

PROMTPRESS PUBLIC REPORT

Channel audit

Onliner



@onlinerby

Belarus news: money, lifestyle, real estate, tech, auto. Write us —
t.me/onlinerby/61019 Ads ■..

SUBSCRIBERS

148 443

+88 per month

ERR (% SEE POSTS)

32.0%

daily **28.6%**

REACH/POST

46.7K

ad reach **42.5K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 Strategy

5 priority actions

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.

 SUBSCRIBERS 148 443 —	 SUBSCRIBER REACH 31.49% avg % subs see post	 VIEWS/POST 46.7K median 47.4K · 29 days	 POSTS/DAY 14.7 ~103 per week
 7D TREND -5.0% vs previous week	 REACTIONS/POST 337.9 total 145,974 reactions, 79,140 reposts, 0 comments	 POST LENGTH 534 chars. median 540 · 29 days	 POSTS ANALYZED 432 29 days
 AD REACH 42.5K 24h avg	 CHURN / MONTH +88 last month	 QUOTABILITY 710 citation index · 1,619 channels mentioned ever	 CHANNEL AGE 10 years 8 months created 22.09.2015

AI EDITOR SUMMARY

Channel «Onliner» – 148 443 subs. Each post avg views 46.7K people (31% of subs), good reach. Publishes 103 posts per week (~15/day) – very active posting. For week May 25–31 reach stable (-5.0% vs week 18–24 May).

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 **432** posts over 29 days.
- 02 Dominant format – **Photo** (385/432 posts).
- 03 Avg post length – **534** chars (median 540).
- 04 Peak audience activity – **Monday**, 20:00 MSK.
- 05 Top posts get **1x** more views than the weakest (57.7K avg for top vs 38.8K for worst) – among 432 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 16:10 PHOTO Multi-apartment building 3D-printed in France It took just over one...	VIEWS	REACTIONS
	58 538	401
	REPOSTS	ER
	300	39.4%
Nº2 27.05 · 11:30 PHOTO «Maria» went underground: new tunnel boring machine starts digging green metro line In Minsk, construction of the third metro line...	VIEWS	REACTIONS
	58 050	448
	REPOSTS	ER
	316	39.1%
Nº3 18.05 · 17:28 VIDEO We'll see plenty of this over the summer, but we can't help but report: near Minsk, the first truly serious...	VIEWS	REACTIONS
	56 503	429
	REPOSTS	ER
	764	38.1%

Nº4 10.05 • 07:07 PHOTO Internet issues in Minsk with provider Kosmos Telekom Both local and foreign resources inaccessible. Operator's site...	VIEWS 55 983 REPOSTS 511 REACTIONS 1 234 ER 37.7%
Nº5 14.05 • 13:37 PHOTO First rabies case in Belarus since 2012 Woman from Mogilev region infected by stray cat, but...	VIEWS 54 603 REPOSTS 855 REACTIONS 710 ER 36.8%

WORST 3

↓ 05.06 • 14:22 PHOTO «Fauna goroda» denied reports of mass pet surrender at Gurskogo As told to Minsk-Novosti agency, the director...	VIEWS 40 624 REPOSTS 54 REACTIONS 233 ER 27.4%
↓ 13.05 • 12:17 PHOTO What to do in this weather? Play board games. Which ones are popular? These! We've picked the top by orders...	VIEWS 39 999 REPOSTS 134 REACTIONS 75 ER 26.9%
↓ 26.05 • 14:01 PHOTO Which router to buy in 2026 A router seems like a simple purchase until you start choosing. Suddenly...	VIEWS 35 758 REPOSTS 107 REACTIONS 64 ER 24.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

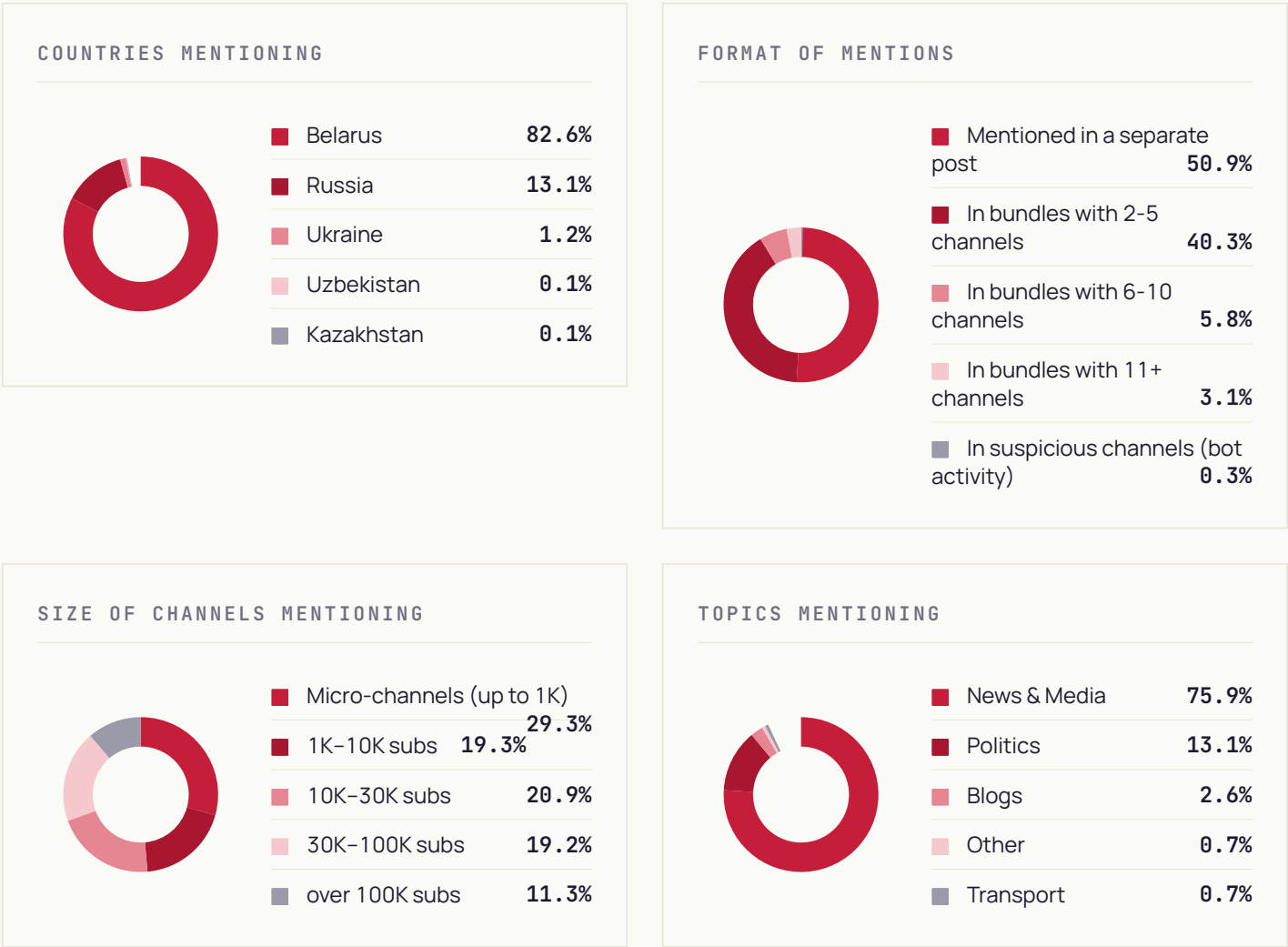
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

