

PUBLIC REPORT BY PROMTPRESS

Channel audit

Million Ideas with MTBank



@mtbank

1 million ideas on how to earn, save, or spend money wisely. We're on Instagram: <https://www.instagram.com/mtbank.belarus>

SUBSCRIBERS

5 978

-46 per month

ERR (% SEE POSTS)

28.0%

daily 14.2%

REACH/POST

1.7K

ad reach 852/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 5 978 —	 SUBSCRIBER REACH 28.72% avg % subs see a post	 VIEWS/POST 1.7K median 1.9K · 25 days	 POSTS/WEEK 4.6 for the period
 7D TREND -35.9% vs previous week	 REACTIONS/POST 19.0 only 323 reactions, 125 reposts, 0 comments	 POST LENGTH 836 chars median 926 · 25 days	 POSTS ANALYZED 17 25 days
 AD REACH 852 24h avg	 CHURN / MONTH -46 last month	 QUOTABILITY 10 citation index · 54 channels mentioned it ever	 CHANNEL AGE 10 years 2 months created 16.03.2016

AI EDITOR SUMMARY

Channel 'Million Ideas with MTBank' – 5 978 subs. Each post avg views 1.7K people (29% of subs), good reach. Publishes 5 posts per week (~1/day) – rare posts. For week May 25–31, reach dropped -35.9% vs week of May 18–24 – 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 25 days.
- 02 Dominant format — Photo (17/17 posts).
- 03 Avg post length — 836 chars (median 926).
- 04 Peak audience activity — Saturday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.2K avg top vs 982 worst) — among 17 posts over 25 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.05 · 07:56 PHOTO Remember two years ago we bought a gold bar? Well, «bar»... 5g 🌐 Another year, another profit check! Then: Bought...	VIEWS 2 286 REP. 11	REACTIONS 37 ER 38.2%
Nº2 29.04 · 17:32 PHOTO Remember when we asked you to vote for MTBank? Yay! Results are out! Bank of the Year 2025 awards announced — and we...	VIEWS 2 264 REP. 7	REACTIONS 73 ER 37.9%
Nº3 01.05 · 07:34 PHOTO Remember, MTcard holders with the Light Service Package* can choose 3 categories monthly for MTball refund...	VIEWS 2 125 REP. 4	REACTIONS 7 ER 35.5%

Nº4 04.05 · 09:17 PHOTO Anyone from Brest, raise your hand! In a city with a cool banking history (here – the first mint in Belarus, by the way!)	VIEWS 2 111 REP. 4	REACTIONS 16 ER 35.3%
Nº5 08.05 · 11:33 PHOTO Key weekly news, brief. 77.9K Belarusians will receive a 'second' pension That's how many people participate in a special...	VIEWS 2 089 REP. 2	REACTIONS 28 ER 34.9%

WORST 3

↓ 22.05 · 12:24 PHOTO Key weekly news, brief. Who gets an apartment in 'Severny Bereg'? If you rent in Minsk, check out the new loan...	VIEWS 1 227 REP. 3	REACTIONS 14 ER 20.5%
↓ 25.05 · 11:20 PHOTO If you have a Belkart MTBank card – here's what to check out right now. Promos end soon*. So! ...	VIEWS 901 REP. 2	REACTIONS 5 ER 15.1%
↓ 25.05 · 14:31 PHOTO Halva is not closing down Some media and Telegram channels have run headlines like «Halva is closing down». Of course, this is not...	VIEWS 819 REP. 32	REACTIONS 20 ER 13.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

