

— PUBLIC REPORT BY PROMTPRESS

Channel audit

OBZOR.BY —

ЕДА, ГОРОД,

ШОПИНГ



@obzoor_by

Let's explore the city together. Cool places in Minsk, top news and interesting articles — you'll love it here! Our site: <https://obzoor.by/>
Dzen: <https://dzen.ru/obzoor>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
13 407	30.0%	4.1K
10.07.2026 ⁻⁸² per month	daily ^{15.4%}	ad reach ^{2.1K} /24h
HTTPS: // PROMTPRESS.COM/AUDIT/OBZ00R_BY		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it was calculated for.

 SUBSCRIBERS 13 407 —	 SUBSCRIBER REACH 30.4% avg % subs see post	 VIEWS/POST 4.1K median 4.3K · 28 days	 POSTS/WEEK 5.5 over period
 7D TREND -20.0% vs previous week	 REACTIONS/POST 21.9 total 482 reactions, 770 reposts, 21 comments	 POST LENGTH 768 chars median 792 · 28 days	 POSTS ANALYZED 22 28 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -82 last month	 CITATION RATE 11 citation index · 23 channels mentioned ever	 CHANNEL AGE 7 years 7 months created 18.11.2018

AI EDITOR SUMMARY

Channel «OBZOR.BY – FOOD, CITY, SHOPPING» – 13 407 subs. Each post avg views 4.1K people (30% of subs), good reach. Publishes 6 posts/week (~1/day) – rare posts. For week Jun 29 – Jul 5 reach dropped -20.0% to week Jun 22–28 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **22** posts in 28 days.
- 02 Dominant format – **Photo** (20/22 posts).
- 03 Avg post length – **768** chars (median 792).
- 04 Peak audience activity – **Monday**, 22:00 MSK.
- 05 Top posts drive **2x** more views than the weakest (5.3K avg top vs 3.2K worst) – among 22 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 20:37 PHOTO 🎸 Deep Purple legend to perform in Minsk for free On June 20, a big open-air rock concert will take place at the Palace of Sports venue...	VIEWS 5 489 REPOSTS 121	REACTIONS 22 ER 40.9%
Nº2 15.06 · 19:18 PHOTO Belarusians, almost all getting jacked 💪😄 Stores already spotted a new protein product from Savushkin – fermented milk drinks...	VIEWS 5 298 REPOSTS 33	REACTIONS 36 ER 39.5%
Nº3 10.06 · 13:10 PHOTO 🛒 Social discount will get even bigger From July 1, Belarus expands list of goods eligible for social discount for vulnerable...	VIEWS 5 208 REPOSTS 12	REACTIONS 15 ER 38.8%

№4 22.06 • 14:54 PHOTO «Луч» выпустил лимитированную коллекцию часов в честь Брестской крепости 🕒 К 22 июня завод «Луч» представил новую лимитированную...	VIEWS 5 100 REPOSTS 26 REACTIONS 26 ER 38.0%
№5 12.06 • 20:37 PHOTO «Славянский базар» отправится в тур по Беларуси 🎤🌿 В преддверии юбилейного XXXV Международного фестиваля искусств «Славянский базар в...	VIEWS 4 947 REPOSTS 20 REACTIONS 20 ER 36.9%

