

PUBLIC REPORT BY PROMTPRESS

Channel audit

First National Trading House



@pershy_1

First trade project in the Republic of Belarus, bringing together producers from all regions, offering a wide range of top domestic goods and brands. Contact: 80297600114...

SUBSCRIBERS

1 061

+1 per month

ERR (% SEE POSTS)

36.0%

daily **15.4%**

REACH/POST

351

ad reach **163**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 1 061 —	 SUBSCRIBER REACH 33.08% avg % subs see post	 VIEWS/POST 351 median 340 · 28 days	 POSTS/WEEK 11.2 for period
 7D TREND +9.2% vs previous week	 REACTIONS/POST 0.5 total 21 reactions, 65 reposts, 0 comments	 POST LENGTH 372 chars median 291 · 28 days	 POSTS ANALYZED 45 28 days
 AD REACH 163 avg 24h	 CHURN / MONTH +1 last month	 CITATION RATE 2 citation index · 27 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 24.12.2023

AI EDITOR SUMMARY

Channel «First National Trading House» – 1 061 subs. Each post avg views 351 people (33% from subs), good reach. Publishes 11 posts/week (~2/day) – regular schedule. Week Jun 1–7 reach grew +9.2% vs week May 25–31 – positive trend.

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 45 posts in 28 days.
- 02 Dominant format — Photo (33/45 posts).
- 03 Avg post length — 372 chars (median 291).
- 04 Peak audience activity — Friday, 14:00 MSK.
- 05 Top posts get 2x more views than weakest (571 avg top vs 263 worst) — among 45 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 08:05 PHOTO Deal of the day! Only today! ☒ 2nd floor ☒ Sativa cosmetics island		VIEWS 593	REACTIONS —
		REP. 1	ER 55.9%
Nº2 04.06 · 09:29 PHOTO ☒Only until June 7☒Hurry to buy in Relouis 1 level 108.1 at the promo price of 7.99 rub		VIEWS 567	REACTIONS —
		REP. 1	ER 53.4%
Nº3 21.05 · 07:57 PHOTO New batch of discounts from Elema. Off-season sale continues. Floor 1, room 130 ☒ May 19–25, discounts on select models from...		VIEWS 553	REACTIONS —
		REP. 2	ER 52.1%

Nº4 05.06 · 11:51 PHOTO Deal of the day! Only today! ☒ 2nd floor ☒ Sativa cosmetics island	VIEWS 537 REP. 1	REACTIONS — ER 50.6%
Nº5 01.06 · 06:48 PHOTO (post without caption — photo)	VIEWS 522 REP. 2	REACTIONS — ER 49.2%

|

WORST 3

↓ 04.06 · 08:40 PHOTO @forest_house_minsk Wall coat rack	VIEWS 265 REP. 1	REACTIONS 1 ER 25.0%
↓ 04.06 · 08:28 PHOTO @babushkina_krynka Love cheese with character? Try our new product - Gravyera cheese with paprika It's moderately spicy, aromatic and very...	VIEWS 263 REP. 2	REACTIONS — ER 24.8%
↓ 21.05 · 07:17 PHOTO @tammi.by 1st floor room 117 ☒near Traffic Police Short-sleeve polo that easily becomes your favorite wardrobe item Embroidered with a bear...	VIEWS 262 REP. 1	REACTIONS — ER 24.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

