

— PUBLIC REPORT BY PROMTPRESS

Channel audit

PARITETBANK



@Paritetbank_Belarus

Official channel of PARITETBANK: news, events, life hacks. Contact center – 171

SUBS

4 057

-271 per month

ERR (% SEE POSTS)

36.0%

last day **17.7%**

REACH/POST

1.6K

ad reach **721/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBS 4 057 —	 SUB REACH 39.04% avg % subs see post	 VIEWS/POST 1.6K median 1.6K · 18 days	 POSTS/WEEK 2.7 for period
 7D TREND — no data for period	 REACTS/POST 24.3 only 170 reactions, 21 reposts, 3 comments	 POST LENGTH 850 chars median 897 · 18 days	 POSTS ANALYZED 7 18 days
 AD REACH 721 avg 24h	 CHURN / MONTH -271 last month	 CITATION RATE 12 citation index · 23 channels mentioned all time	 CHANNEL AGE 2 years 1 month created 12.04.2024

AI EDITOR SUMMARY

Channel «PARITETBANK» – 4 057 subs. Each post avg views 1.6K people (39% of subs), good reach. Publishes 3 posts/week (~0/day) – rare posts.

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 7 posts over 18 days.
- 02 Dominant format — Photo (7/7 posts).
- 03 Avg post length — 850 chars (median 897).
- 04 Peak audience activity — Monday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.9K avg for top vs 1.3K for worst) — among 7 posts in 18 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.04 · 07:26 PHOTO Growth only: discuss business in new conditions →Friends, if your business or work involves foreign markets, this announcement...	VIEWS 2 129 REPOSTS 5	REACTS 20 ER 52.5%
Nº2 05.05 · 07:24 PHOTO Who's after 'apples': get 5.2% back on Apple tech purchases < Time to upgrade: by May 20 earn 5.2% on iPhone, Apple...	VIEWS 1 876 REPOSTS 3	REACTS 19 ER 46.2%
Nº3 02.05 · 08:26 PHOTO To the dacha or the theater: where to save in May ☺ May days bring warmth and a desire to broaden horizons. Some will head to...	VIEWS 1 734 REPOSTS 1	REACTS 16 ER 42.7%

Nº4 01.05 · 11:38 PHOTO Architecture of happiness: how we help find harmony ✨ 📍At Malevich restaurant, the third business breakfast of the PraSens community took place. Its...	VIEWS 1 567 REPOSTS 2	REACTS 24 ER 38.6%
Nº5 13.05 · 05:52 PHOTO 📍 Paritetbank turns 35 soon! Giveaway 📍 📍 Friends, on May 15 we welcome congratulations: Paritetbank turns 3📍5📍. The most...	VIEWS 1 374 REPOSTS 6	REACTS 38 ER 33.9%

|

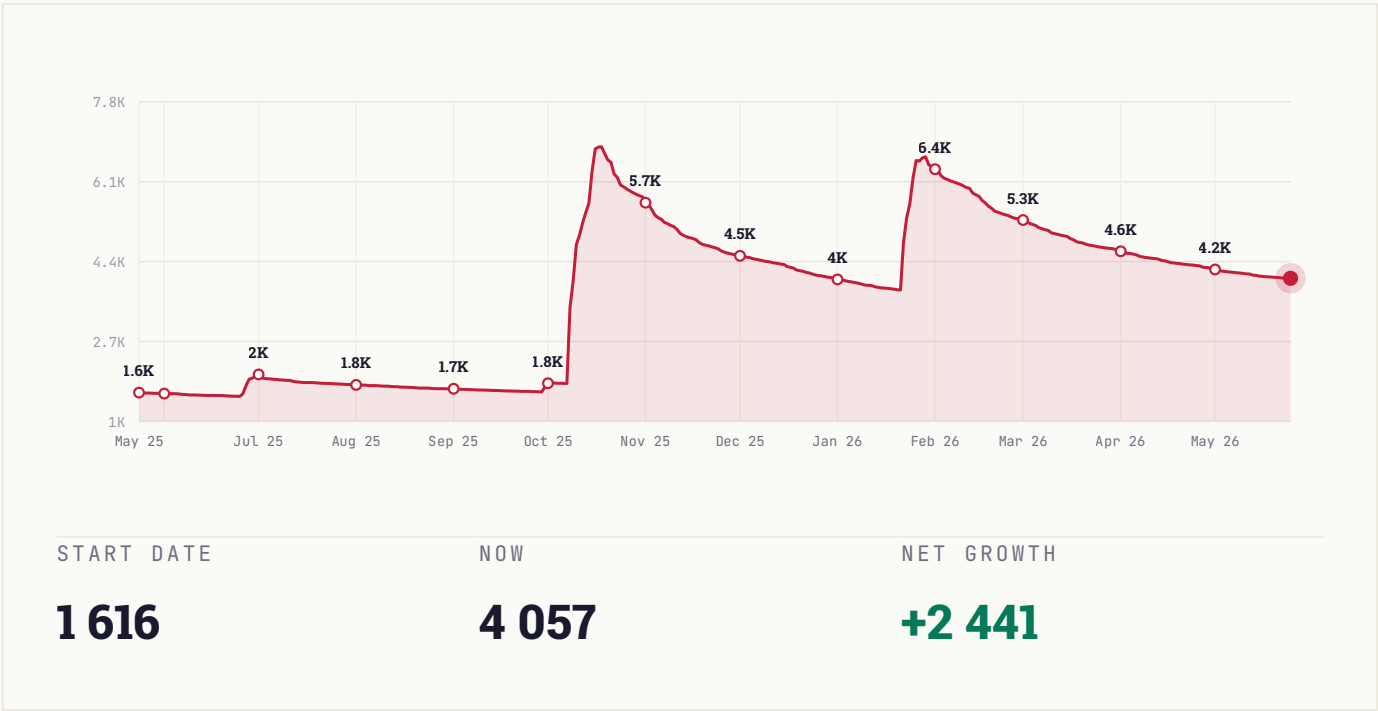
WORST 3

↓ 13.05 · 05:52 PHOTO 📍 Paritetbank turns 35 soon! Giveaway 📍 📍 Friends, on May 15 we welcome congratulations: Paritetbank turns 3📍5📍. The most...	VIEWS 1 374 REPOSTS 6	REACTS 38 ER 33.9%
↓ 01.05 · 16:04 PHOTO Let's go! Get 4.2% back on taxi rides 📍 📍 A couple of weeks ago we supported drivers with partner cashback at gas stations. Now it's...	VIEWS 1 316 REPOSTS 2	REACTS 16 ER 32.4%
↓ 15.05 · 10:14 PHOTO 📍 Grateful for every year with you: Paritetbank turned 35! 📍 Since 1991 we've been helping you solve tasks fast & conveniently. We appreciate every...	VIEWS 1 091 REPOSTS 2	REACTS 37 ER 26.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

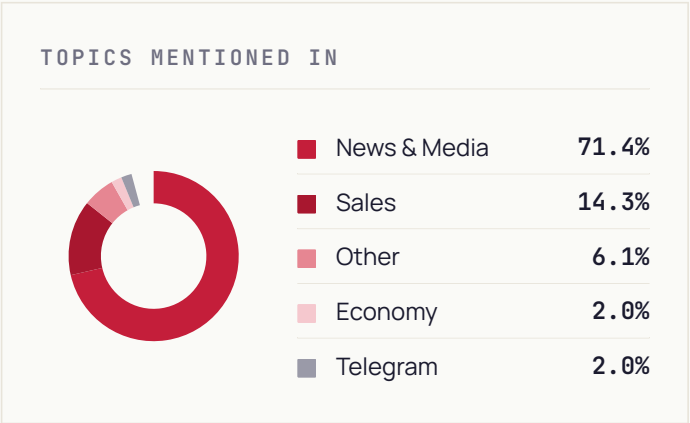
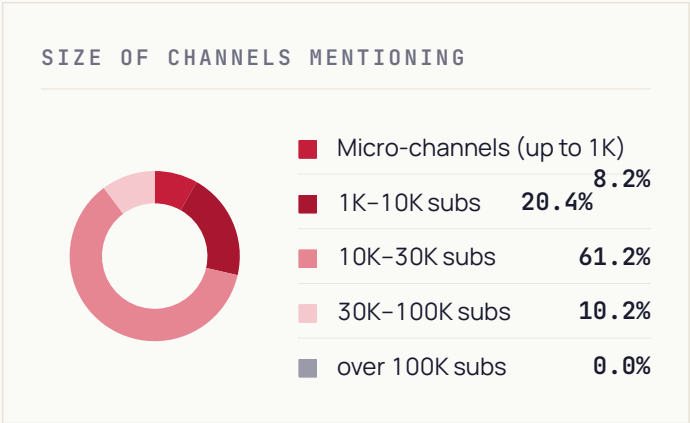
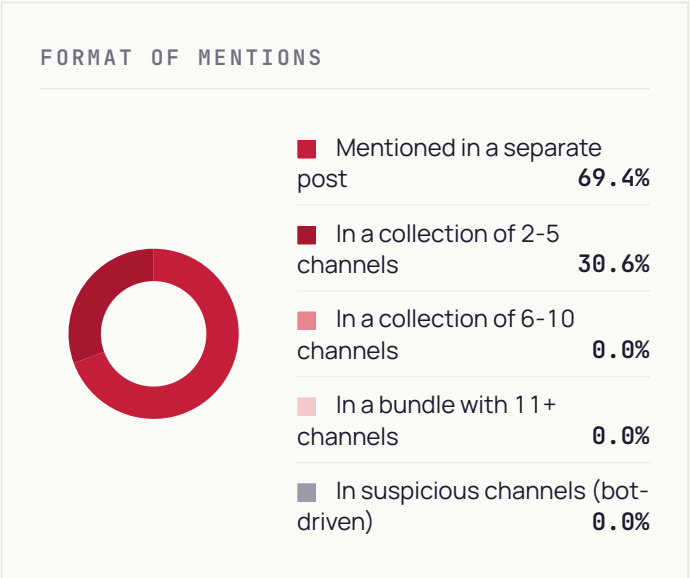
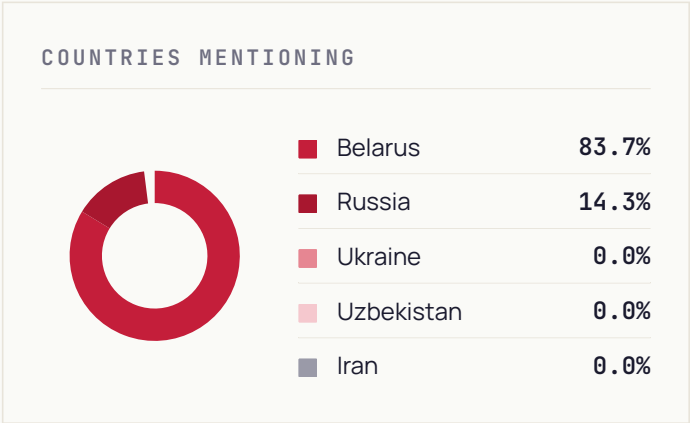
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

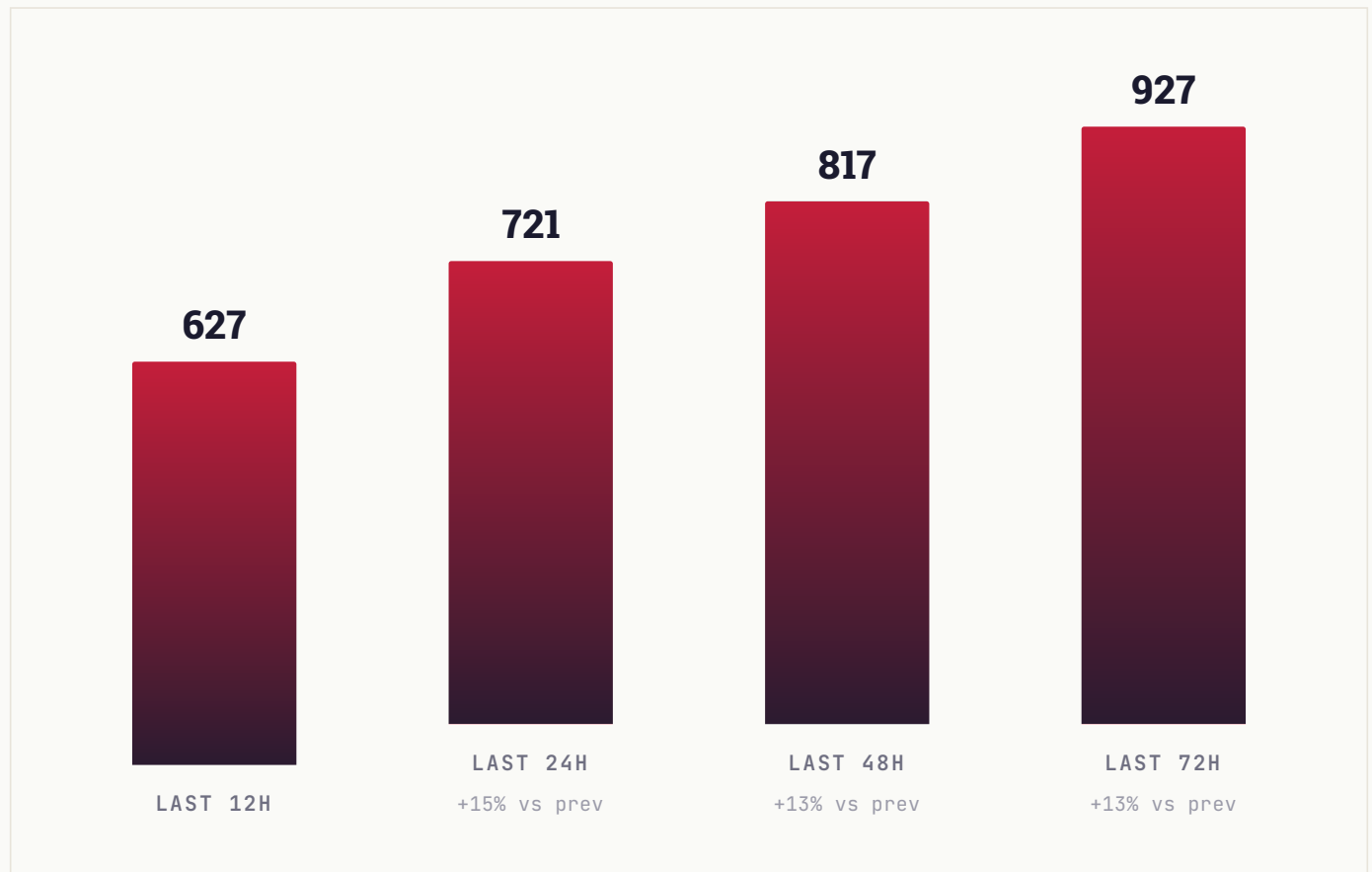
Citation index 12 – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 23 different channels.



— 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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
A(Alfa-Bank (Belarus)	79.3K
Sat Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MART	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of the Republic of Belarus	15.1K
ER Operational Management of the MNS Inspection for Minsk	14.6K
BE Belagroprombank	11.1K
PA PARITETBANK YOU	4.1K

COMPARATIVE INSIGHT

Channel in upper half of the niche (#23 of 67). Niche leader: Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **25**, they brought **5 723** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Nov 2025	0	0	0	
Oct 2025	8	8	5 136	
September 2025	12	12	111	
August 2025	0	0	2	
July 2025	0	0	31	
June 2025	5	5	443	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
25	6	5 723

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

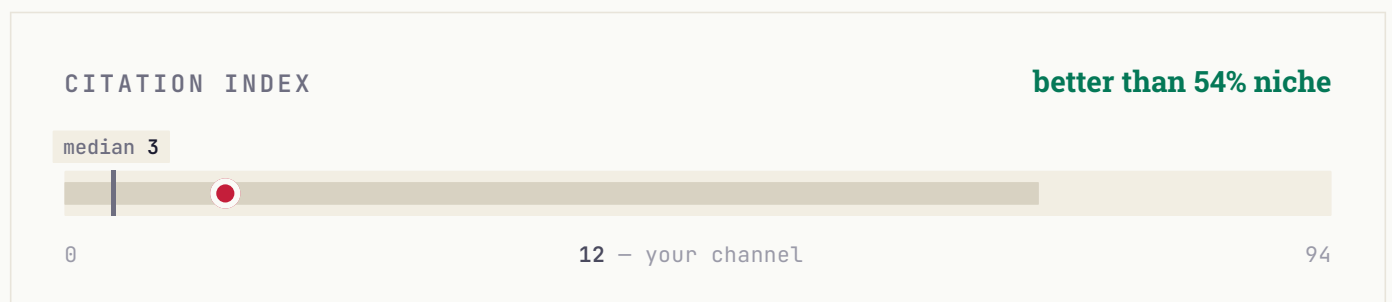
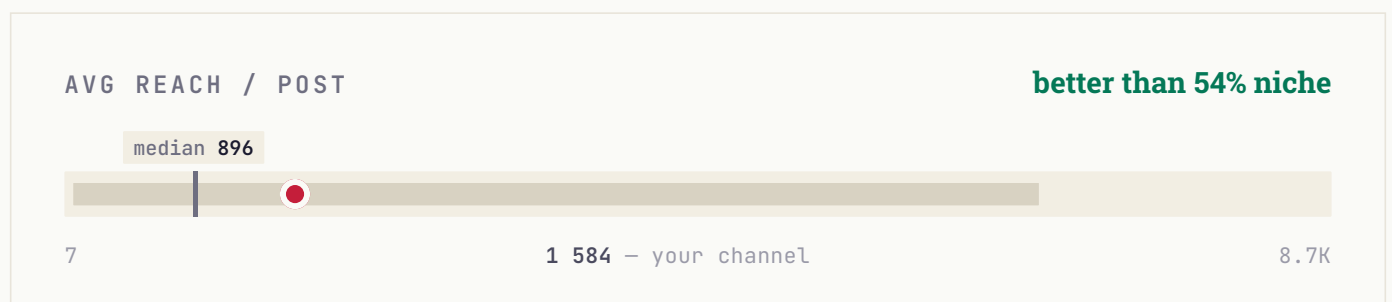
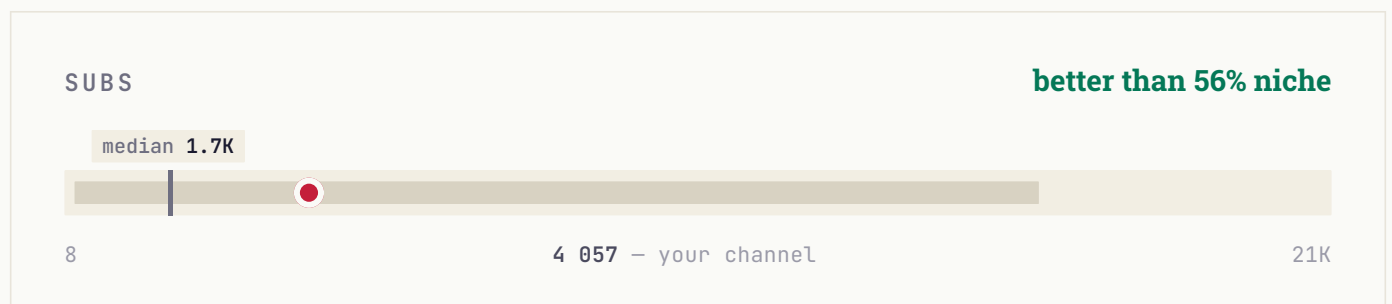
Took top-67 channels in category «**Economy**» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#1

/67

RANK IN NICHE

Channel in top 1% economy Belarus



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 2.7 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Monday
On this day at 10:00 MSK audience is most active. | EFFECT
Best window
for an
important post |
| 03 | Increase share of video posts
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 |
| 04 | 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 |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win. | EFFECT
+5-15% ER |

★ 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