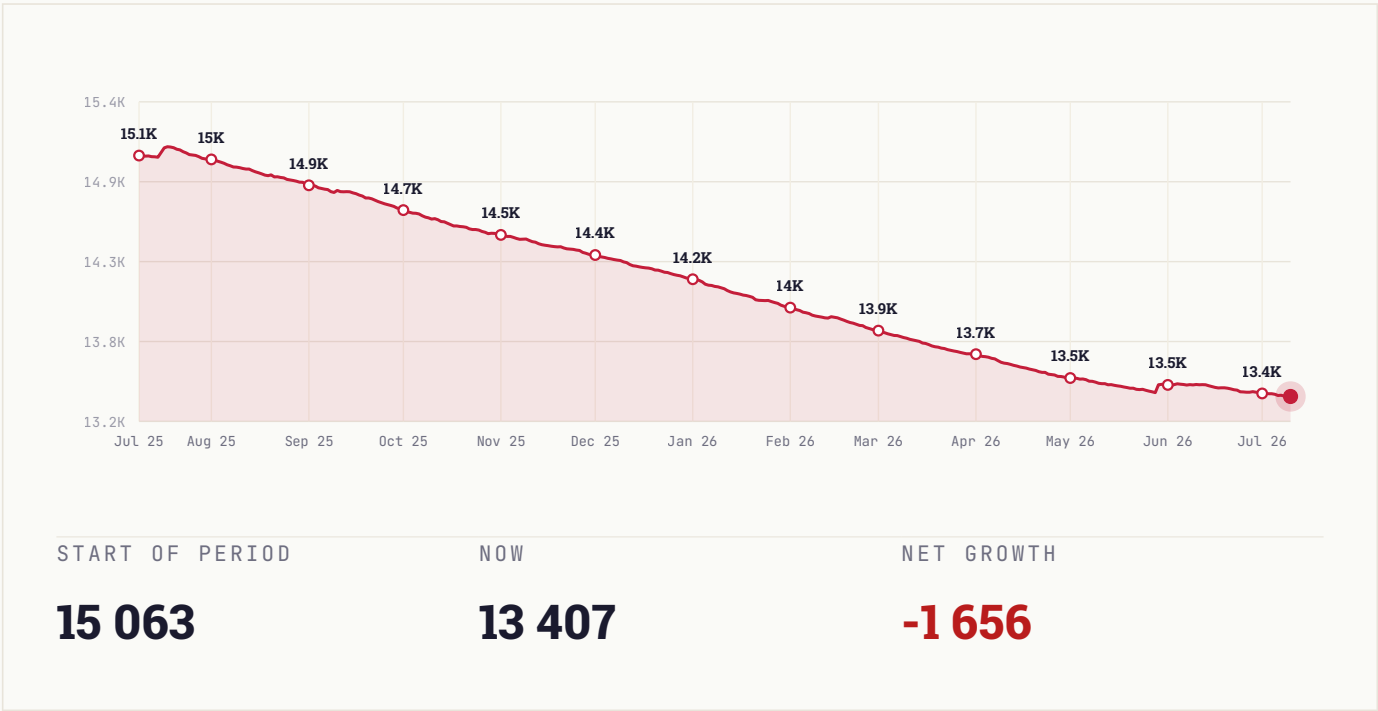
WORST 3

↓ 29.06 • 20:49 PHOTO 🎆 Where to watch fireworks in Minsk on July 3? On Independence Day, festive fireworks will thunder at seven locations in the capital. Start – at 23:00. 📍 ...	VIEWS 3 587 REPOSTS 30 REACTIONS 10 ER 26.8%
↓ 05.07 • 19:31 PHOTO Most expensive cities in the world 💰 Numbeo updated its global cost-of-living ranking, covering 547 cities. Minsk ranked 455th...	VIEWS 3 037 REPOSTS 8 REACTIONS 11 ER 22.7%
↓ 06.07 • 20:45 PHOTO Big celebration in Minsk for 90th anniversary of traffic police 🚓 On July 7, Oktyabrskaya Square will host a city festival dedicated to the 90th anniversary...	VIEWS 2 858 REPOSTS 35 REACTIONS 12 ER 21.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

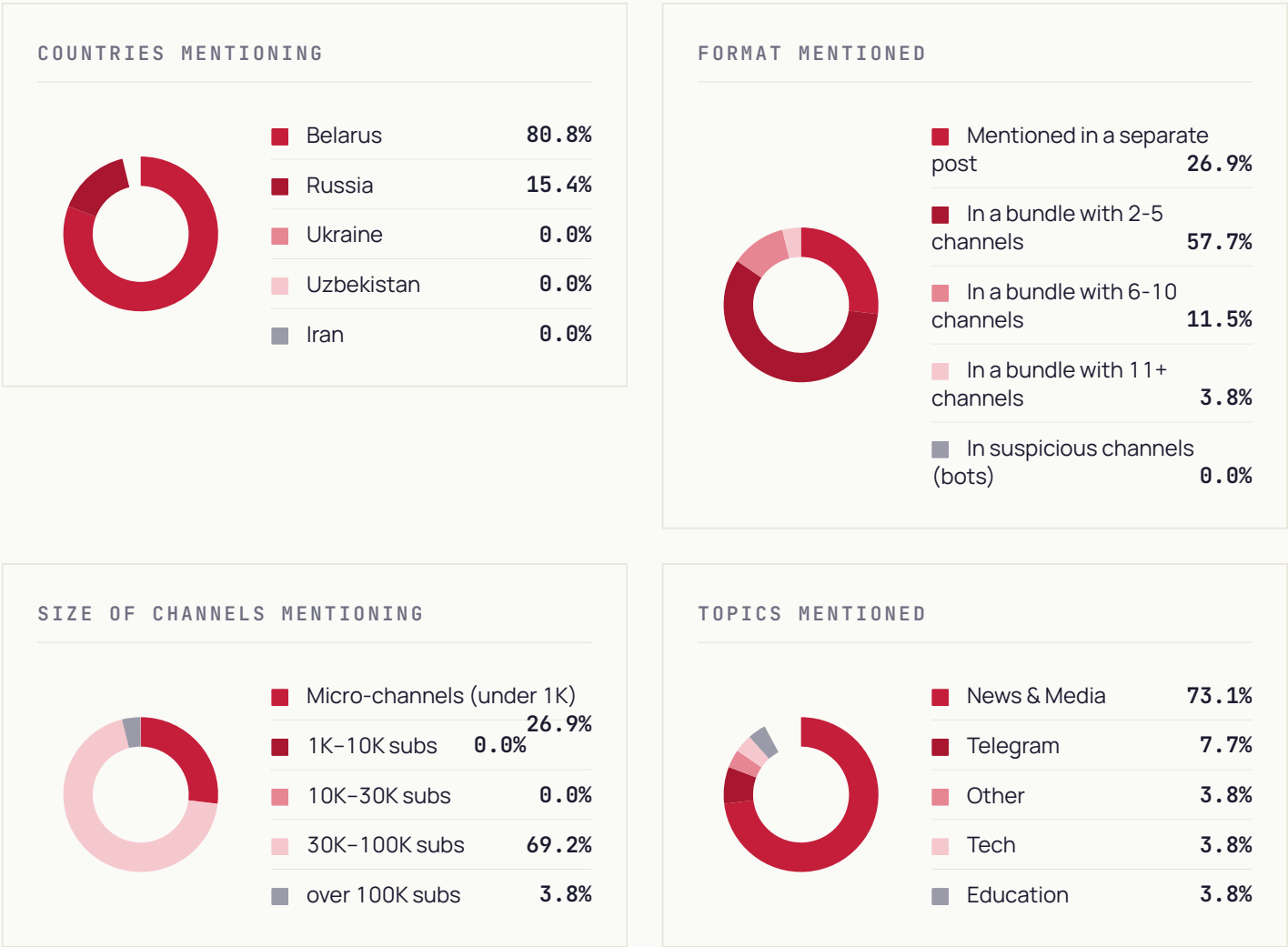
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

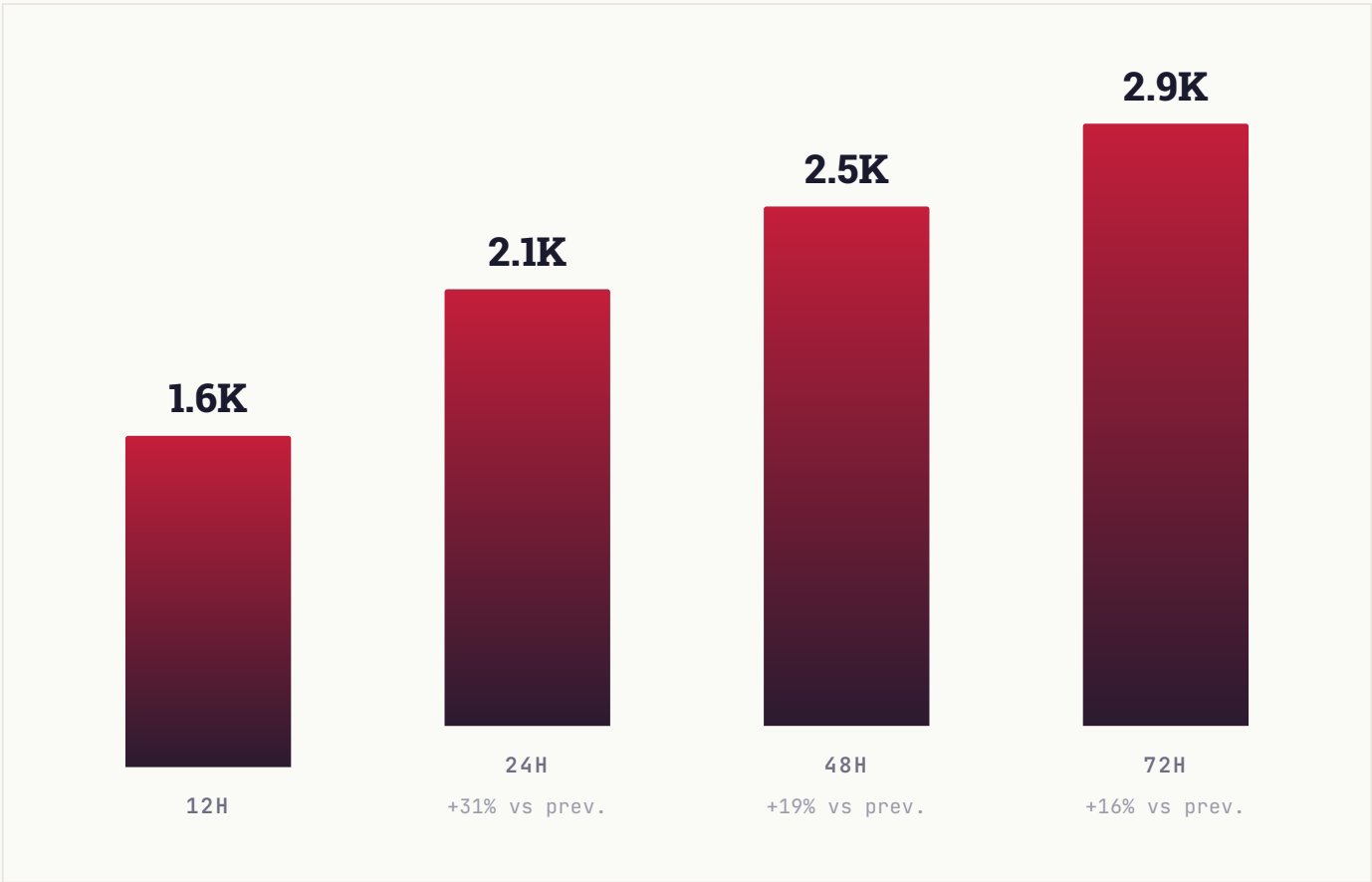
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **23** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
K COUPONS 🍔 DEALS in Belarus	29.8K
G Groszyk Deals Finds Gifts	25.2K
S- Neighbors – store chain	17.1K
SM Santa store chain	14.9K
O- OBZOR.BY – ЕДА, ГОРОД, ШОПИНГ YOU	13.4K
M mrgrittaa recipes 🍳	13.3K
V VARKA coffee chain in Belarus	12.5K
GV Go to BK: Burger King channel in Belarus	10.8K
Ch Chico Minsk	7K
VI VINO&VINO	6.8K
CB COFIX Belarus	6.4K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#5 of 50). Strong position. Niche leader — COUPONS | 🍔 | DEALS in Belarus (29.8K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

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 **1**, they brought **32** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	1	
December 2025	0	0	0	
November 2025	0	0	3	
October 2025	0	0	6	
September 2025	0	0	15	
August 2025	1	1	7	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	32

SECTION 08 · NICHE COMPARISON

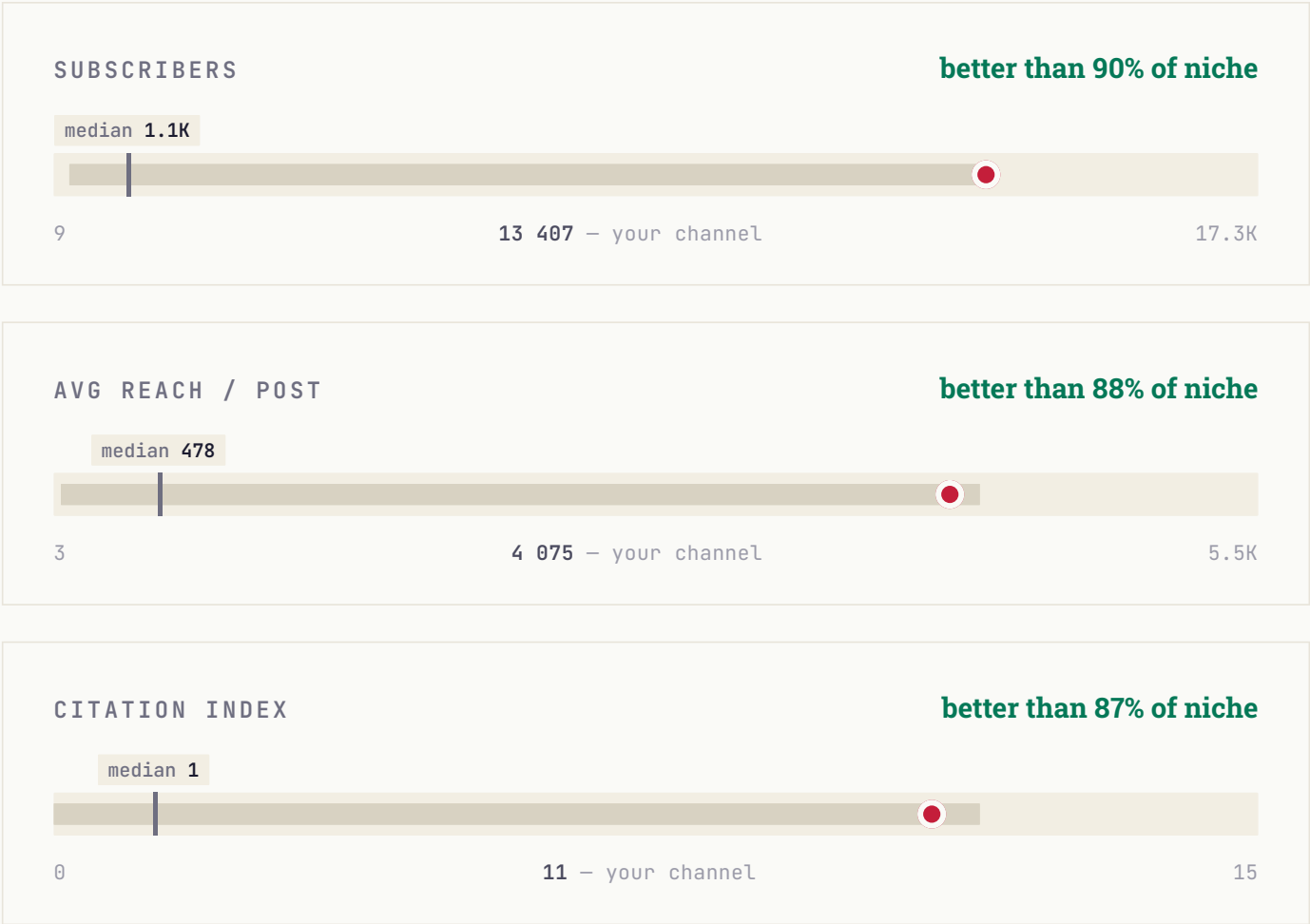
Where the channel stands in its league

Took top-50 channels in category "Food & cooking» (Belarus) and compared your channel against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#5/50

RANK IN NICHE

Channel in top 10% Food & cooking Belarus



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday

Audience is most active on this day at 22:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains 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 point.

EFFECT

+5-15% ER
- 05

Cross-promo with nearby channels

Swap posts with same-segment channels 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 — what we can do in minutes using 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