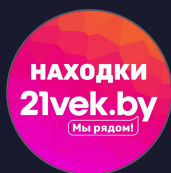


PUBLIC REPORT BY PROMTPRESS

Channel audit

Finds 21vek.by



@nahodki21vek

Telegram channel with product picks and deals from 21vek.by
 Promo code for members: ОБНОВКА Selection of...

SUBSCRIBERS

35 496

+208 per month

ERR (% SEE POSTS)

13.0%

last day 7.5%

REACH/POST

4.8K

ad reach 2.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

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Top 5 posts · worst 3 · insights

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Who mentions the channel and how

05 Ad potential

How long a post generates reach

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Niche neighbors · your rank

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6 months · monthly

08 Niche comparison

Position in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 35 496 -	 SUBSCRIBER REACH 13.61% avg % subs see post	 VIEWS/POST 4.8K median 4.8K · 29 days	 POSTS/WEEK 14.1 for period
 7D TREND -14.3% vs previous week	 REACTIONS/POST 52.3 total 3,087 reactions, 1,502 reposts, 0 comments	 POST LENGTH 620 chars median 620 · 29 days	 POSTS ANALYZED 59 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH +208 last month	 CITATION RATE 33 citation index · 38 channels mentioned all time	 CHANNEL AGE 2 years 11 months created 13.07.2023

AI EDITOR SUMMARY

Channel «Finds 21vek.by» – 35 496 subs. Each post avg views 4.8K people (14% from subs), reach low – should expand audience. Publishes 14 posts per week (~2/day) – regular pace. Week 1–7 June reach dropped -14.3% by week 25–31 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 59 posts over 29 days.
- 02 Dominant format — Photo (57/59 posts).
- 03 Avg post length — 620 chars (median 620).
- 04 Peak audience activity — Friday, 08:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (6.8K avg top vs 4.3K worst) — among 59 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 05:35 PHOTO We're giving away an Huter electric lawnmower ☑ Want a neat lawn ☑ effortlessly? We're raffling an electric...	VIEWS 7 991 REP. 556	REACTIONS 477 ER 22.5%
Nº2 28.05 · 17:05 POLL (post without caption — poll)	VIEWS 6 167 REP. —	REACTIONS 75 ER 17.4%
Nº3 20.05 · 09:39 PHOTO ☑ Giving away Casio women's watches — style that's always on time! Want to add an elegant touch to your look that highlights taste and...	VIEWS 6 097 REP. 311	REACTIONS 338 ER 17.2%

Nº4 27.05 · 16:38 PHOTO ☒ Special conditions for caring pet owners at 21vek.by online hypermarket! Order all necessities for your pet from a special...	VIEWS 6 057 REP. 2	REACTIONS 32 ER 17.1%
Nº5 29.05 · 08:42 PHOTO ☕☕ Smell that? It's the scent of big discounts. Right now at 21vek.by online hypermarket there's a promo with a code, from...	VIEWS 6 015 REP. 1	REACTIONS 50 ER 16.9%

|

WORST 3

↓ 05.06 · 16:43 PHOTO ☒ The thrill is closer than you think! ☒ Up to 40% off motorcycles, ATVs, e-scooters & gear. BSE Z2 motorcycle Price: 5,974.00 BYN (6...	VIEWS 4 345 REP. 3	REACTIONS 27 ER 12.2%
↓ 14.06 · 08:42 PHOTO ☒ We know how nice it is to have everything for your beloved dacha at hand. When ordering any items from this selection for 200...	VIEWS 4 328 REP. 3	REACTIONS 27 ER 12.2%
↓ 06.06 · 08:36 PHOTO ☒ What's ALWAYS missing? Delivery money! When ordering any items from this selection – FREE DELIVERY anywhere in the country. To...	VIEWS 4 182 REP. 1	REACTIONS 25 ER 11.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Yearly subscriber growth chart. Key months show exact subs. See which months grew or lost subs.



SECTION 04 • MENTIONS

Who & how mentions the channel

Citation index **33** — 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 1k subs. All-time mentions: **38** different channels.

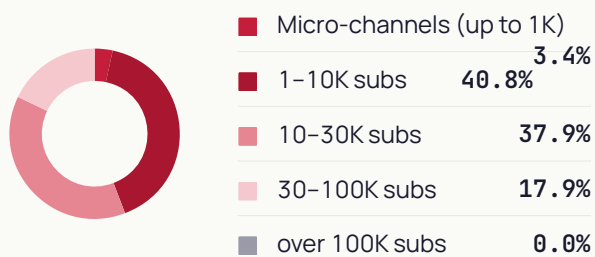
COUNTRIES MENTIONING



HOW THEY MENTION



SIZE OF CHANNELS MENTIONING



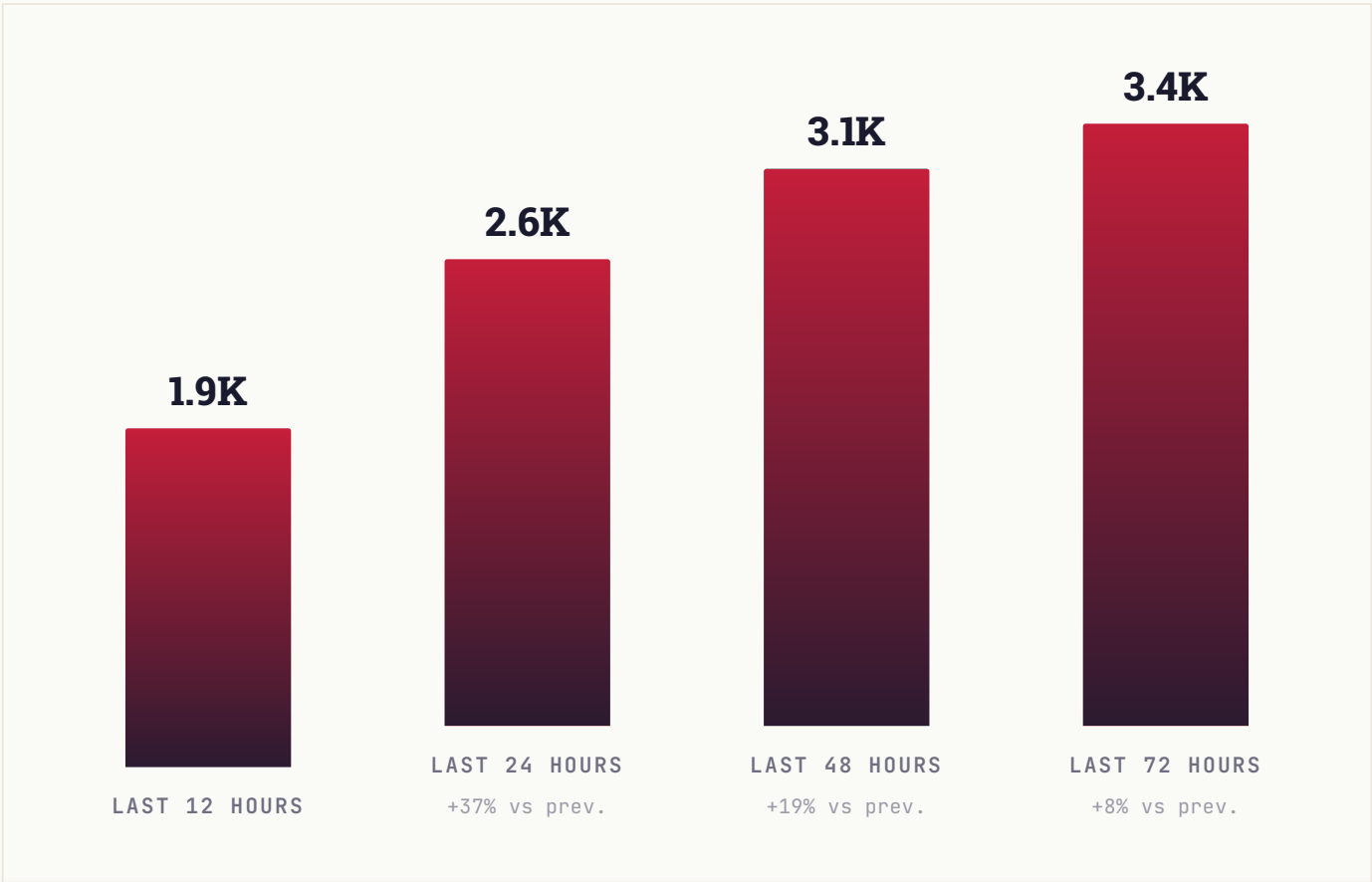
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL		SUBSCRIBERS
53	5 element 5element.by	105.2K
SB	Belarus discounts	75.2K
F-	Flatty - Apartment rental in Minsk Housing from owners	43.6K
PI	Promo codes & discounts Belarus	41.4K
SI	Belarus discounts & new	36.2K
H2	Finds 21vek.by YOU	35.5K
RE	Realt	32.3K
SI	SMARTTECH luxury tech	27.3K
K-	Kupon.by – promo codes Belarus	26.3K
KO	Onliner Catalog	21.5K
2	21vek.by	20.3K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#6 of 100). Strong position. Niche leader: 5 element | 5element.by (105.2K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **69**, they brought **12 030** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	13	5	1 652
Nov 2025	10	4	1 303
Oct 2025	12	5	3 109
Sep 2025	21	10	903
August 2025	6	3	3 516
July 2025	7	6	1 547

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
69	6	12 030

SECTION 08 · NICHE COMPARISON

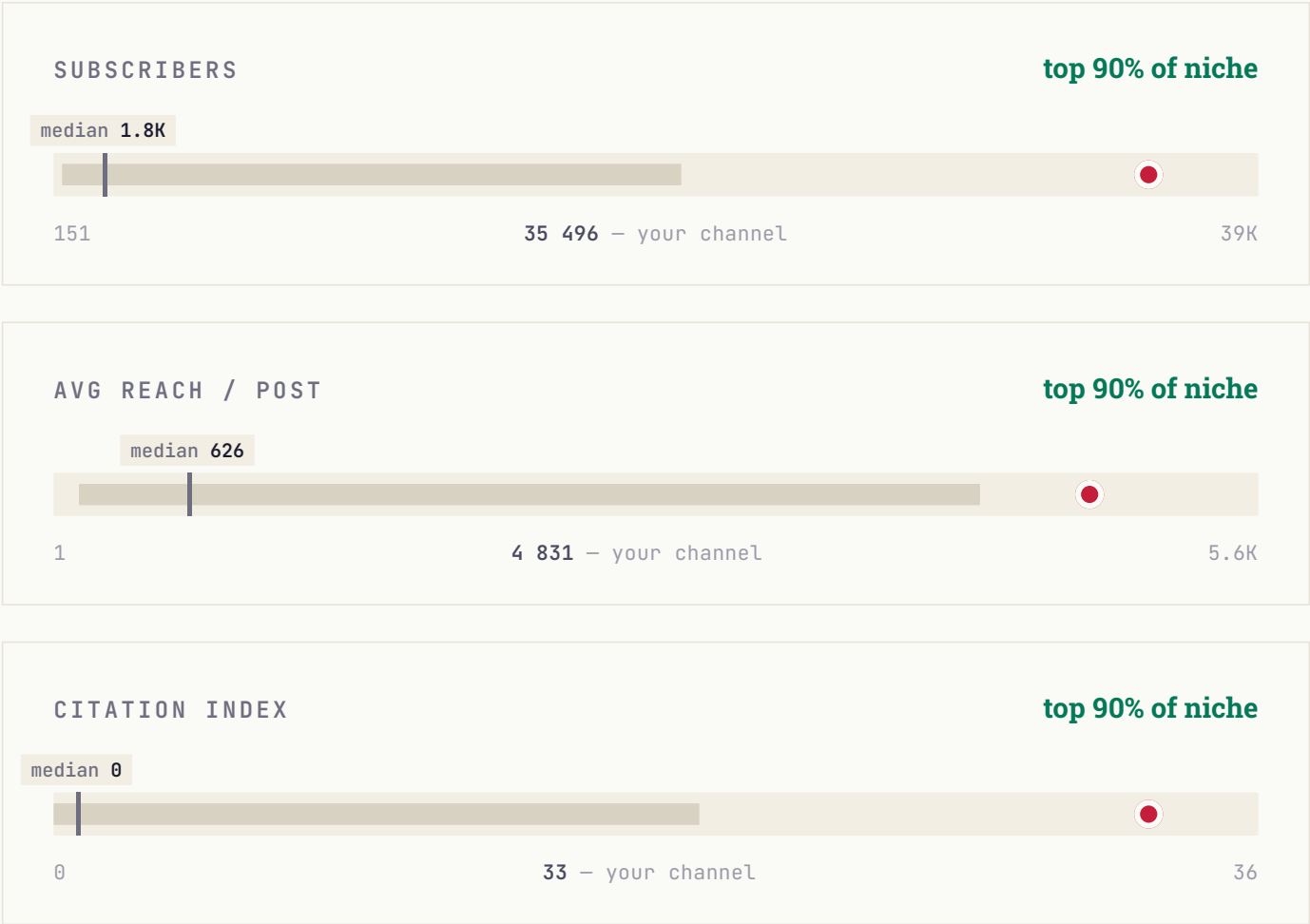
Where the channel stands in its league

Took top-100 channels in category «Sales» (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.

#6/100

POSITION IN NICHE

Channel in top 6% sales Belarus



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday
 Audience is most active on this day at 08:00 MSK.

EFFECT
Best window for a key post
- 02

Increase video posts share
 Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

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 growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Cross-post 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 is what we can do in minutes from 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
