

PROMTPRESS PUBLIC REPORT

# Channel audit

## 21vek.by



@my21vekby

Largest online hypermarket in Belarus! On the channel we share interesting news, our promotions and discounts.

SUBSCRIBERS

**20 509**

-342 per month

ERR (% SEE POSTS)

**24.0%**

last day **12.5%**

REACH/POST

**5.2K**

ad reach **2.6K**/24h

---

**— CONTENTS · 2026**

# What's inside the report

---

**01 Channel snapshot**

12 key metrics · AI summary

**02 Content analysis**

Top 5 posts · worst 3 · takeaways

**03 Subscriber dynamics**

Yearly chart · growth

**04 Citation rate**

Who and how mentions the channel

**05 Ad potential**

How long a post generates reach

**06 Competitors**

Niche neighbors · your spot

**07 Mention dynamics**

6 months · monthly

**08 Niche comparison**

Rank in «Sales» category

**09 Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

|                                                                                                                                                                          |                                                                                                                                                                                                          |                                                                                                                                                                                                           |                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>20 509</div> <div>—</div>             | <div><div></div><div>SUBS REACH</div></div> <div>25.21%</div> <div>avg % subs see post</div>                            | <div><div></div><div>VIEWS/POST</div></div> <div>5.2K</div> <div>median 5.3K · 28 days</div>                             | <div><div></div><div>POSTS/WK</div></div> <div>9.0</div> <div>for period</div>                          |
| <div><div></div><div>7D TREND</div></div> <div>-29.7%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>79.2</div> <div>2,930 reactions, 258 reposts, 1,173 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>466 chars.</div> <div>median 420 · 28 days</div>                       | <div><div></div><div>POSTS ANALYZED</div></div> <div>37</div> <div>28 days</div>                        |
| <div><div></div><div>AD REACH</div></div> <div>2.6K</div> <div>24h avg</div>           | <div><div></div><div>CHURN / MONTH</div></div> <div>-342</div> <div>last month</div>                                   | <div><div></div><div>CITATION RATE</div></div> <div>17</div> <div>citation index · 38 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>5 years 8 months</div> <div>created 14.09.2020</div> |

AI EDITOR SUMMARY

Channel «21vek.by» — 20 509 subs. Each post averages 5.2K people (25% of subs), good reach. Posts 9 posts/week (~1/day) — regular pace. Week 25–31 May reach dropped -29.7% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 28 days.
- 02 Dominant format – Photo (29/37 posts).
- 03 Avg post length – 466 chars (median 420).
- 04 Peak audience activity – Friday, 14:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (7.1K avg for top vs 3K for worst) – among 37 posts over 28 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                              |         |           |
|----------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| №101.05 · 11:16PHOTO                                                                                                                         | VIEWS   | REACTIONS |
|                                                                                                                                              | 7 558   | 71        |
| What to read on May holidays ☑ A cozy selection from our friend @bookish_quokka ☑ ✓ Strawberry pancake bed ✓ World...                        | REPOSTS | ER        |
|                                                                                                                                              | 3       | 36.9%     |
| №210.05 · 10:59PHOTO                                                                                                                         | VIEWS   | REACTIONS |
|                                                                                                                                              | 6 988   | 118       |
| ✱5 drinks that will actually save you this summer Ginger lemonade, strawberry & basil, peach with mint... and a couple more you won't...     | REPOSTS | ER        |
|                                                                                                                                              | 72      | 34.1%     |
| №306.05 · 12:25PHOTO                                                                                                                         | VIEWS   | REACTIONS |
|                                                                                                                                              | 6 786   | 73        |
| ✂iPhone 17 for 700 BYN? Here's the secret It's simpler than you think! With installment payments, buying iPhone 17 definitely won't break... | REPOSTS | ER        |
|                                                                                                                                              | 4       | 33.1%     |

|                                                                                                                                                                                                    |                                                                                                                                                                                                       |       |           |              |           |         |    |           |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|--------------|-----------|---------|----|-----------|--------------|
| <b>Nº4</b> 29.04 • 08:14 <b>PHOTO</b><br><b>Every home has its own scent ☒ The scent that fills the space. It greets us at the entrance and sets the mood for the whole home ☒ Check it out...</b> | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>6 741</b></td><td><b>74</b></td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>6</b></td><td><b>32.9%</b></td></tr> </table>  | VIEWS | REACTIONS | <b>6 741</b> | <b>74</b> | REPOSTS | ER | <b>6</b>  | <b>32.9%</b> |
| VIEWS                                                                                                                                                                                              | REACTIONS                                                                                                                                                                                             |       |           |              |           |         |    |           |              |
| <b>6 741</b>                                                                                                                                                                                       | <b>74</b>                                                                                                                                                                                             |       |           |              |           |         |    |           |              |
| REPOSTS                                                                                                                                                                                            | ER                                                                                                                                                                                                    |       |           |              |           |         |    |           |              |
| <b>6</b>                                                                                                                                                                                           | <b>32.9%</b>                                                                                                                                                                                          |       |           |              |           |         |    |           |              |
| <b>Nº5</b> 30.04 • 14:41 <b>PHOTO</b><br><b>Add some coziness and freshness to the space? ♥☒ Fresh flowers at home are always about mood and atmosphere ☒ Agree? And if you add...</b>             | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>6 645</b></td><td><b>76</b></td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>11</b></td><td><b>32.4%</b></td></tr> </table> | VIEWS | REACTIONS | <b>6 645</b> | <b>76</b> | REPOSTS | ER | <b>11</b> | <b>32.4%</b> |
| VIEWS                                                                                                                                                                                              | REACTIONS                                                                                                                                                                                             |       |           |              |           |         |    |           |              |
| <b>6 645</b>                                                                                                                                                                                       | <b>76</b>                                                                                                                                                                                             |       |           |              |           |         |    |           |              |
| REPOSTS                                                                                                                                                                                            | ER                                                                                                                                                                                                    |       |           |              |           |         |    |           |              |
| <b>11</b>                                                                                                                                                                                          | <b>32.4%</b>                                                                                                                                                                                          |       |           |              |           |         |    |           |              |

## WORST 3

|                                                                                                                                                                                                      |                                                                                                                                                                                                       |       |           |              |            |         |    |          |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|--------------|------------|---------|----|----------|--------------|
| ↓ 26.05 • 07:12 <b>VIDEO</b><br><b>☒ Friends, announcing the headphone giveaway results ☒ how it went: According to the rules, the winner was supposed to be the 7th participant from the end...</b> | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>3 379</b></td><td><b>101</b></td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>5</b></td><td><b>16.5%</b></td></tr> </table> | VIEWS | REACTIONS | <b>3 379</b> | <b>101</b> | REPOSTS | ER | <b>5</b> | <b>16.5%</b> |