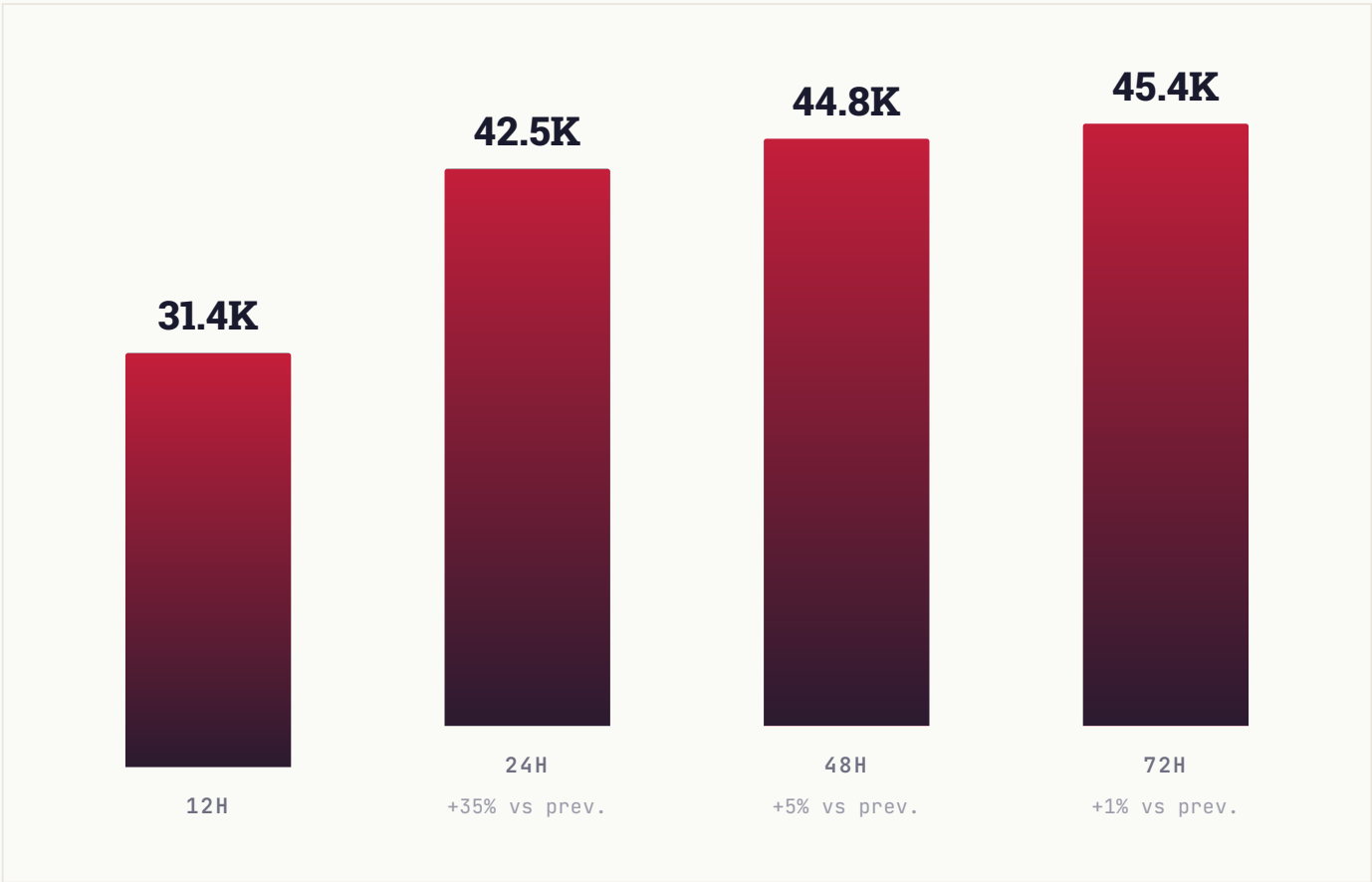
Citation index **710** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel mentioned **1 619** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long 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
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner YOU	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Belarus Overheard	58.2K
BG Belarus Glavnoe	56.8K
YY Gomel. Main!	56K
BE BelNovosti	51.6K

COMPARATIVE CONCLUSION

Channel in top-3 niche (#3 of 97 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

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 **947**, they brought **4 129** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	188	20	32
Nov 2025	179	17	621
Oct 2025	152	22	1 303
September 2025	147	25	366
August 2025	139	21	243
July 2025	142	26	1 564

