

PUBLIC REPORT BY PROMTPRESS

Channel audit

MESTNIY | STORE



@mestniystore

Personal meeting Lida ■ Deliver to CIS countries ■ Delivery:
Europochta / Belpochta / CDEK / Marshrutka / Taxi ■ 750+ reviews!
■ (Details in pinned post) <https://t.me/mestniyotzivvy> (Reviews ...

SUBSCRIBERS

3 268

+111 per month

ERR (% SEE POSTS)

51.0%

daily **18.1%**

REACH/POST

1.6K

ad reach **590**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 3 268 —	 SUBSCRIBER REACH 50.23% avg % subs see post	 VIEWS/POST 1.6K median 1.6K · 27 days	 POSTS/WEEK 6.0 over period
 7D TREND +31.3% vs previous week	 REACTIONS/POST 12.0 total 287 reactions, 120 reposts, 5 comments	 POST LENGTH 250 chars median 237 · 27 days	 POSTS ANALYZED 24 27 days
 AD REACH 590 24h avg	 CHURN / MONTH +111 last month	 CITATION RATE 3 citation index · 60 channels mentioned ever	 CHANNEL AGE 1 year 8 months created 03.10.2024

AI EDITOR SUMMARY

Channel «MESTNIY | STORE 🇷🇺» – 3 268 subs. Each post avg views 1.6K people (50% of subs), wide reach for a channel this size. Publishes 6 posts/week (~1/day) – rare posts. For week Jun 1–7 reach up +31.3% vs week 25–31 May – positive trend.

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 24 posts over 27 days.
- 02 Dominant format — Photo (24/24 posts).
- 03 Avg post length — 250 chars (median 237).
- 04 Audience peak — Sunday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.4K avg top vs 1.4K worst) — among 24 posts over 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 12:15 PHOTO Raf Simons Ultrasceptre sneakers ----- • Size: 40.5 - 41 / 26.5 CM • Condition: Excellent! Slight signs of wear! With box...	VIEWS 2 739 REP. 12	REACTIONS 15 ER 83.8%
Nº2 24.05 · 12:43 PHOTO Bratva, everyone hi! Here's the update I've gathered cool items: SHORTS T-SHIRTS, POLOS SWEATERS: SWEATSHIRTS, HOODIES, ZIP -...	VIEWS 2 267 REP. 7	REACTIONS 33 ER 69.4%
Nº3 02.06 · 12:46 PHOTO Nike Air Max 1 sneakers ----- • Size: 42.5 / 27 CM • Condition: New! With box! • Price: 350 BYN / 10,300 RUB / 131...	VIEWS 2 184 REP. 6	REACTIONS 12 ER 66.8%

Nº4 02.06 • 04:49 PHOTO Raf Simons Ultrascceptre sneakers ----- • Size: 40.5 - 41 / 26.5 CM • Condition: Excellent! Slight signs of wear! • Price: 600...	VIEWS 2 177 REP. 6	REACTIONS 13 ER 66.6%
Nº5 20.05 • 12:32 PHOTO Lonsdale hoodie ----- • Size: S - M • Condition: Great! Minor wear marks! • Price: 150 BYN / 4.800 RUB / 56...	VIEWS 2 099 REP. 8	REACTIONS 11 ER 64.2%

|

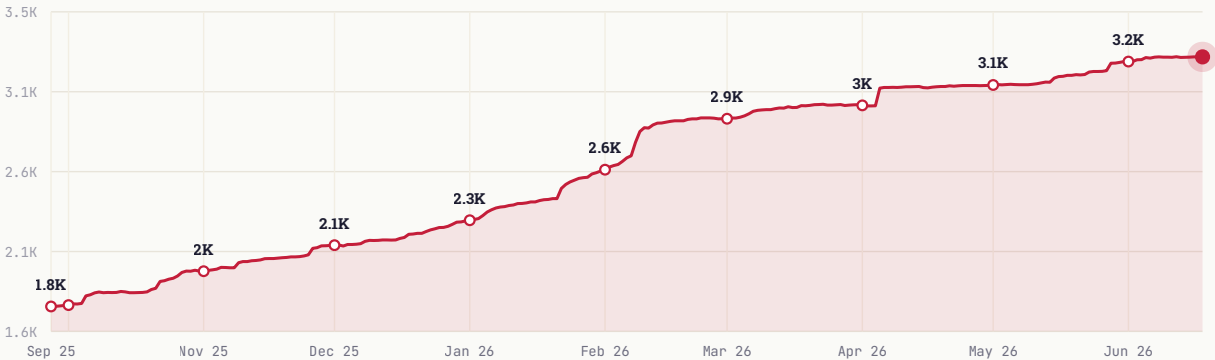
WORST 3

↓ 24.05 • 14:53 PHOTO Cargo pants Stone Island ----- • Size: M • Condition: Excellent! • Price: 360 BYN / 10,700 RUB / 134 USDT Details in...	VIEWS 1 439 REP. 1	REACTIONS 9 ER 44.0%
↓ 24.05 • 14:01 PHOTO Nike Tech Fleece pants ----- • Size: M - L • Condition: Great! Minimal wear marks! • Price: 120 BYN / 3.900 RUB / 44...	VIEWS 1 383 REP. 1	REACTIONS 7 ER 42.3%
↓ 24.05 • 13:48 PHOTO Nike Dunk High sneakers ----- • Size: 45.5 / 29.5 CM • Condition: New! With box! • Price: 280 BYN / 8,300 RUB / 104...	VIEWS 1 378 REP. 5	REACTIONS 8 ER 42.2%

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.

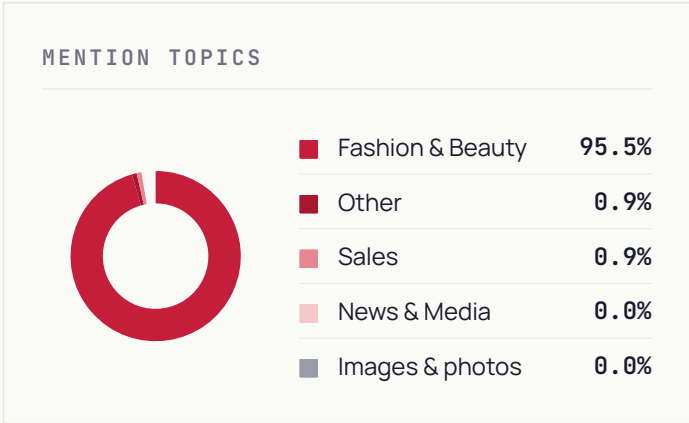
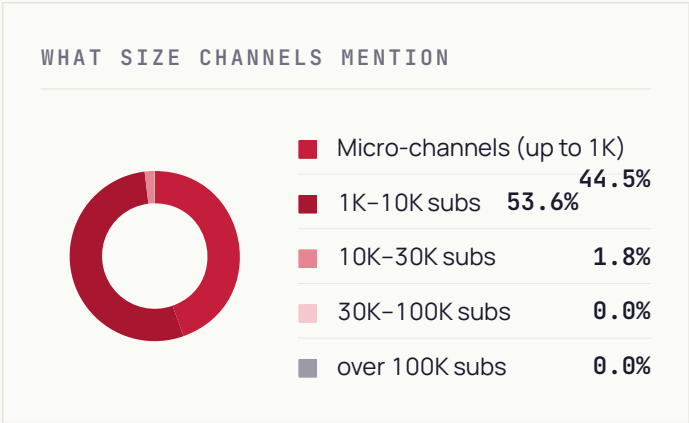
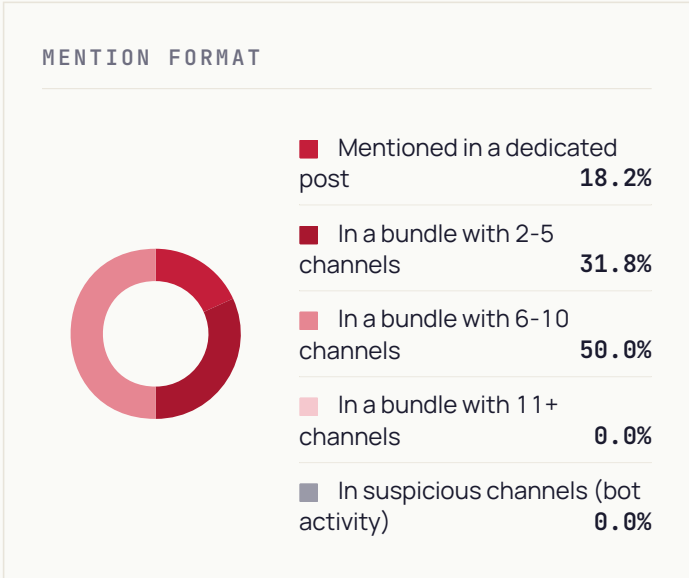
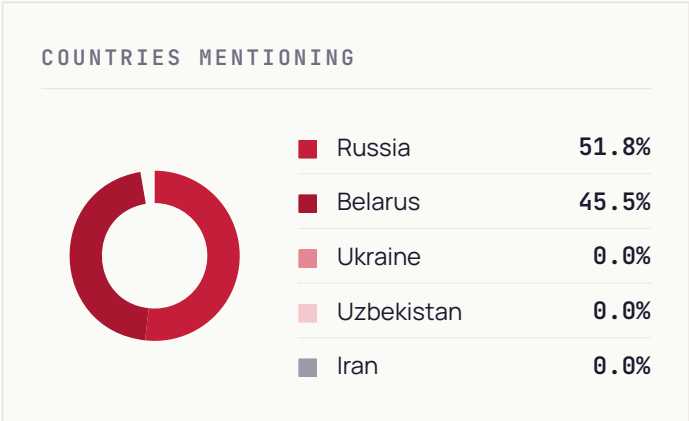


PERIOD START	NOW	NET GROWTH
1 757	3 268	+1 511

SECTION 04 · MENTIONS

Who mentions the channel and how

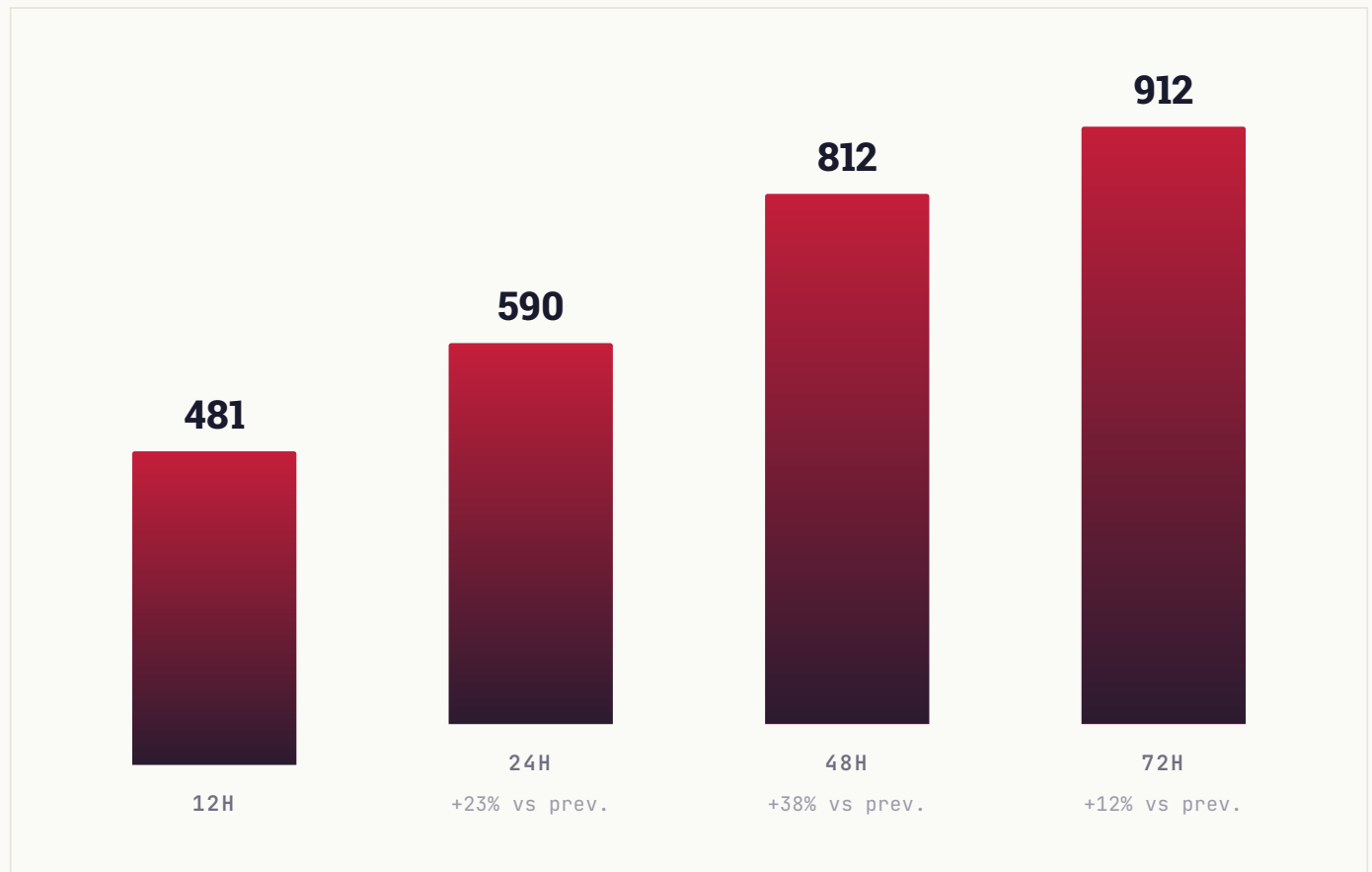
Citation index **3** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **60** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge 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 neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Direct from owners	43.6K
PI Promocodes & Discounts Belarus	41.4K
SI Belarus deals & new arrivals	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
M MESTNIY STORE YOU	3.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#34 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 · MENTION DYNAMICS

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 **4**, they brought **550** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	157	
Nov 2025	0	0	159	
Oct 2025	0	0	228	
September 2025	2	2	6	
August 2025	1	1	0	
July 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA		ACQUIRED SUBSCRIBERS
4		6		550

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «Sales» (Belarus) and compared your channel.
 Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
 Red dot = your channel.

#34

/100

RANK IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 53% of niche

median 1.8K



AVG REACH / POST

better than 60% of niche

median 626



CITATION INDEX

better than 54% of niche

median 0



— SECTION 09 · 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 Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase video post share

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 lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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 — what we can do in minutes using public data. Want to go further — run ads through 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