

PROMTPRESS PUBLIC REPORT

Channel audit

POIZON__BELARUS



@poizon_dostavka

Delivery from Poizon to Belarus 🇧🇪 ■ Shoes, clothes, etc. ■ Only originals. ■ 3 weeks. Minsk pickup. Regions: Europost.
■ Prepayment from 10%. 📍 Website...

SUBSCRIBERS

14 097

-34 per month

ERR (% SEE POSTS)

28.0%

in 24h **12.8%**

REACH/POST

3.8K

ad reach **1.8K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 097 -	 SUBS REACH 26.76% avg % subs see post	 VIEWS/POST 3.8K median 3.7K · 28 days	 POSTS/WEEK 5.4 over period
 7D TREND -11.0% vs previous week	 REACTIONS/POST 15.3 total 336 reactions, 144 reposts, 0 comments	 POST LENGTH 359 chars median 328 · 28 days	 POSTS ANALYZED 22 28 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -34 last month	 CITATION RATE 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 2 years 11 months created 12.07.2023

AI EDITOR SUMMARY

Channel «POIZON__BELARUS» — 14 097 subs. Each post avg views 3.8K people (27% of subs), good reach. Publishes 5 posts per week (~1/day) — rare. For week 22–28 Jun reach dropped -11.0% by week 15–21 Jun — worth analyzing reasons.

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 **22** posts in 28 days.
- 02 Dominant format — **Photo** (12/22 posts).
- 03 Avg post length — **359** chars (median 328).
- 04 Peak audience activity — **Sunday**, 09:00 MSK.
- 05 Top posts get **2×** more views than the weakest (5.4K avg for top vs 2.9K for worst) — among 22 posts in 28 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 05:20 PHOTO In stock 🤓 ✓ Shorts (EU S, for 50-55kg) - 60 Byn 1-2 photos ✓ T-shirt (EU S) - 50 Byn 3-4 photos ✓ Converse jacket (EU M) - 300 Byn 5-6...	VIEWS 5 870 REACTIONS 9 REPOSTS 16 ER 41.6%
Nº2 10.06 · 05:26 PHOTO NEW NEW New Travis's already on Poizon 👉 Travis Scott Air Jordan 1 Low OG Tropical Pink - from \$530 👉 Travis Scott Air Jordan 1 Low OG Shy Pink -...	VIEWS 5 278 REACTIONS 15 REPOSTS 6 ER 37.4%
Nº3 14.06 · 06:15 PHOTO Your reviews 🥰 To protect client privacy, some screenshots are hidden 🗂️ 👉 Main menu...	VIEWS 4 981 REACTIONS 13 REPOSTS 2 ER 35.3%

Nº4 17.06 • 05:26 PHOTO A selection of our clients' purchases from Poizon in recent days 🧑🏻 Click the link to go directly to the product card on Poizon...	VIEWS 4 718 REPOSTS 7 REACTIONS 12 ER 33.5%
Nº5 19.06 • 05:21 VIDEO Thought leopard print was over? Nope! Ballet flats from Crocs. As comfy as classic Crocs. Great for summer...	VIEWS 4 502 REPOSTS 22 REACTIONS 15 ER 31.9%
WORST 3	
↓ 24.06 • 13:25 TEXT New shipment from Poizon has arrived 🧑🏻 Those who placed orders from June 7 to 8, most of your orders are already in Minsk. For everyone whose orders...	VIEWS 3 281 REPOSTS 4 REACTIONS 13 ER 23.3%
↓ 04.07 • 12:32 TEXT New shipment from Poizon has arrived 🧑🏻 Those who placed orders from June 17 to 18, most of your orders are already in Minsk. For everyone whose orders...	VIEWS 2 806 REPOSTS — REACTIONS 6 ER 19.9%
↓ 06.07 • 05:15 PHOTO In stock 😊✅ Adidas Originals bag - 321 Byn 1-2 photos ✅ Air Jordan 4 Rare Air Laser (EU 43, foot 27.5) - 572 Byn 3-4 photos ✅ Asics...	VIEWS 2 690 REPOSTS 11 REACTIONS 17 ER 19.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

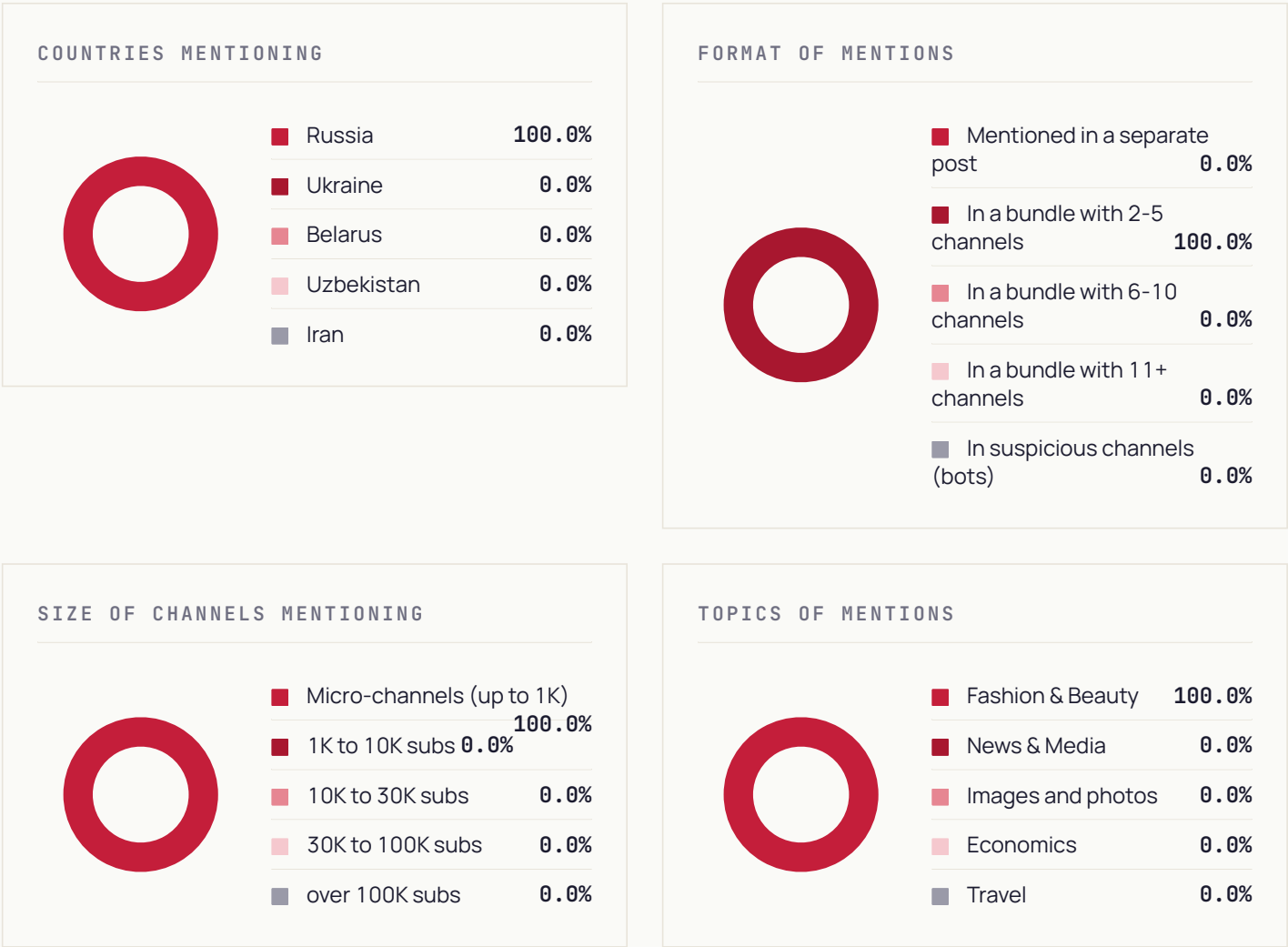
Subscriber growth chart for the year. Key months show exact sub count. See gains and losses.



SECTION 04 · CITATIONS

Who mentions the channel and how

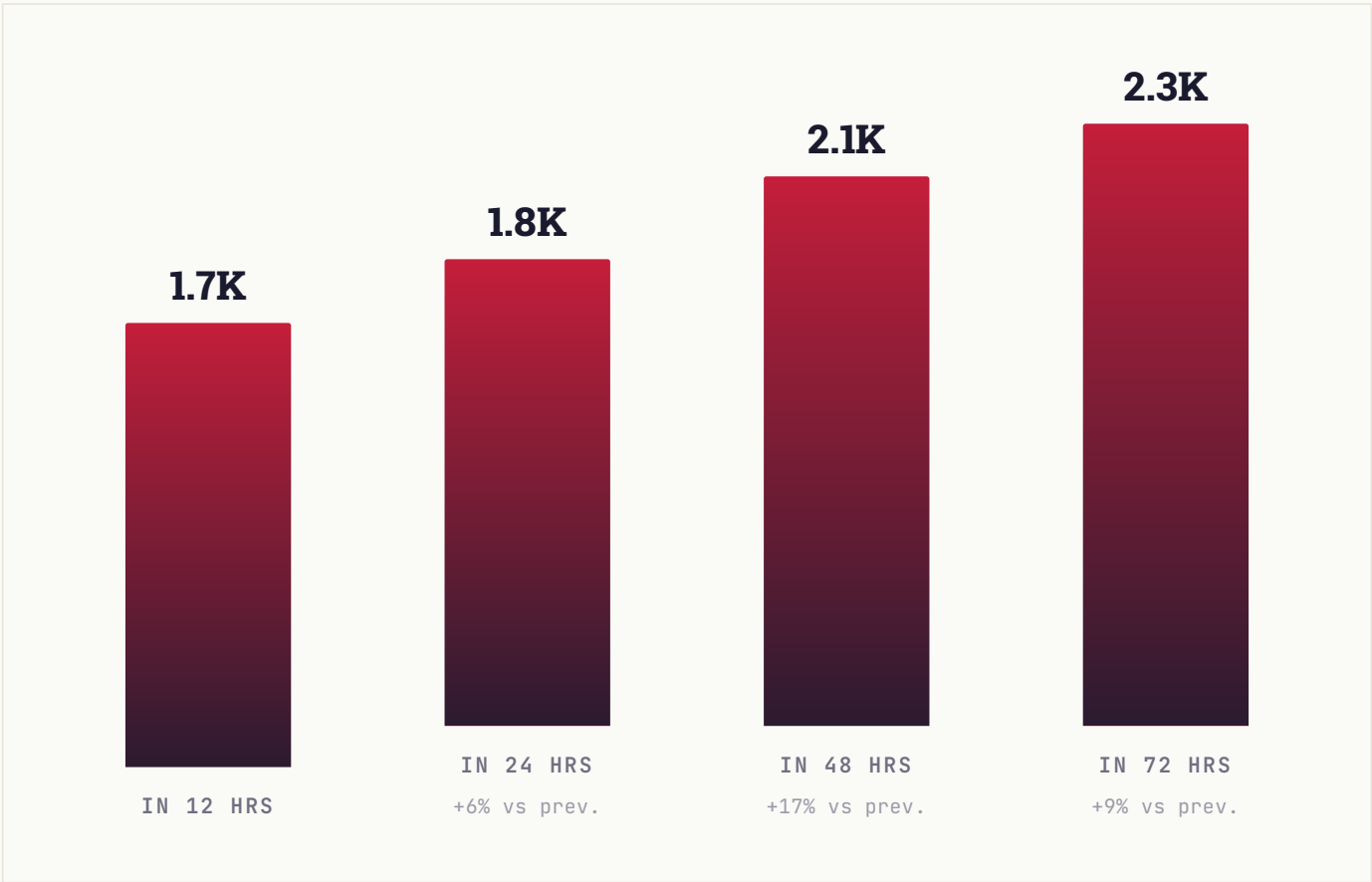
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MF Mark Formelle Марк Формэль	31.7K
WE On air Belbazar	27.4K
BJ Bogdan BENCH CLO	18.6K
BE bellavka	17.5K
WY wyzardly	17.1K
CO CARHARTT OPT	16.5K
R- Ramonki – goods from Belarus	16.4K
RE Respectshoes	15.7K
LI linmeew	15.5K
3P 3pmwear	14.9K
PO POIZON__BELARUS🇧🇪 YOU	14.1K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#11 of 99). Leader — Mark Formelle | Марк Формэль (31.7K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **0**, they brought **2 618** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	56
December 2025	0	0	29
Nov 2025	0	0	20
Oct 2025	0	0	43
Sep 2025	0	0	914
August 2025	0	0	1 556

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
0	6	2 618

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

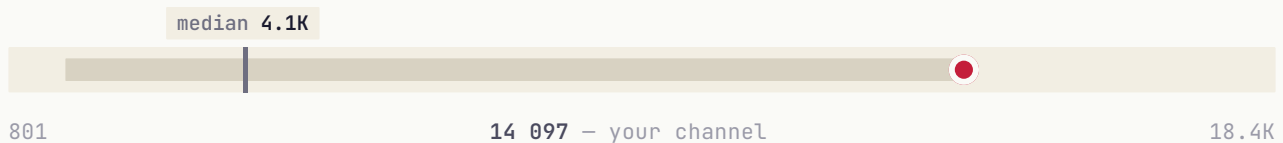
#11/100

RANK IN NICHE

Channel in top 11% — strong position

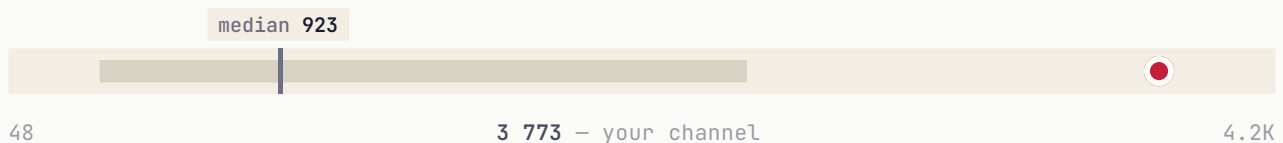
SUBSCRIBERS

better than 89% of niche



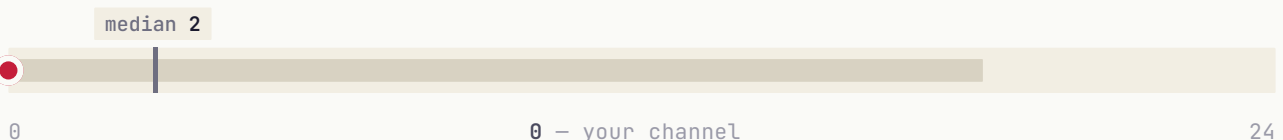
AVG REACH / POST

better than 90% of niche



CITATION INDEX

worse than median by 99%



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Sunday

Audience most active on this day at 09:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

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
- 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 lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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