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
947	6	4 129

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

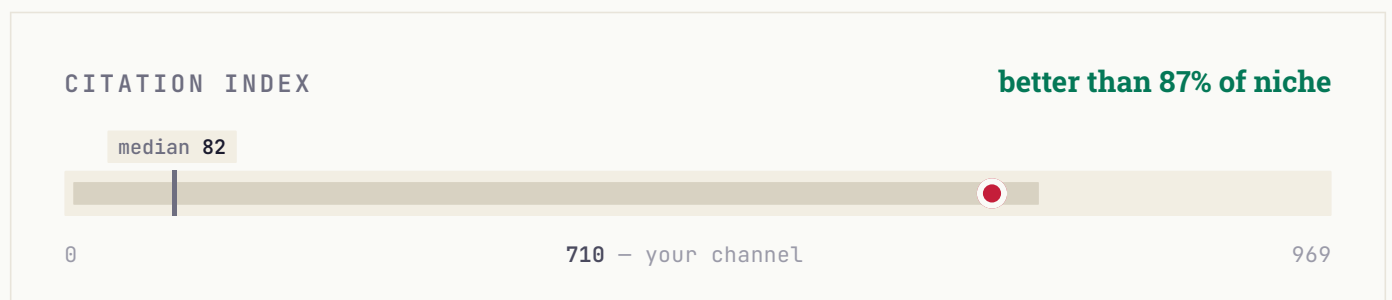
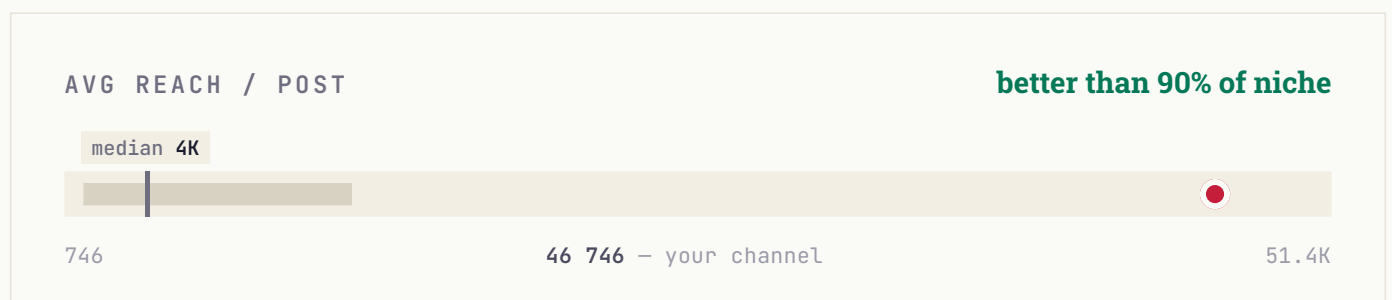
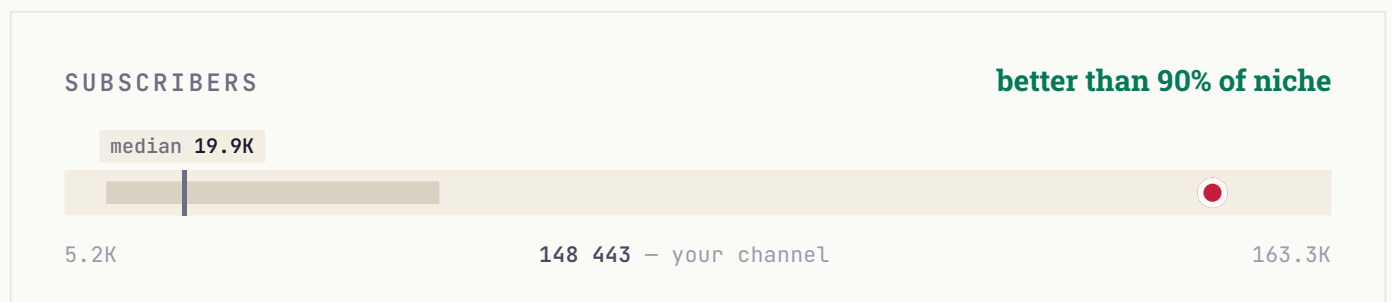
Took top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#71

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. We recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs.**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Exchange 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 from public data. Want to go further — run ads with us and close your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager