

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Myfin.by



@myfin\_news

Top financial news of Belarus and neighboring countries. Exchange rates, trading results, market analysis, business cases, and true money stories. Contact the editorial team via...

SUBSCRIBERS

**27 323**

+217 per month

ERR (% SEE POSTS)

**23.0%**

per day **18.3%**

REACH / POST

**6K**

ad reach **5K**/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 covers.

|                                                                                                                                                    |                                                                                                                                                                                            |                                                                                                                                                                                       |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>27 323</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>22.02%</div> <div>avg % of subs see a post</div>                        | <div> VIEWS / POST</div> <div>6K</div> <div>median 6.1K · 29 days</div>                              | <div> POSTS / DAY</div> <div>19.9</div> <div>~140 per week</div>                    |
| <div> 7D TREND</div> <div>+0.6%</div> <div>vs previous week</div> | <div> REACTIONS / POST</div> <div>20.8</div> <div>total 12,410 reactions, 9,334 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>304 chars.</div> <div>median 262 · 29 days</div>                        | <div> POSTS ANALYZED</div> <div>596</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>5K</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>+217</div> <div>last month</div>                                         | <div> CITATION RATE</div> <div>74</div> <div>citation index · 244 channels mentioned it ever</div> | <div> CHANNEL AGE</div> <div>7 years 4 months</div> <div>created 11.02.2019</div> |

AI EDITOR SUMMARY

Channel «Myfin.by» — 27 323 subs. Each post gets avg 6K people (22% of subs), that's average reach — room to grow. Publishes 140 posts per week (~20/day) — very active. Week of May 25–31 reach stable (+0.6% vs week 18–24 May).

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 **596** posts in 29 days.
- 02 Dominant format – **Photo** (573/596 posts).
- 03 Avg post length – **304** characters (median 262).
- 04 Peak audience activity – **Sunday**, 16:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (8.2K avg for top vs 5.2K for bottom) – across 596 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                     |                                                                 |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>04.06 · 08:02</div><div>PHOTO</div></div> <div>Bullion, accounts, bonds – how to invest in precious metals ☒<br/>Belarusians traditionally keep savings in USD or EUR. But...</div>                                         | <div>VIEWS</div> <div>9 203</div> <div>REP.</div> <div>56</div> | <div>REACTIONS</div> <div>18</div> <div>ER</div> <div>33.7%</div> |
| <div><div>Nº2</div><div>23.05 · 11:24</div><div>PHOTO</div></div> <div>Belarus to issue new 200-ruble note: which banknotes already updated<br/>As of June 1, 2026, the National Bank of Belarus puts into circulation an updated banknote...</div> | <div>VIEWS</div> <div>7 941</div> <div>REP.</div> <div>14</div> | <div>REACTIONS</div> <div>23</div> <div>ER</div> <div>29.1%</div> |
| <div><div>Nº3</div><div>24.05 · 13:30</div><div>PHOTO</div></div> <div>Going abroad for the weekend for 350 BYN for two – a<br/>Belarusian's experience Our reader Svetlana with her teenage son went to...</div>                                   | <div>VIEWS</div> <div>7 436</div> <div>REP.</div> <div>36</div> | <div>REACTIONS</div> <div>53</div> <div>ER</div> <div>27.2%</div> |

Nº4

24.05 · 06:45

PHOTO

What changes in Belarus from June 1: from refinancing rate to utility tariffs In June, several important changes come into force in Belarus...

VIEWS

7 408

REACTIONS

20

REP.

13

ER

27.1%

Nº5

24.05 · 11:07

PHOTO

Girl paid 387 BYN for a sanatorium trip and told what she got for the money Minsk resident Darya bought a weekend tour this May...

VIEWS

7 400

REACTIONS

34

REP.

32

ER

27.1%

WORST 3

↓

05.06 · 06:11

PHOTO

Green production from recycled materials to launch near Minsk for €1M A new...

VIEWS

5 278

REACTIONS

29

REP.

8

ER

19.3%

↓

05.06 · 06:36

PHOTO

Belarus and Kyrgyzstan agree on mutual recognition of driver's licenses During the official visit of the Belarusian PM Alexander...

VIEWS

5 245

REACTIONS

28

REP.

9

ER

19.2%

↓

05.06 · 06:35

PHOTO

How to close a business in Belarus even with debts over 5 million: analyzing entrepreneurs' experience Many believe closing a business is about...

VIEWS

5 218

REACTIONS

14

REP.

20

ER

19.1%

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.

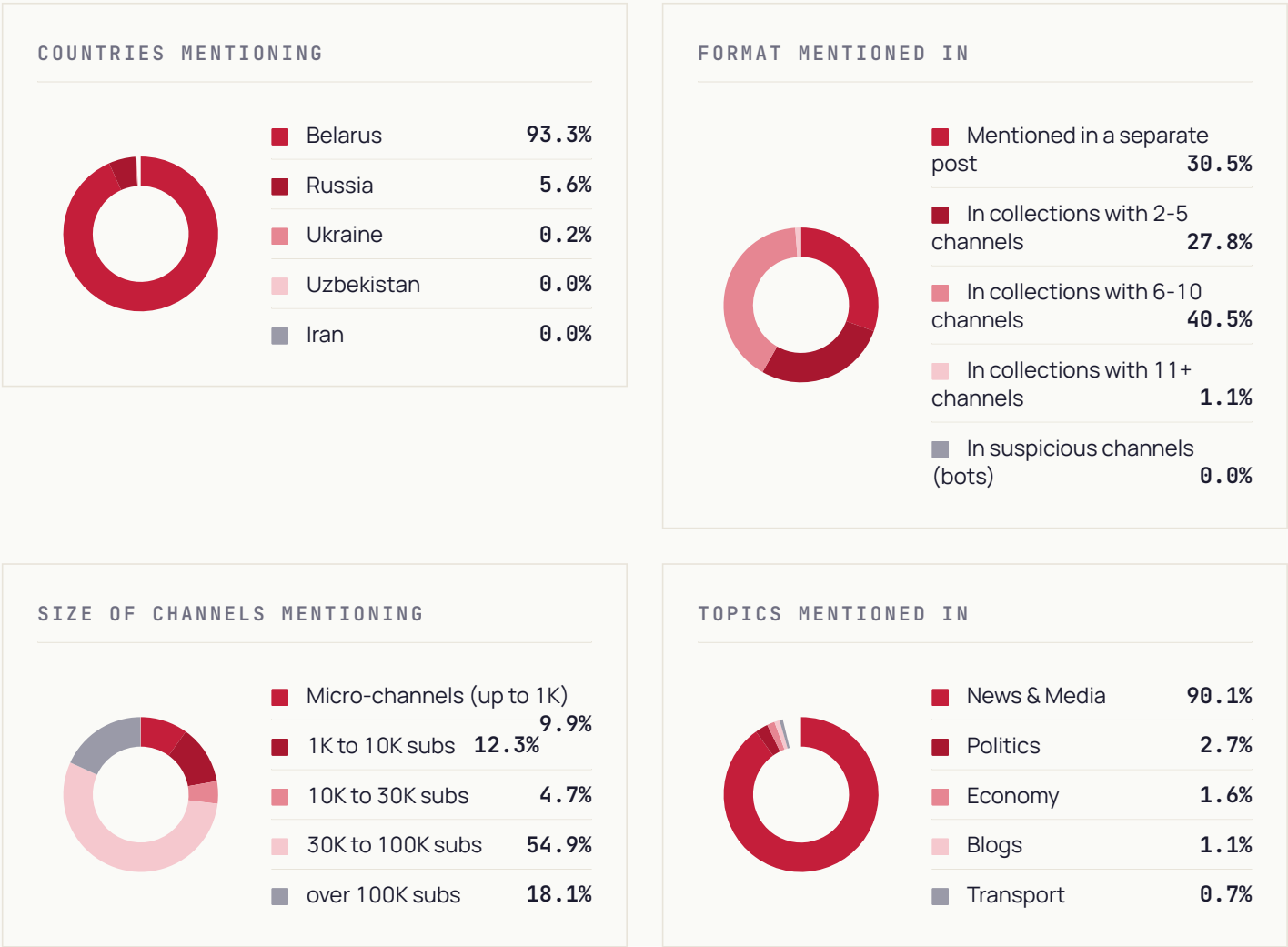


| START OF PERIOD | NOW    | NET GROWTH |
|-----------------|--------|------------|
| 26 115          | 27 324 | +1 209     |

SECTION 04 · MENTIONS

# Who mentions the channel and how

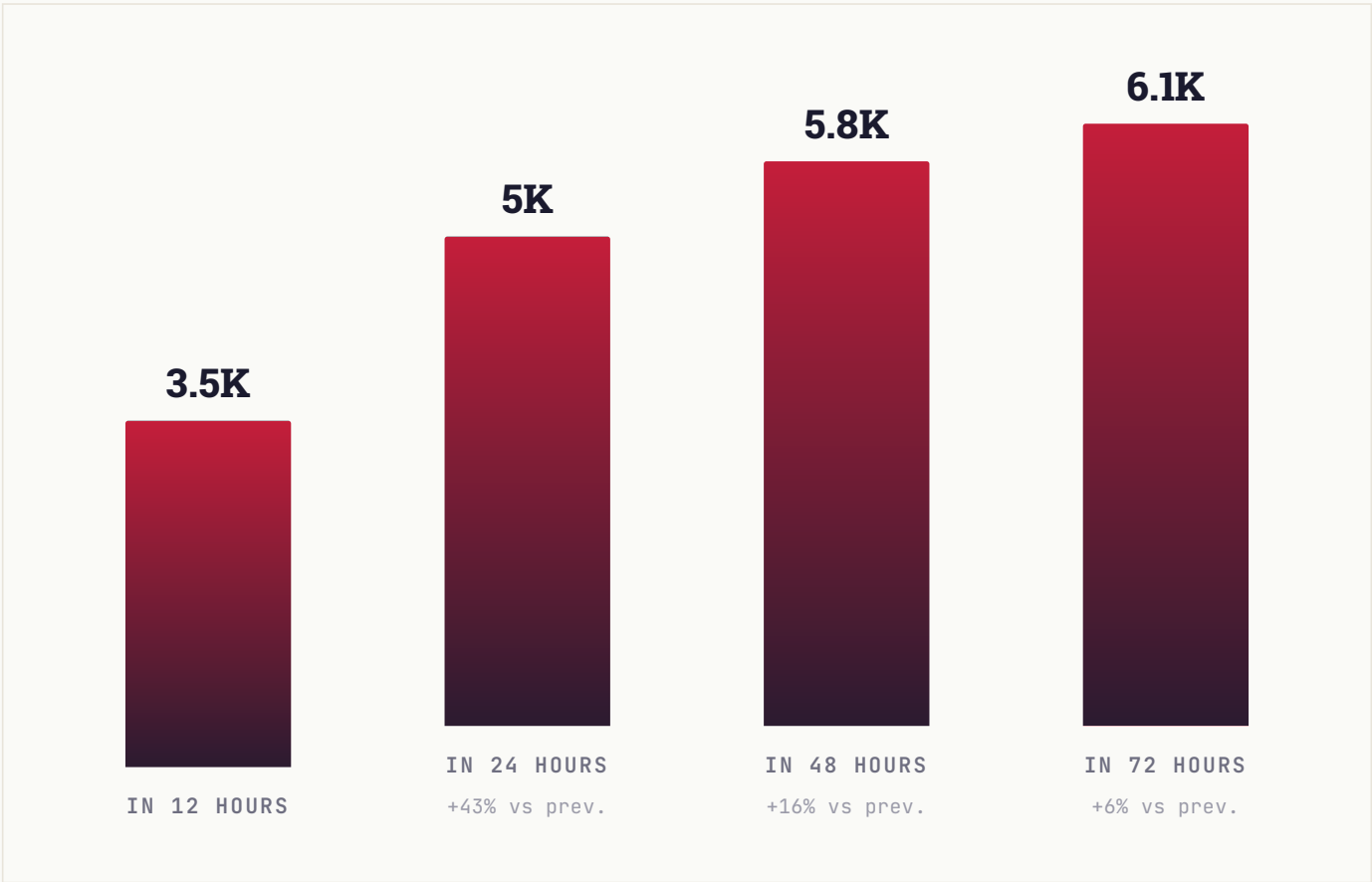
Citation index **74** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **244** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                                              | SUBSCRIBERS |
|--------------------------------------------------------------------------------------|-------------|
| <div>A(</div> Alfa-Bank (Belarus)                                                    | 79.3K       |
| <div>SB</div> Sber Bank (Belarus)                                                    | 39.2K       |
| <div>BK</div> Belarusbank: channel                                                   | 35.9K       |
| <div>MY</div> Myfin.by <div>YOU</div>                                                | 27.3K       |
| <div>MA</div> MAR                                                                    | 22.2K       |
| <div>PR</div> Priorbank                                                              | 18.2K       |
| <div>BA</div> BANKI24.BY                                                             | 17.7K       |
| <div>MR</div> Ministry of Taxes and Duties of Belarus                                | 15.1K       |
| <div>UO</div> Department of Operational Activities of the MNS Inspectorate for Minsk | 14.6K       |
| <div>BE</div> Belagroprombank                                                        | 11.1K       |
| <div>EB</div> Belarus Economy                                                        | 8.4K        |

COMPARATIVE CONCLUSION

Channel in top-10 niche (#4 of 67). Strong position. Niche leader — Alfa-Bank (Belarus) (79.3K), room to grow to #1. Mutual exchanges with other top-10 channels 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 **154**, they brought **931** new subs.

| PERIOD         | MENTIONS       | CHANNELS             | BROUGHT SUBSCRIBERS        |
|----------------|----------------|----------------------|----------------------------|
| December 2025  | 21             | 5                    | 85 <div><div></div></div>  |
| Nov 2025       | 33             | 10                   | 171 <div><div></div></div> |
| Oct 2025       | 24             | 7                    | 135 <div><div></div></div> |
| September 2025 | 23             | 6                    | 155 <div><div></div></div> |
| August 2025    | 26             | 7                    | 121 <div><div></div></div> |
| July 2025      | 27             | 5                    | 264 <div><div></div></div> |
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBSCRIBERS |                            |
| 154            | 6              | 931                  |                            |

SECTION 08 · NICHE COMPARISON

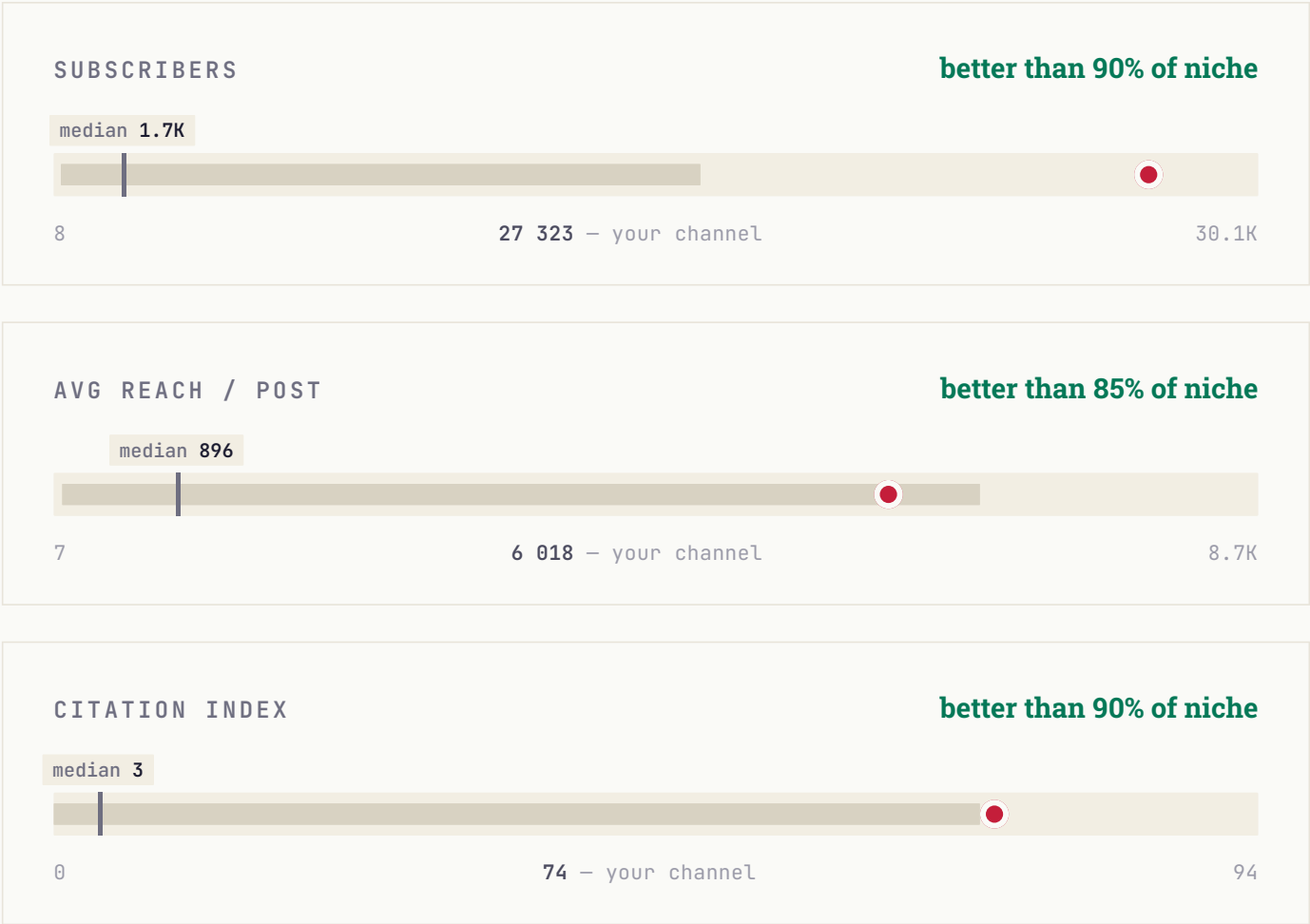
# Where the channel stands in its league

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.

#4/67

POSITION IN NICHE

Channel in top 5% economy Belarus



— 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

## Top post of the week — on Sunday

Audience is most active on this day at 16:00 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 picks 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 win.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 more? 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](https://t.me/PromptPress_manager)