| VIEWS                                                                                                                                                                                                | REACTIONS                                                                                                                                                                                             |       |           |              |            |         |    |          |              |
| <b>3 379</b>                                                                                                                                                                                         | <b>101</b>                                                                                                                                                                                            |       |           |              |            |         |    |          |              |
| REPOSTS                                                                                                                                                                                              | ER                                                                                                                                                                                                    |       |           |              |            |         |    |          |              |
| <b>5</b>                                                                                                                                                                                             | <b>16.5%</b>                                                                                                                                                                                          |       |           |              |            |         |    |          |              |
| ↓ 26.05 • 13:20 <b>PHOTO</b><br><b>For those still wondering how to quickly and easily equip their business with everything needed ☒ ✂ Solution - get a business account at...</b>                   | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>3 119</b></td><td><b>27</b></td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>1</b></td><td><b>15.2%</b></td></tr> </table>  | VIEWS | REACTIONS | <b>3 119</b> | <b>27</b>  | REPOSTS | ER | <b>1</b> | <b>15.2%</b> |
| VIEWS                                                                                                                                                                                                | REACTIONS                                                                                                                                                                                             |       |           |              |            |         |    |          |              |
| <b>3 119</b>                                                                                                                                                                                         | <b>27</b>                                                                                                                                                                                             |       |           |              |            |         |    |          |              |
| REPOSTS                                                                                                                                                                                              | ER                                                                                                                                                                                                    |       |           |              |            |         |    |          |              |
| <b>1</b>                                                                                                                                                                                             | <b>15.2%</b>                                                                                                                                                                                          |       |           |              |            |         |    |          |              |
| ↓ 27.05 • 10:42 <b>PHOTO</b><br><b>✂Warning: makes you want to drop everything and head to the dacha! While May weather swings between 'very hot' and 'looks like rain...</b>                        | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>2 516</b></td><td><b>34</b></td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>2</b></td><td><b>12.3%</b></td></tr> </table>  | VIEWS | REACTIONS | <b>2 516</b> | <b>34</b>  | REPOSTS | ER | <b>2</b> | <b>12.3%</b> |
| VIEWS                                                                                                                                                                                                | REACTIONS                                                                                                                                                                                             |       |           |              |            |         |    |          |              |
| <b>2 516</b>                                                                                                                                                                                         | <b>34</b>                                                                                                                                                                                             |       |           |              |            |         |    |          |              |
| REPOSTS                                                                                                                                                                                              | ER                                                                                                                                                                                                    |       |           |              |            |         |    |          |              |
| <b>2</b>                                                                                                                                                                                             | <b>12.3%</b>                                                                                                                                                                                          |       |           |              |            |         |    |          |              |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and decline.



PERIOD START

12 731

NOW

20 509

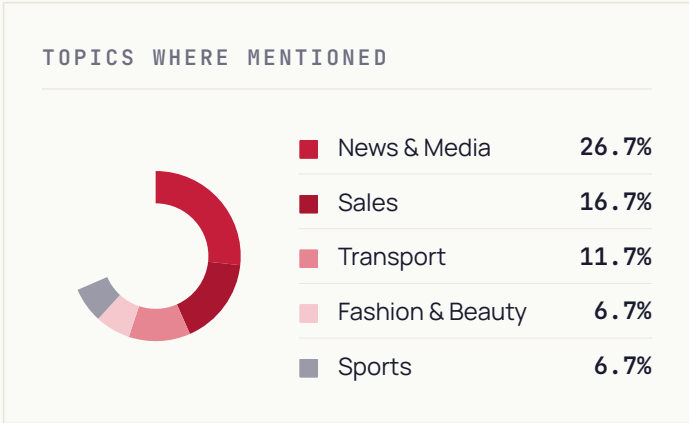
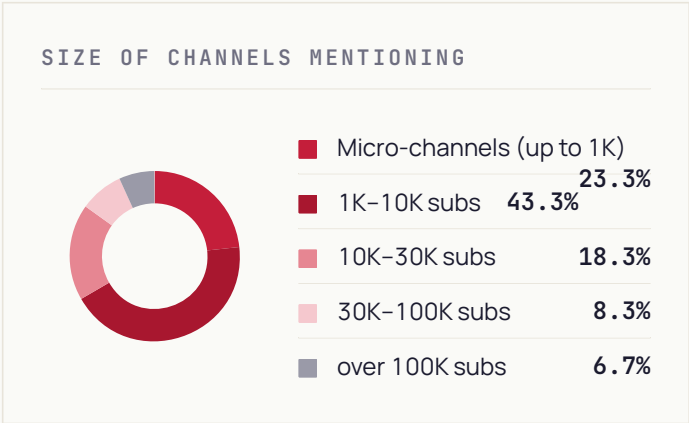
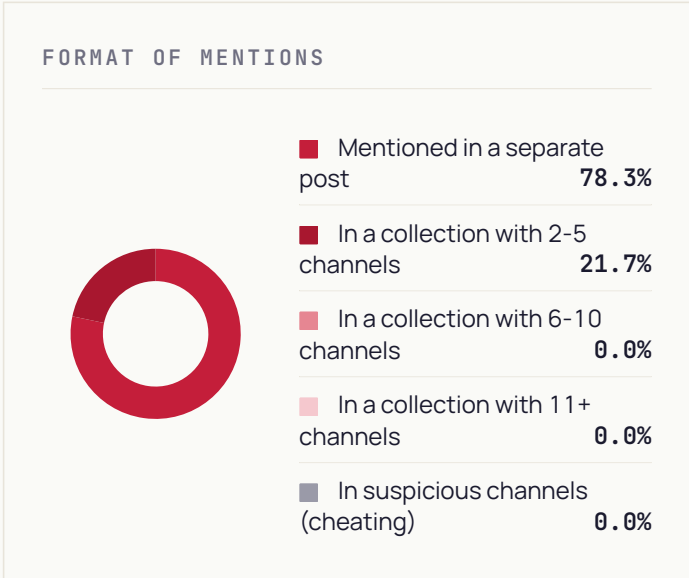
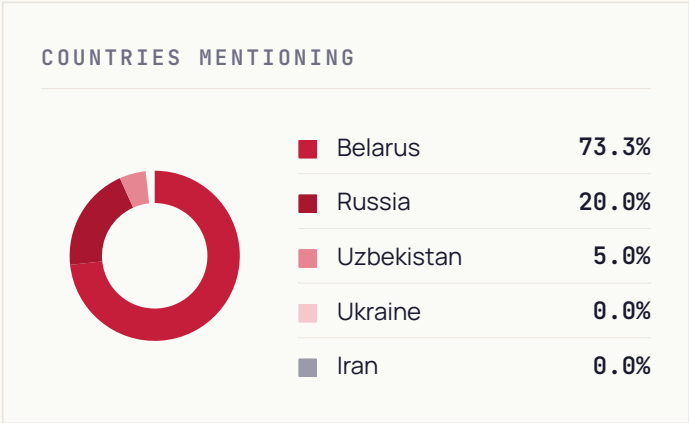
NET GROWTH

