6 of 94). Strong position. Niche leader — TEZ TOUR (45.8K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

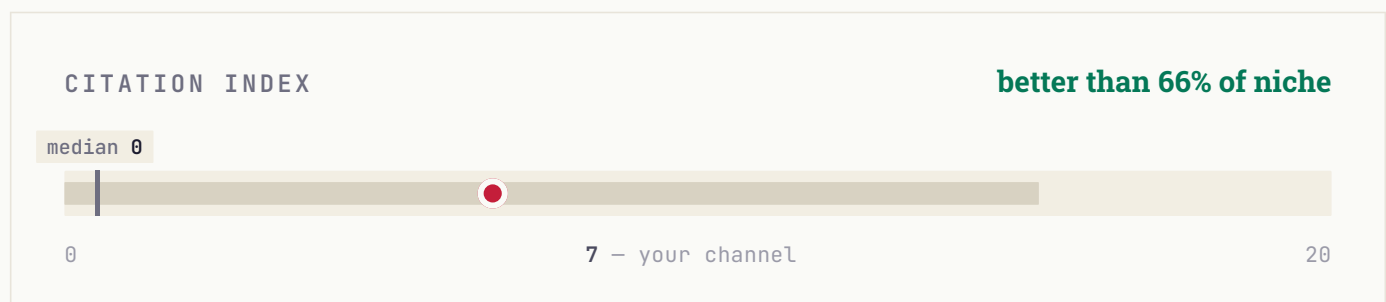
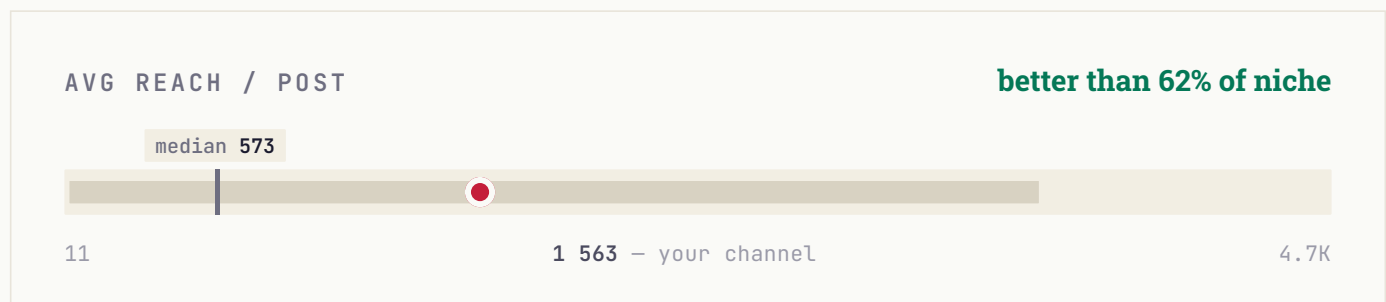
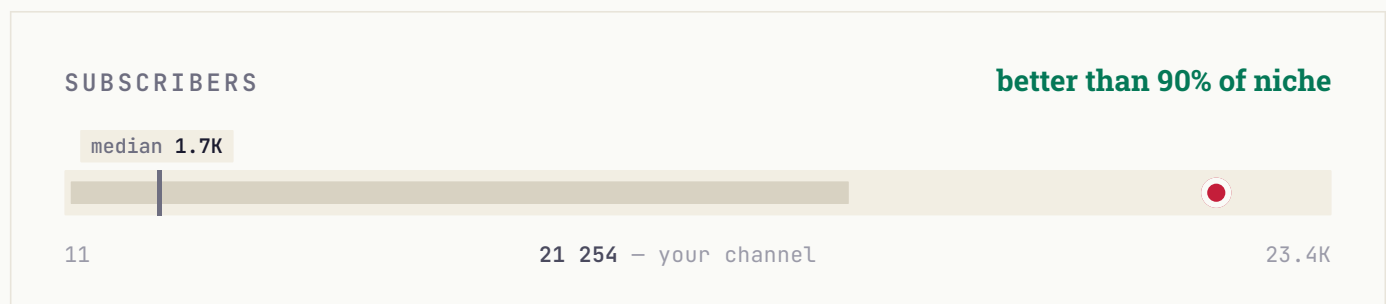
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **24**, they brought **8 043** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	383
Nov 2025	6	5	1 153
Oct 2025	2	2	740
September 2025	13	10	1 608
August 2025	1	1	2 389
July 2025	1	1	1 770

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
24	6	8 043

Where the channel stands in its league

#6 / 94 RANK IN NICHE
Channel in top 6% of 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**Main post of the week — on Sunday**

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for
key post****02****Increase video posts share**

Video in Telegram holds audience longer & is better processed by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 7.36% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+0.1pp ER**04****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****05****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with 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