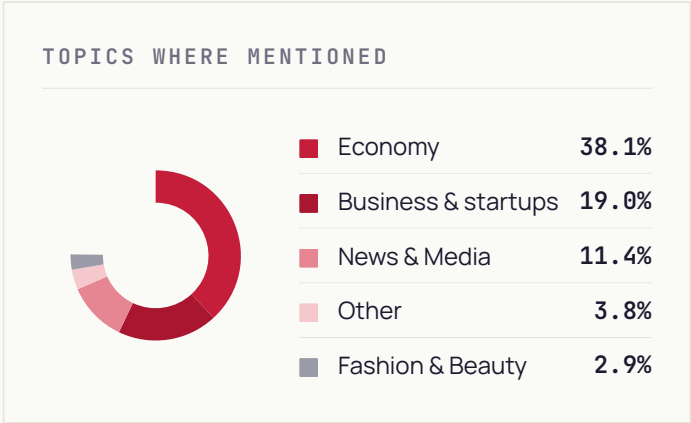
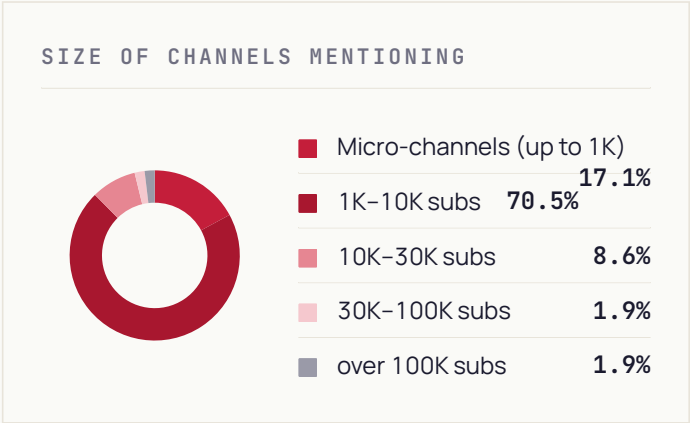
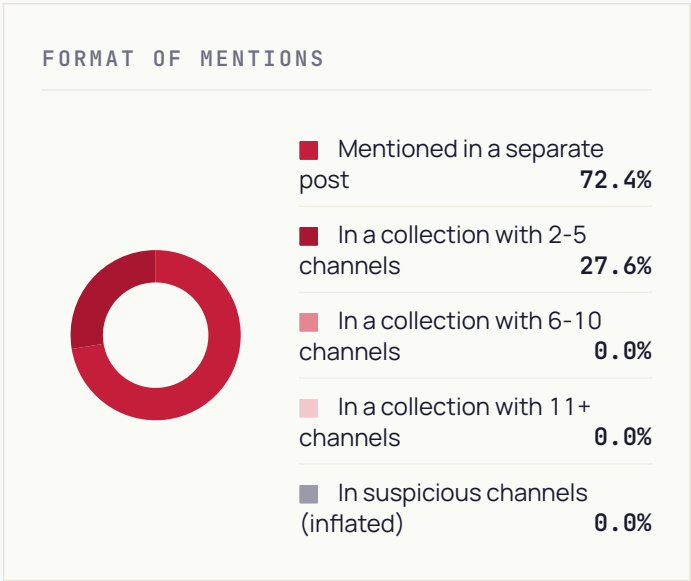
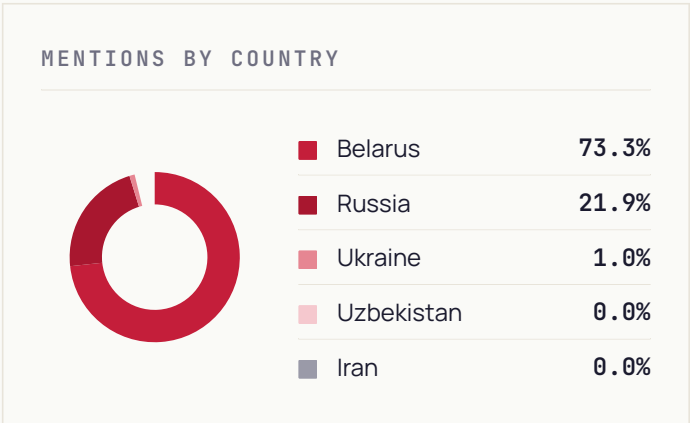
Subscriber growth chart for the year. On key months, exact subscriber count is shown. Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

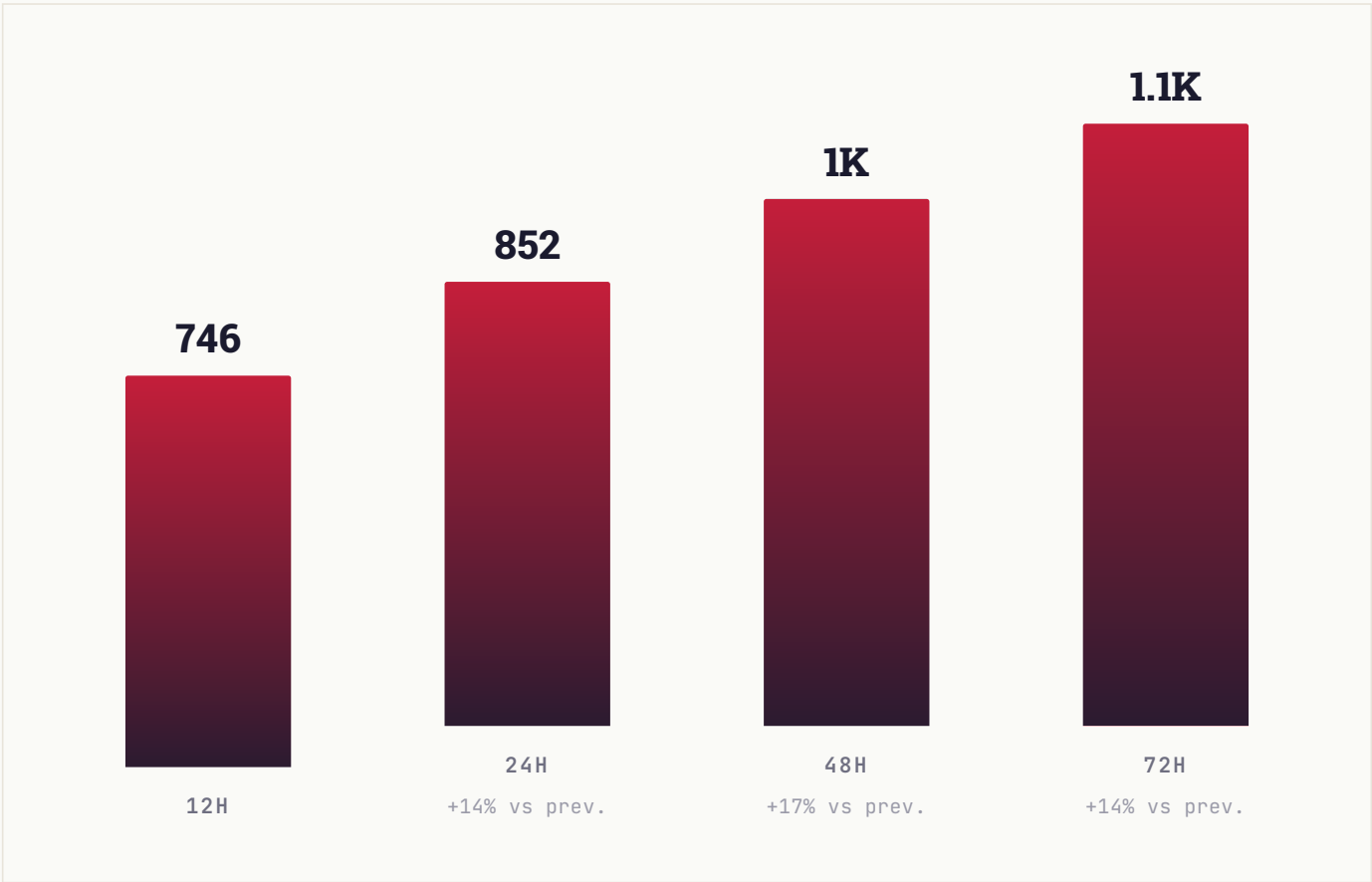
Citation index **10** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **54** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR MNS of Belarus	15.1K
UO Operational Management Department of the Inspectorate of the Ministry of Taxes for Minsk	14.6K
BE Belagroprombank	11.1K
MI Million Ideas with MTBank YOU	6K

COMPARATIVE CONCLUSION

Channel in top half of niche (#17 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **21**, they brought **2 351** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Nov 2025	4	3	83
Oct 2025	10	9	245
Sep 2025	6	6	11
August 2025	1	1	587
July 2025	0	0	24
June 2025	0	0	1 401

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
21	6	2 351

— 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.

#1/67

RANK IN NICHE

Channel in top 1% economy Belarus

SUBSCRIBERS

better than 61% of niche

median 1.7K



AVG REACH / POST

better than 55% of niche

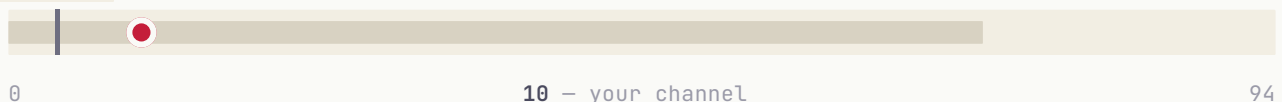
median 896



CITATION INDEX

better than 53% of niche

median 3



— 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 | Increase posting frequency
Now 4.6 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Saturday
On this day at 10:00 MSK audience is most active. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend reaching 15-25% share. | 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 — what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager