

PUBLIC REPORT PROMTPRESS

Channel audit

Online store

Mobistore.by



@mobistoreby

Online store of home appliances and electronics mobistore.by
+375445154444 Only original products. Courier delivery across
Belarus in 1–3 days. No prepayment. Pickup point: Minsk -...

SUBS

1 244

-22 per month

ERR (% SEE POSTS)

26.0%

daily 12.0%

REACH/POST

358

ad reach 150/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Sales» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 1 244 —	 SUBSCRIBER REACH 28.76% avg % of subs see post	 VIEWS/POST 358 median 344 · 6 days	 POSTS/WK 4.1 over period
 7D TREND — no data for period	 REACTS/POST 2.5 only 10 reactions, 1 repost, 0 comments	 POST LENGTH 790 chars median 762 · 6 days	 POSTS ANALYZED 4 6 days
 AD REACH 150 24h avg	 CHURN / MONTH -22 last month	 CITATION INDEX 0 citation index (cumulative)	 CHANNEL AGE 5 yrs 2 mo created 25.03.2021

AI EDITOR SUMMARY

Channel «Online store Mobistore.by» — 1 244 subs. Avg views per post 358 people (29% of subs), good reach. Publishes 4 posts/week (~1/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts in 6 days.
- 02 Dominant format – Photo (4/4 posts).
- 03 Avg post length – 790 chars (median 762).
- 04 Audience peak – Friday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (371 avg for top vs 335 for worst) – among 4 posts in 6 days. Analyze what the top has in common: topic, format, posting time.

TOP 4 POSTS

Nº1 22.05 · 14:33 PHOTO OnePlus Nord 6: A flagship pretending to be a mid-ranger? Why it's worth your attention? 📺Screen: 165 Hz, AMOLED Sunburst, peak...	VIEWS 426 REPOSTS —	REACTS 3 ER 34.2%
Nº2 25.05 · 14:57 PHOTO Perfect duo from Nothing at a SUPER PRICE! Stylish, futuristic, powerful – made for each other. Nothing Phone (4a)...	VIEWS 360 REPOSTS 1	REACTS 3 ER 28.9%
Nº3 29.05 · 09:00 PHOTO OnePlus hot combo at a SUPER PRICE! Why choose one when you can grab a pair for the price of a phone – only 1800 BYN! Smartphone...	VIEWS 329 REPOSTS —	REACTS 1 ER 26.4%

Nº4

28.05 · 09:04

PHOTO

Keep exploring our deals! Need a powerful tablet for work, study, and fun? We've got a great offer –...

VIEWS

316

REPOSTS

—

REACTS

3

ER

25.4%

WORST 3

↓ 25.05 · 14:57 PHOTO Perfect duo from Nothing at a SUPER PRICE! Stylish, futuristic, powerful – made for each other. Nothing Phone (4a)...	VIEWS 360 REPOSTS 1	REACTS 3 ER 28.9%
↓ 29.05 · 09:00 PHOTO OnePlus hot combo at a SUPER PRICE! Why choose one when you can grab a pair for the price of a phone – only 1800 BYN! Smartphone...	VIEWS 329 REPOSTS —	REACTS 1 ER 26.4%
↓ 28.05 · 09:04 PHOTO Keep exploring our deals! Need a powerful tablet for work, study, and fun? We've got a great offer –...	VIEWS 316 REPOSTS —	REACTS 3 ER 25.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

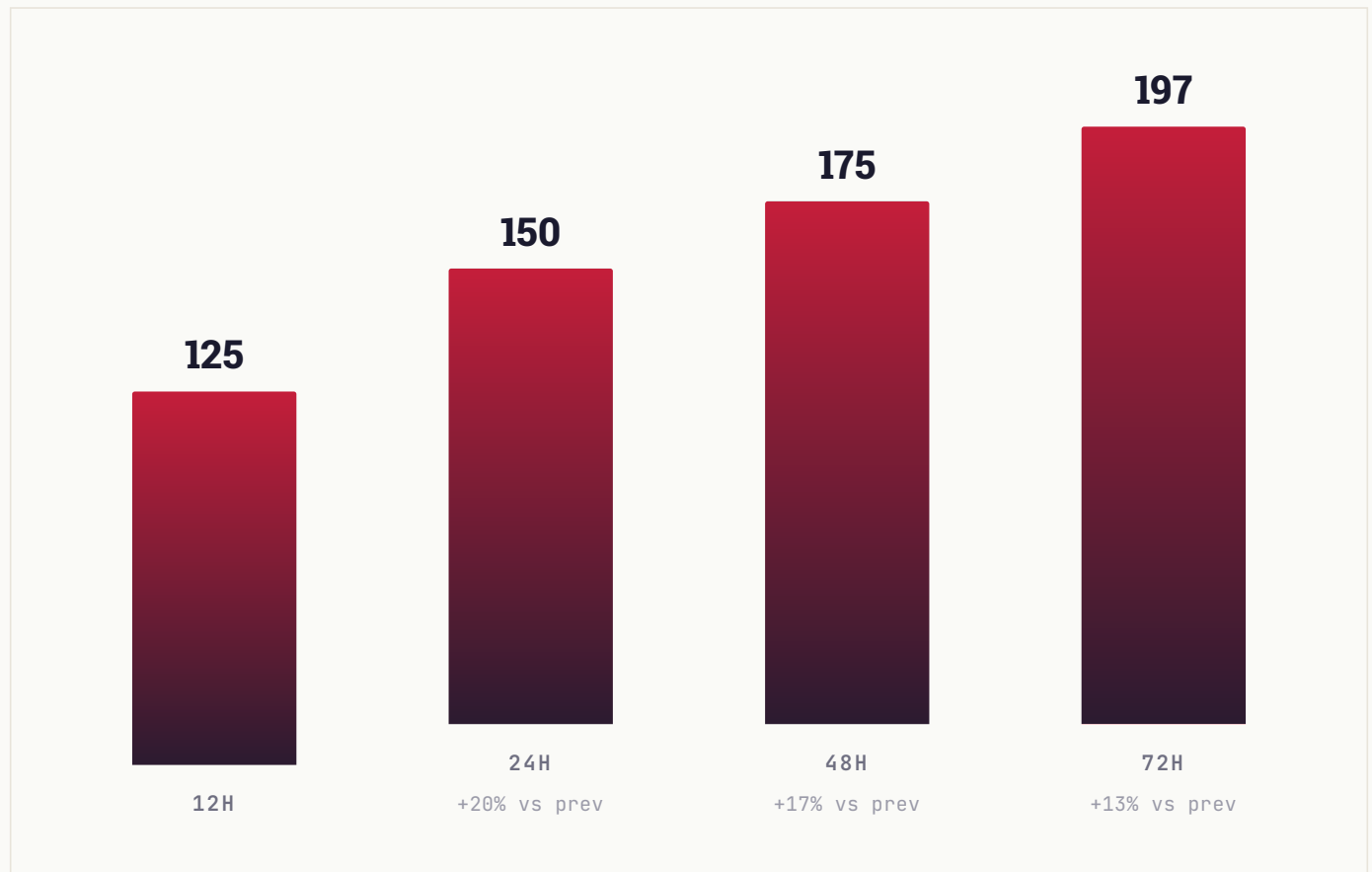
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



— SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Apartment rentals in Minsk Housing from owners	43.6K
PI Promo codes & discounts Belarus	41.4K
Sun 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
IM Online store Mobistore.by 	1.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#59 of 100). Niche median — 1.8K subs.
First growth KPI — reach median. Leader: 5 element | 5element.by (105.2K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **0**, they brought **188** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	15	
November 2025	0	0	39	
October 2025	0	0	18	
September 2025	0	0	14	
August 2025	0	0	48	
July 2025	0	0	54	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	188

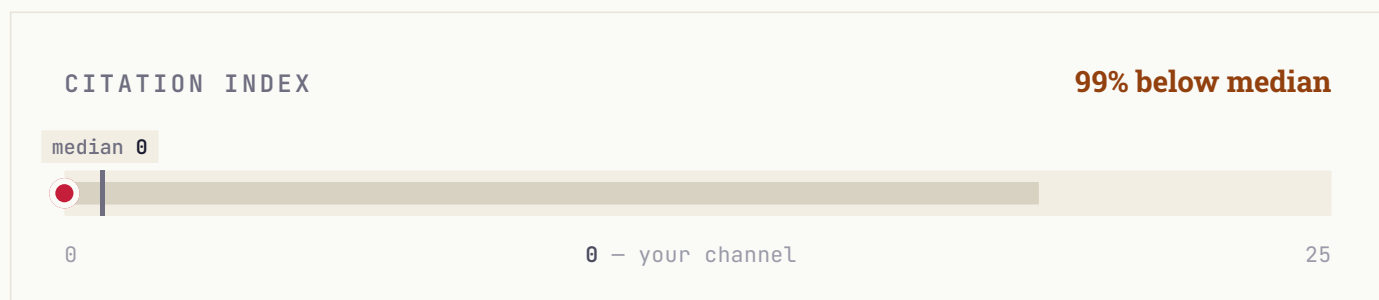
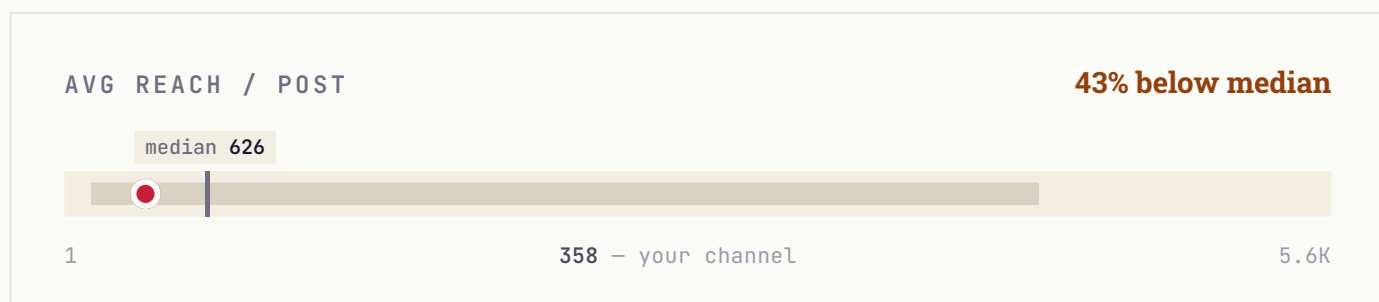
SECTION 07 • NICHE COMPARISON

Where your channel ranks 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.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 4.1 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Friday
Audience most active on this day at 17:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is
favored by the algorithm. Recommend increasing share
to 15-25%. | EFFECT
Video retains
audience
better |
| 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 poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ 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 and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