+7 778

SECTION 04 · CITATIONS

# Who and how mentions the channel

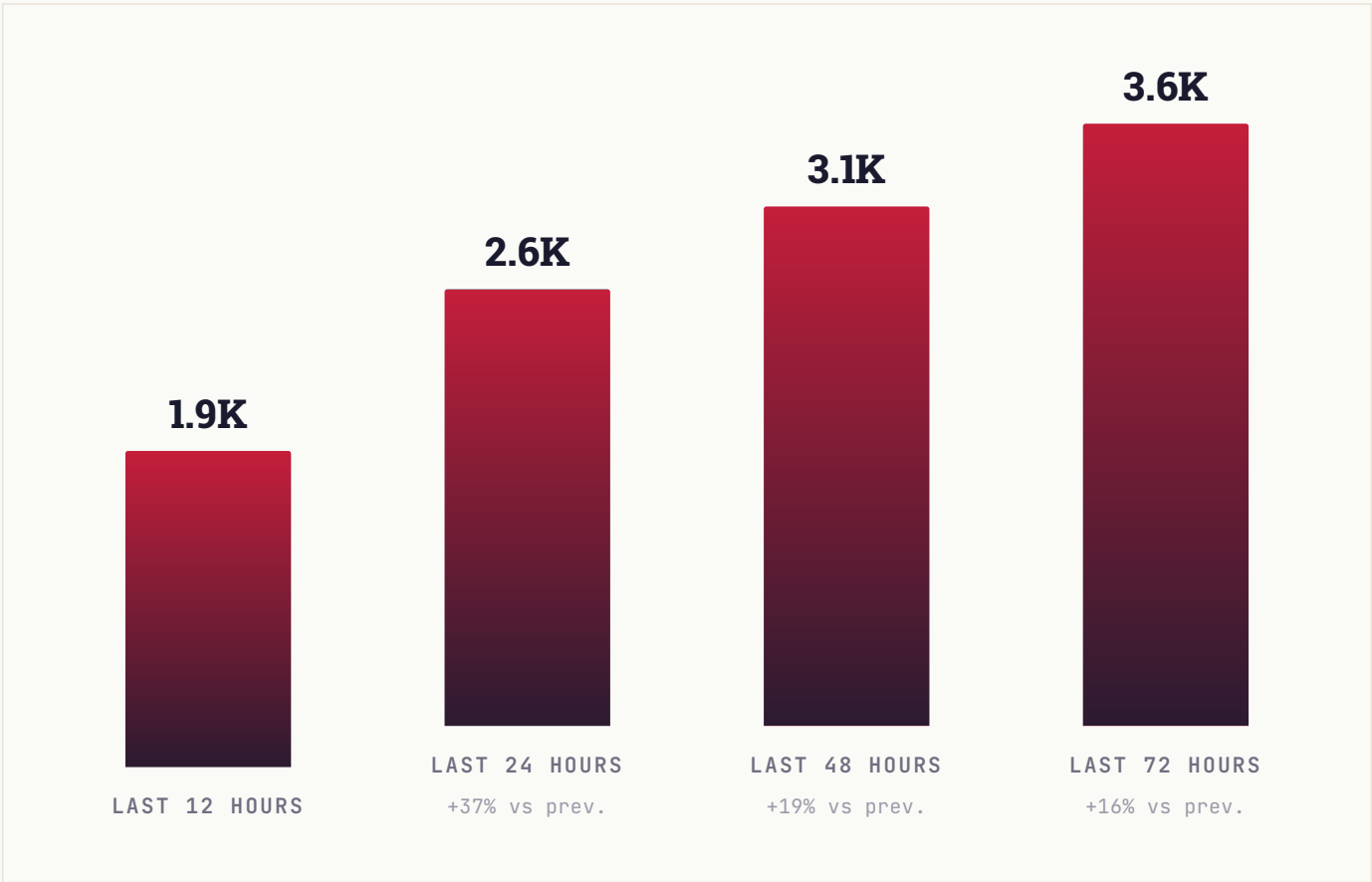
Citation index **17** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time the channel was mentioned **38** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates 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 |
|-------------------------------------------------------------------------------------------------|-------------|
| 53 5 element   5element.by                                                                      | 106.1K      |
| SB Belarus discounts                                                                            | 75.2K       |
| F- Flatty - Apartment Rentals   Real Estate Belarus   No Agent                                  | 43.2K       |
| PI Promo codes & discounts Belarus                                                              | 41.4K       |
| SI Belarus discounts & new arrivals                                                             | 36.7K       |
| H2 2lvek.by Finds                                                                               | 35.1K       |
| RE Realt                                                                                        | 32.4K       |
| SI SMARTECH   luxury tech                                                                       | 27.8K       |
| K- Kupon.by – promo codes Belarus                                                               | 26.4K       |
| KO Onliner Catalog                                                                              | 21.7K       |
| 21 2lvek.by  | 20.5K       |

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#11 of 100). Leader — 5 element | 5element.by (106.1K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2**, they brought **10 824** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| November 2025  | 0        | 0        | 720     | <div><div></div></div> |
| October 2025   | 0        | 0        | 4 785   | <div><div></div></div> |
| September 2025 | 1        | 1        | 881     | <div><div></div></div> |
| August 2025    | 0        | 0        | 643     | <div><div></div></div> |
| July 2025      | 1        | 1        | 1 868   | <div><div></div></div> |
| June 2025      | 0        | 0        | 1 927   | <div><div></div></div> |

|                |                |                      |
|----------------|----------------|----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBSCRIBERS |
| 2              | 6              | 10 824               |

SECTION 08 · NICHE COMPARISON

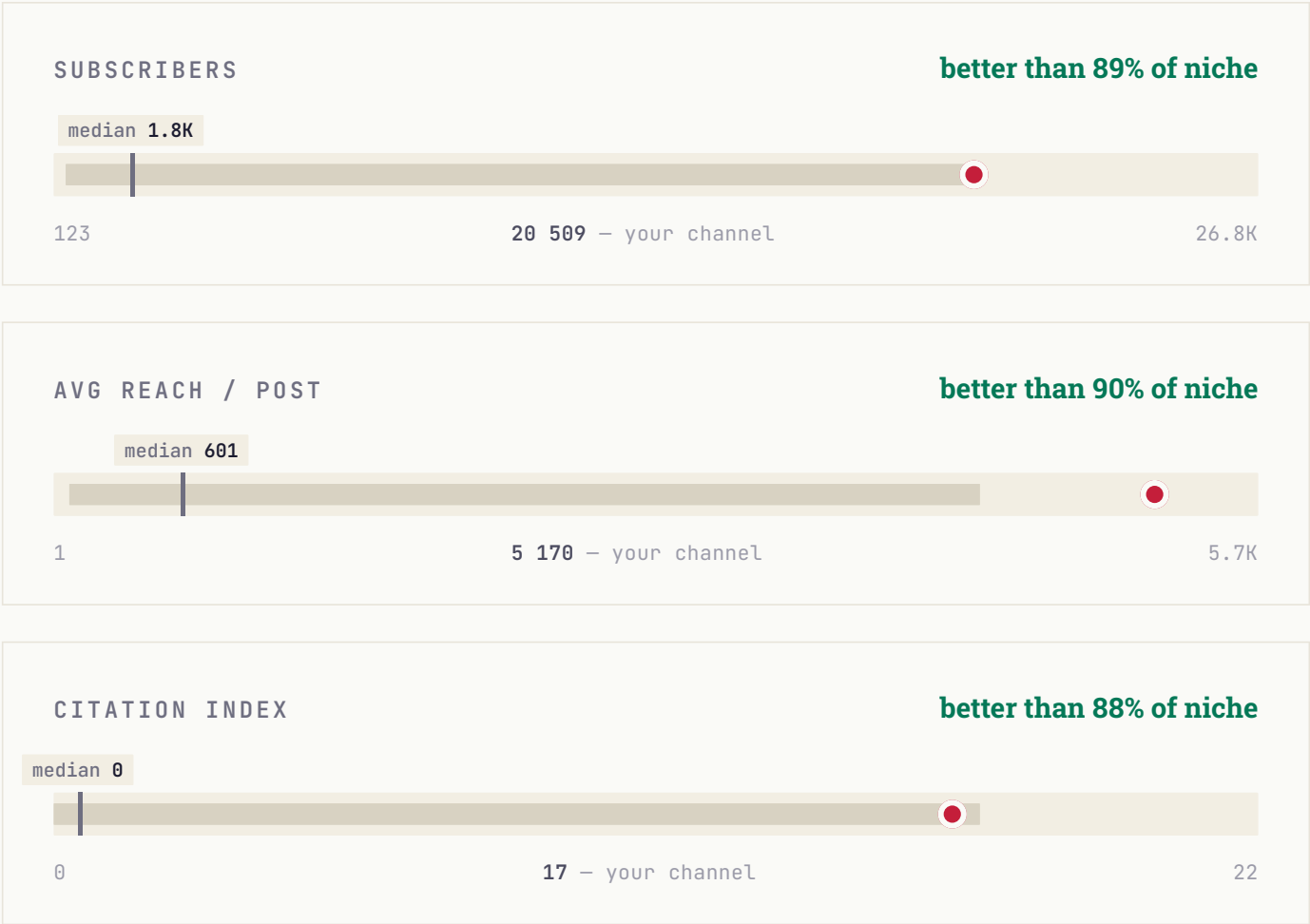
# Where channel stands in its league

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.

#25/100

RANK IN NICHE

Channel in top 25% – strong position



## — SECTION 09 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

**01**

## Main post of the week — on Friday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post**

**02**

## System 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**

**03**

## Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.  
One poll per week on a hot topic — easy growth point.

EFFECT

**+5-15% ER**

**04**

## Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

**05**

## Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

---

|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

---

|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

---