

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Na-Skidke.Bel | Discounted goods



@on\_sale\_bel

Channel posting supplier tech items with up to 80% discount. ALL  
INFO HERE <https://clck.ru/3SLCDX>

| SUBSCRIBERS                                 | ERR (% SEE POSTS)                   | REACH/POST                              |
|---------------------------------------------|-------------------------------------|-----------------------------------------|
| <b>18 788</b>                               | <b>23.0%</b>                        | <b>4.5K</b>                             |
| <small>+87 per month<br/>17.06.2026</small> | <small>last day <b>9.4%</b></small> | <small>ad reach <b>1.8K</b>/24h</small> |

[HTTPS://PROMTPRESS.COM/AUDIT/ON\\_SALE\\_BEL](https://promptpress.com/audit/on_sale_bel)

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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 covers.

|                                                                                                                                                             |                                                                                                                                                                                        |                                                                                                                                                                                               |                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>18 788</div><div>—</div></div>            | <div><div> SUBSCRIBER REACH</div><div>23.74%</div><div>avg % subs see post</div></div>                | <div><div> VIEWS/POST</div><div>4.5K</div><div>median 4.6K · 27 days</div></div>                             | <div><div> POSTS/WEEK</div><div>6.7</div><div>for period</div></div>                         |
| <div><div> 7D TREND</div><div>-4.8%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>10.1</div><div>262 reactions, 102 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>744 chars</div><div>median 807 · 27 days</div></div>                        | <div><div> POSTS ANALYZED</div><div>26</div><div>27 days</div></div>                         |
| <div><div> AD REACH</div><div>1.8K</div><div>24h average</div></div>      | <div><div> CHURN / MONTH</div><div>+87</div><div>last month</div></div>                              | <div><div> CITATION RATE</div><div>16</div><div>citation index · 20 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>5 years 11 months</div><div>created 22.06.2020</div></div> |

AI EDITOR SUMMARY

Channel «Na-Skidke.Bel | Discounted goods» — 18 788 subs. Each post averages 4.5K people (24% of subs), average reach — room to grow. Publishes 7 posts/week (~1/day) — infrequent. For week Jun 1–7 reach stable (-4.8% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 26 posts over 27 days.
- 02 Dominant format – Photo (24/26 posts).
- 03 Avg post length – 744 chars (median 807).
- 04 Peak audience activity – Thursday, 15:00 MSK.
- 05 Strongest posts get 3× more views than the weakest (6.8K avg for top vs 2.6K for worst) – among 26 posts over 27 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                              |                                                                   |                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>28.05 · 12:47</div><div>PHOTO</div></div> <div><div>📢📢📢📢📢</div><div>Mega Sale at NA-SKIDKE BEL from May 29 to May 31!</div><div>📢 Cool gifts for your purchases: 📢 Smartphone – for orders over 1,000...</div></div> | <div>VIEWS</div> <div>7 492</div> <div>REPOSTS</div> <div>8</div> | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>39.9%</div> |
| <div><div>Nº2</div><div>26.05 · 14:58</div><div>PHOTO</div></div> <div><div>📢📢📢📢📢</div><div>HOT PRICES at Na-Skidke.Bel 📢 Prices you can't ignore</div><div>😊 Washing machines, dishwashers, ovens...</div></div>                            | <div>VIEWS</div> <div>6 748</div> <div>REPOSTS</div> <div>5</div> | <div>REACTIONS</div> <div>12</div> <div>ER</div> <div>35.9%</div> |
| <div><div>Nº3</div><div>25.05 · 13:00</div><div>PHOTO</div></div> <div><div>📢📢📢📢📢</div><div>KITCHEN APPLIANCES AT GREAT PRICES: NEW SHIPMENT! We've got a batch of cool tech to make your kitchen even more...</div></div>                   | <div>VIEWS</div> <div>6 150</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>7</div> <div>ER</div> <div>32.7%</div>  |

|                                                                                                                                                                                                                   |                                                                   |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>03.06 · 09:03</div><div>PHOTO</div></div> <div>☒ APPLIANCES FOR COMFORT AT GREAT PRICES! ☒ New batch of cool tech to make your life easier and...</div>                                   | <div>VIEWS</div> <div>6 006</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>32.0%</div> |
| <div><div>Nº5</div><div>21.05 · 16:01</div><div>PHOTO</div></div> <div>☒ KITCHEN MASTERS, GATHER! ☒☒ New batch of appliances for your favorite kitchen has arrived! ☒ We're excited to present top items...</div> | <div>VIEWS</div> <div>5 943</div> <div>REPOSTS</div> <div>8</div> | <div>REACTIONS</div> <div>9</div> <div>ER</div> <div>31.6%</div> |

|

WORST 3

|                                                                                                                                                                                                                                  |                                                                   |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>12.06 · 13:00</div><div>PHOTO</div></div> <div>☒ CLEANLINESS AND FRESHNESS AT GREAT PRICES: NEW SHIPMENT OF BOMIDI APPLIANCES! ☒ We keep delighting you with cool new items! We've got a batch of...</div> | <div>VIEWS</div> <div>2 886</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>15.4%</div> |
| <div><div>↓</div><div>12.06 · 12:33</div><div>PHOTO</div></div> <div>☒ KITCHEN POTS AT GREAT PRICES: NEW SHIPMENT! We've got a batch of quality cookware to make your kitchen even more...</div>                                 | <div>VIEWS</div> <div>2 472</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>13.2%</div> |
| <div><div>↓</div><div>12.06 · 12:48</div><div>PHOTO</div></div> <div>✱ SUMMER HIT: FANS AT A GREAT PRICE! ☒ We've got a batch of reliable and efficient fans to keep your summer cool and...</div>                               | <div>VIEWS</div> <div>2 445</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>6</div> <div>ER</div> <div>13.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

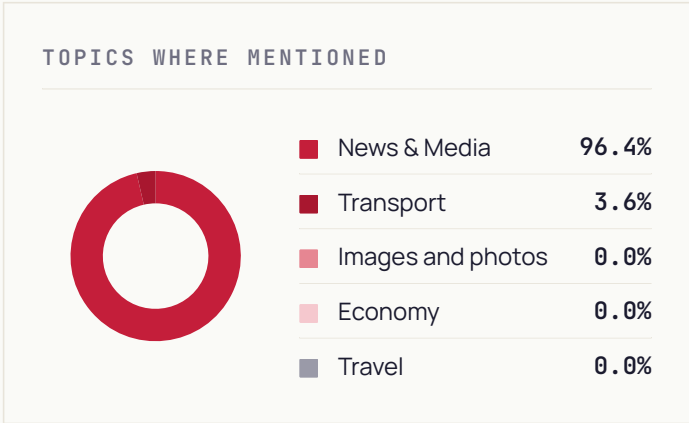
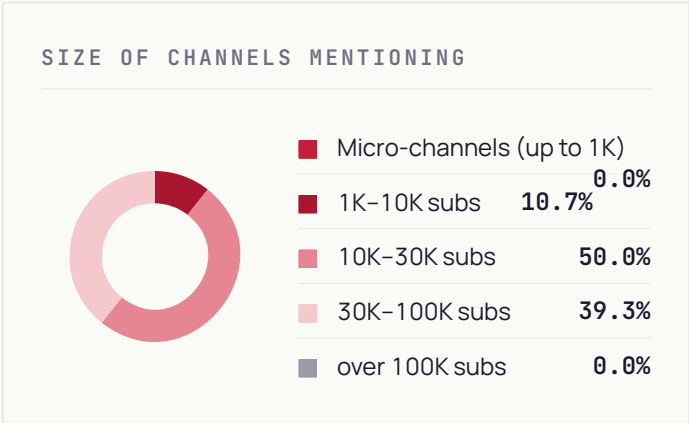
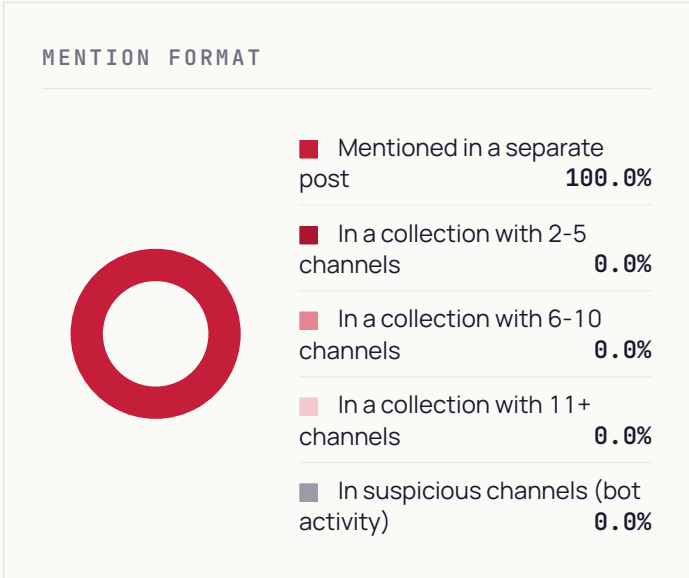
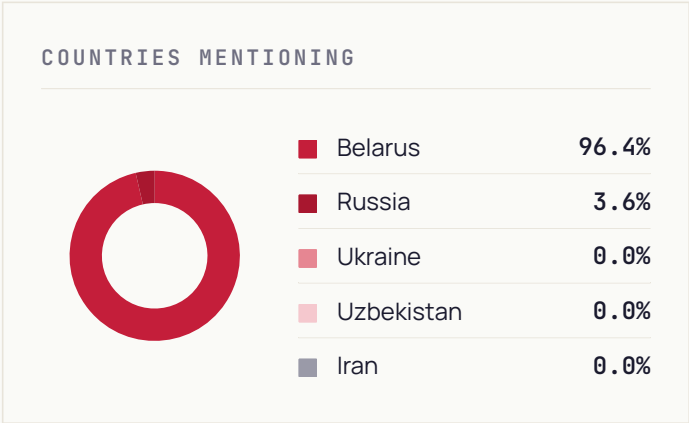
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

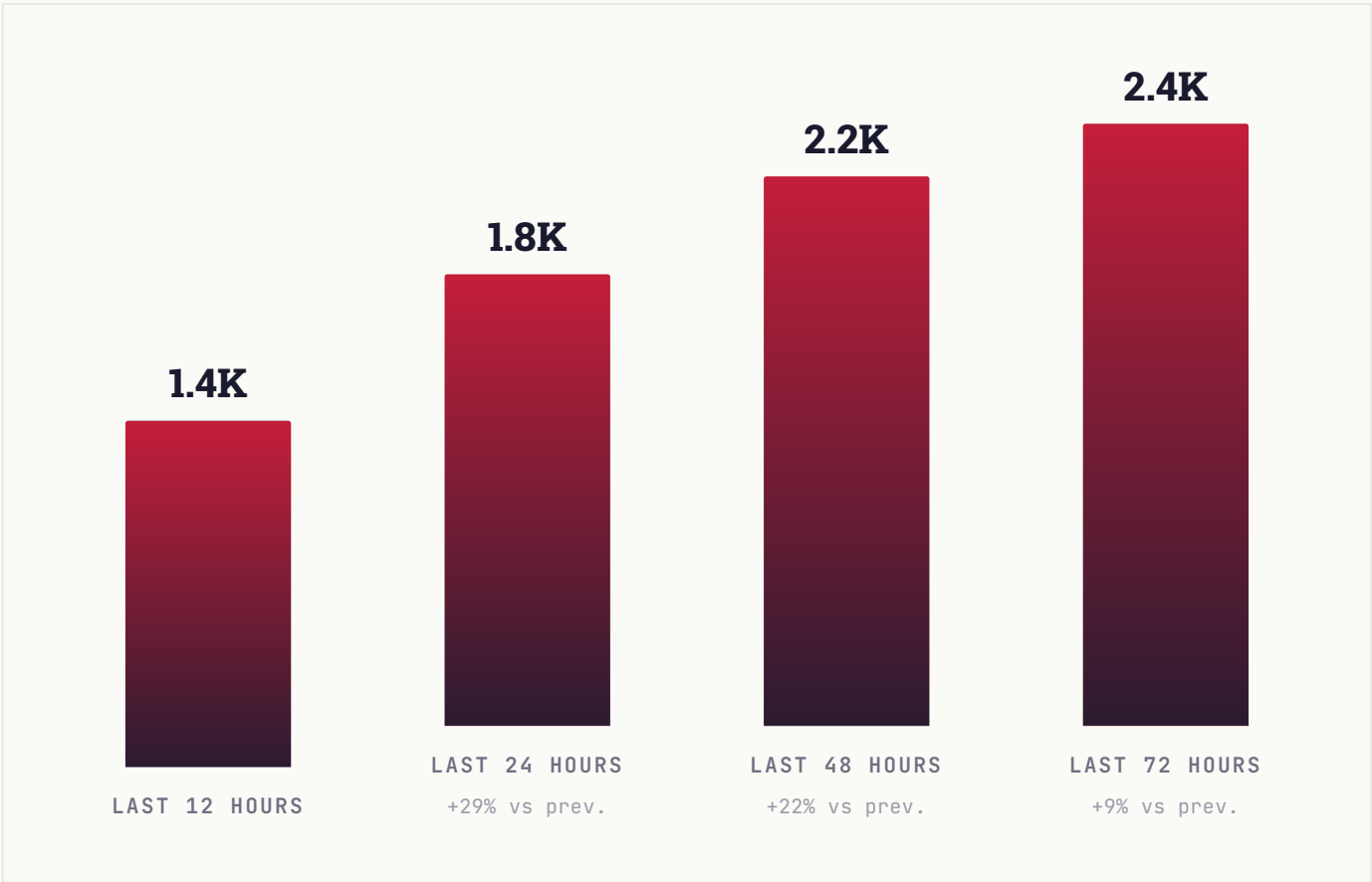
Citation index **16** – channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **20** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement stays effective.





SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where you rank among niche peers.

| CHANNEL                                                    | SUBSCRIBERS |
|------------------------------------------------------------|-------------|
| 53 5 element   5element.by                                 | 105.2K      |
| Sat Belarus discounts                                      | 75.2K       |
| F- Flatty - Rent apartments in Minsk   Housing from owners | 43.6K       |
| PI Promocodes & discounts Belarus                          | 41.4K       |
| Sun Belarus deals & new arrivals                           | 36.2K       |
| H2 Finds 21vek.by                                          | 35.5K       |
| RE Realt                                                   | 32.3K       |
| SI SMARTECH   luxury tech                                  | 27.3K       |
| K- Kupon.by – promo codes Belarus                          | 26.3K       |
| KO Onliner Catalog                                         | 21.5K       |
| H1 Na-Skidke.Bel   Discounted goods YOU                    | 18.8K       |

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#12 of 100). Leader — 5 element | 5element.by (105.2K). Goal for coming months: enter niche top 10 through systematic traffic work.

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 **1**, they brought **2 371** new subs.

| PERIOD         | MENTIONS       | CHANNELS             | BROUGHT SUBSCRIBERS        |
|----------------|----------------|----------------------|----------------------------|
| December 2025  | 0              | 0                    | 42 <div><div></div></div>  |
| Nov 2025       | 0              | 0                    | 91 <div><div></div></div>  |
| Oct 2025       | 0              | 0                    | 399 <div><div></div></div> |
| Sep 2025       | 0              | 0                    | 569 <div><div></div></div> |
| August 2025    | 0              | 0                    | 643 <div><div></div></div> |
| July 2025      | 1              | 1                    | 627 <div><div></div></div> |
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBSCRIBERS |                            |
| 1              | 6              | 2 371                |                            |

## SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

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

# #12/100

POSITION IN NICHE

## Channel in top 12% – strong position

### SUBSCRIBERS

better than 86% of niche

median 1.8K

151

18 788 – your channel

26.5K

### AVG REACH / POST

better than 90% of niche

median 626

1

4 460 – your channel

5.6K

### CITATION INDEX

better than 82% of niche

median 0

0

16 – your channel

25

## — 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

## Main post of the week — on Thursday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase video post share

Video in Telegram retains 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 neighboring channels

Cross-post with same-niche 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.

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

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

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