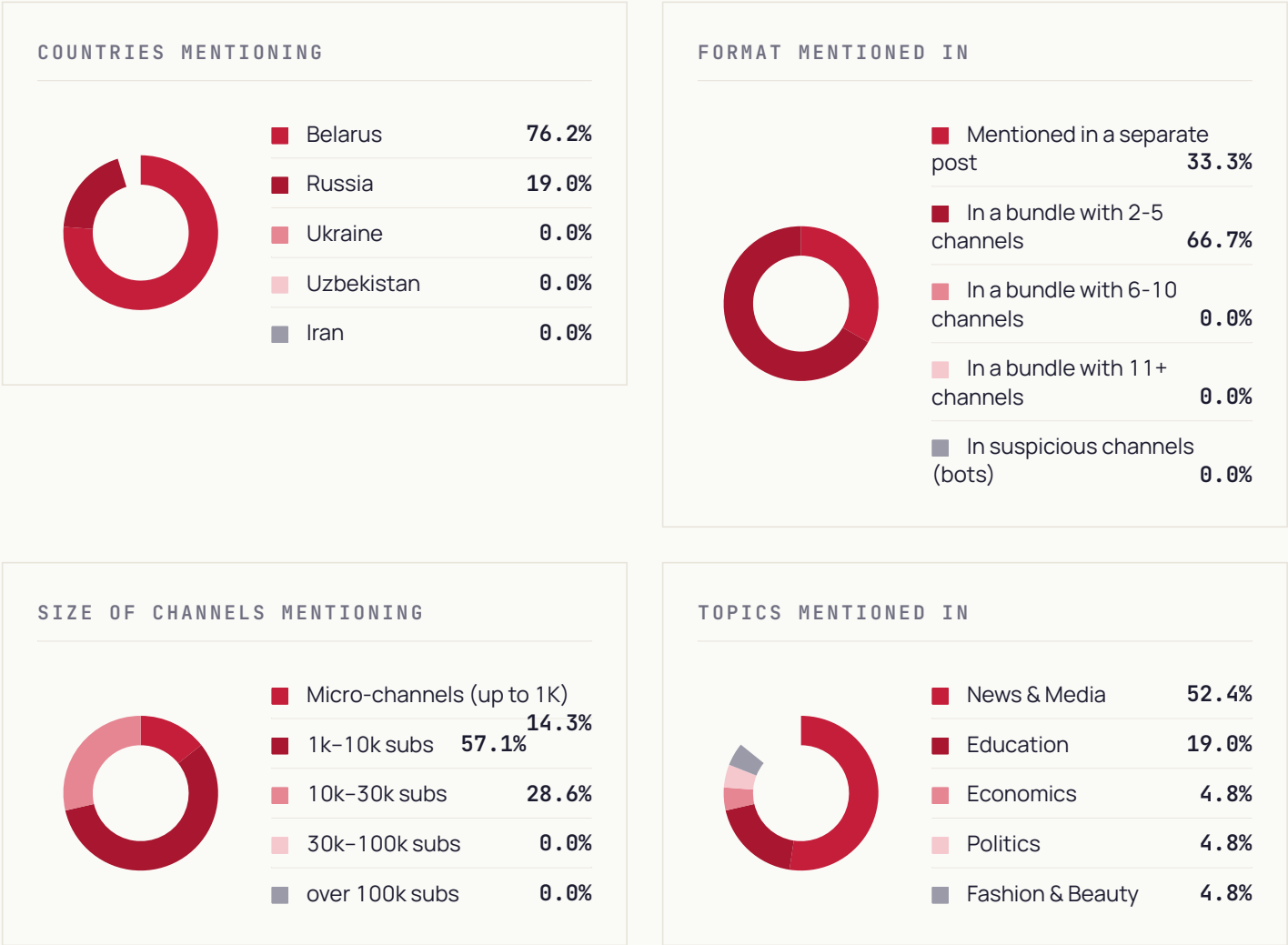


PERIOD START	NOW	NET GROWTH
954	1 061	+107

SECTION 04 · MENTIONS

Who mentions the channel and how

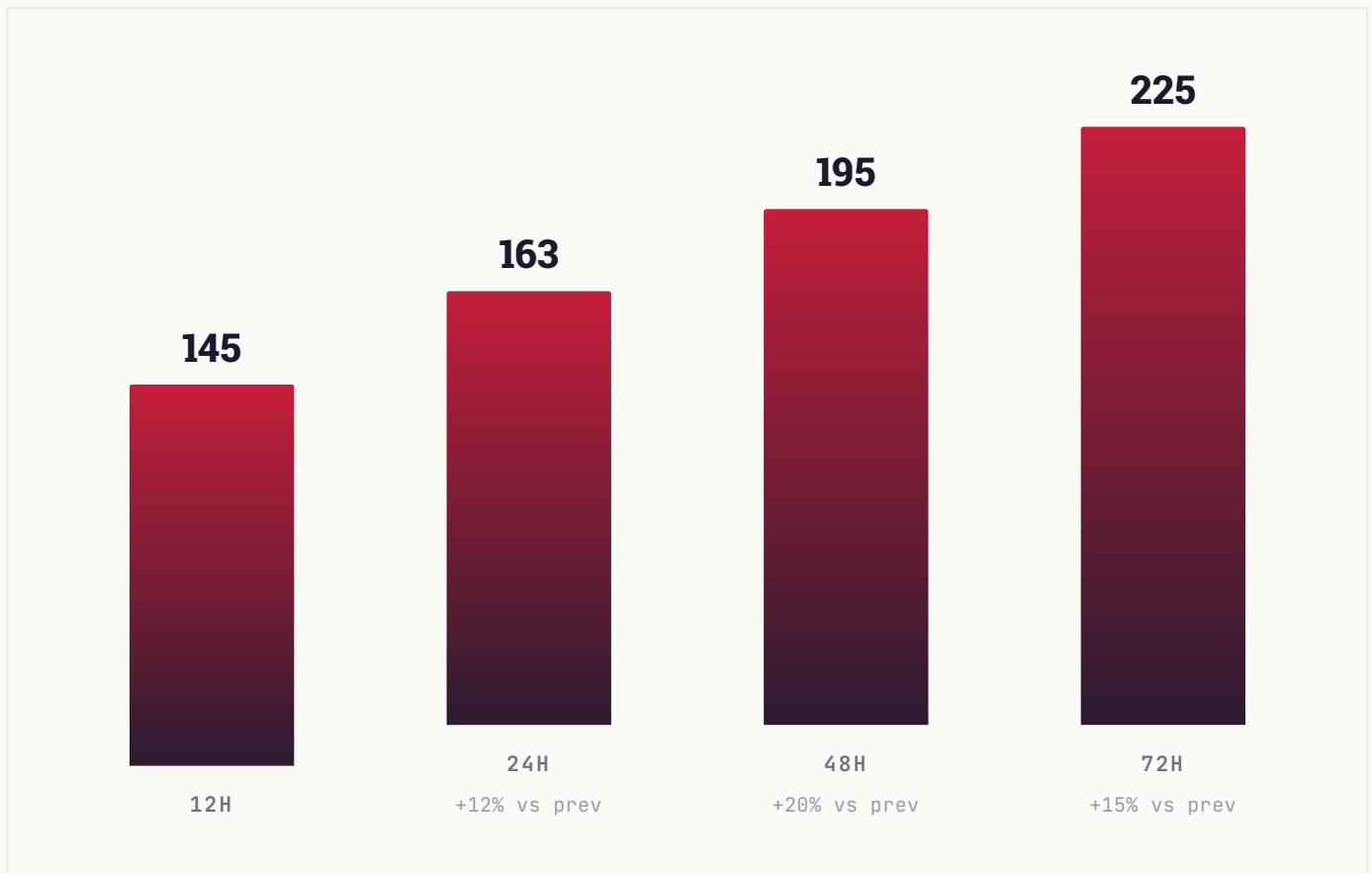
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a channel with 100K subs weighs more than one with 1K. All time channel mentioned **27** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time from publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Apartment rental in Minsk Housing from owners	43.6K
FRI Promo codes & discounts Belarus	41.4K
Sun Belarus discounts & new	36.2K
H2 2lvek.by Finds	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
MON First National Trading House YOU	1.1K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#65 of 100). Niche median — 1.8K subs.
First growth KPI — reach median. Leader: 5 element | 5element.by (105.2K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **123** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	27
November 2025	0	0	19
October 2025	0	0	10
Sep 2025	0	0	25
August 2025	0	0	24
July 2025	1	1	18

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	123

— 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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#65 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

40% below median

median 1.8K



AVG REACH / POST

worse than median by 44%

median 626



CITATION INDEX

better than 52% of niche

median 0



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Friday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager