

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Poputka.News



@poputka_live

News you can use 📰 news, collabs & questions @poput_support

SUBSCRIBERS

27 658

+435 per month

ERR (% SEE POSTS)

17.0%

last day 8.7%

REACH/POST

4.3K

ad reach 2.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 27 658 —	 SUB REACH 15.52% avg % subs see post	 VIEWS/POST 4.3K median 3.5K · 29 days	 POSTS/WEEK 8.4 for period
 7D TREND -6.6% vs previous week	 REACTIONS/POST 22.2 total 778 reactions, 514 reposts, 110 comments	 POST LENGTH 445 chars. median 356 · 29 days	 POSTS ANALYZED 35 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +435 last month	 CITATION RATE 2 citation index · 7 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 01.05.2023

AI EDITOR SUMMARY

Channel «Poputka.News» – 27 658 subs. Each post gets avg 4.3K people (16% of subs), average reach – room to grow. Publishes 8 posts per week (~1/day) – regular schedule. Week 25–31 May reach dropped -6.6% to week 18–24 May – worth analyzing reasons.

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 35 posts over 29 days.
- 02 Dominant format – Photo (21/35 posts).
- 03 Avg post length – 445 chars (median 356).
- 04 Peak audience activity – Wednesday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.6K avg for top vs 3.4K for worst) – among 35 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 10:40 TEXT ☔There's no bad weather... when you have Poputka))) On gloomy days, shared rides like these are especially relevant: 📷Feedback...	VIEWS 8 528 REP. —	REACTIONS 2 ER 30.8%
Nº2 12.05 · 19:09 PHOTO 📷Over 9k views for a Promo post in Poputka.Mitrum placed on April 28! We're ready to take on two more advertisers...	VIEWS 7 491 REP. 5	REACTIONS — ER 27.1%
Nº3 12.05 · 10:37 PHOTO #MyDistrict — a network of local Telegram communities in Minsk! Neighbors quickly solve everyday issues: housing, jobs, pets, flea market...	VIEWS 6 809 REP. 10	REACTIONS 4 ER 24.6%

Nº4 11.05 • 16:48 PHOTO ☒The driver watched a movie the whole ride... ☒ Today we got this negative review about a shared ride in Poputka... I'm not going...	VIEWS 6 377 REACTIONS 25 REP. 5 ER 23.1%
Nº5 28.05 • 17:18 PHOTO ☒ Poputka developers offer Telegram bot development services! Our advantages: • Experience! Developing and maintaining Poputka...	VIEWS 6 318 REACTIONS 4 REP. 6 ER 22.8%

WORST 3

↓ 05.06 • 08:23 PHOTO Most unusual SPA in Belarus ☺ ☒A new three-story SPA center will open on the shore of Lake Naroch, promising to be one of the most...	VIEWS 3 479 REACTIONS 7 REP. 45 ER 12.6%
↓ 05.06 • 10:34 PHOTO ☒Starting September 1, public transport drivers in Belarus will stop selling tickets. You can pay by bank card or...	VIEWS 3 390 REACTIONS 147 REP. 29 ER 12.3%
↓ 05.06 • 12:51 PHOTO ☒ An honors graduate from Brest region lost his math result after the CT. During the exam, he photographed the tasks and...	VIEWS 3 212 REACTIONS 111 REP. 14 ER 11.6%

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

9 360

NOW

27 658

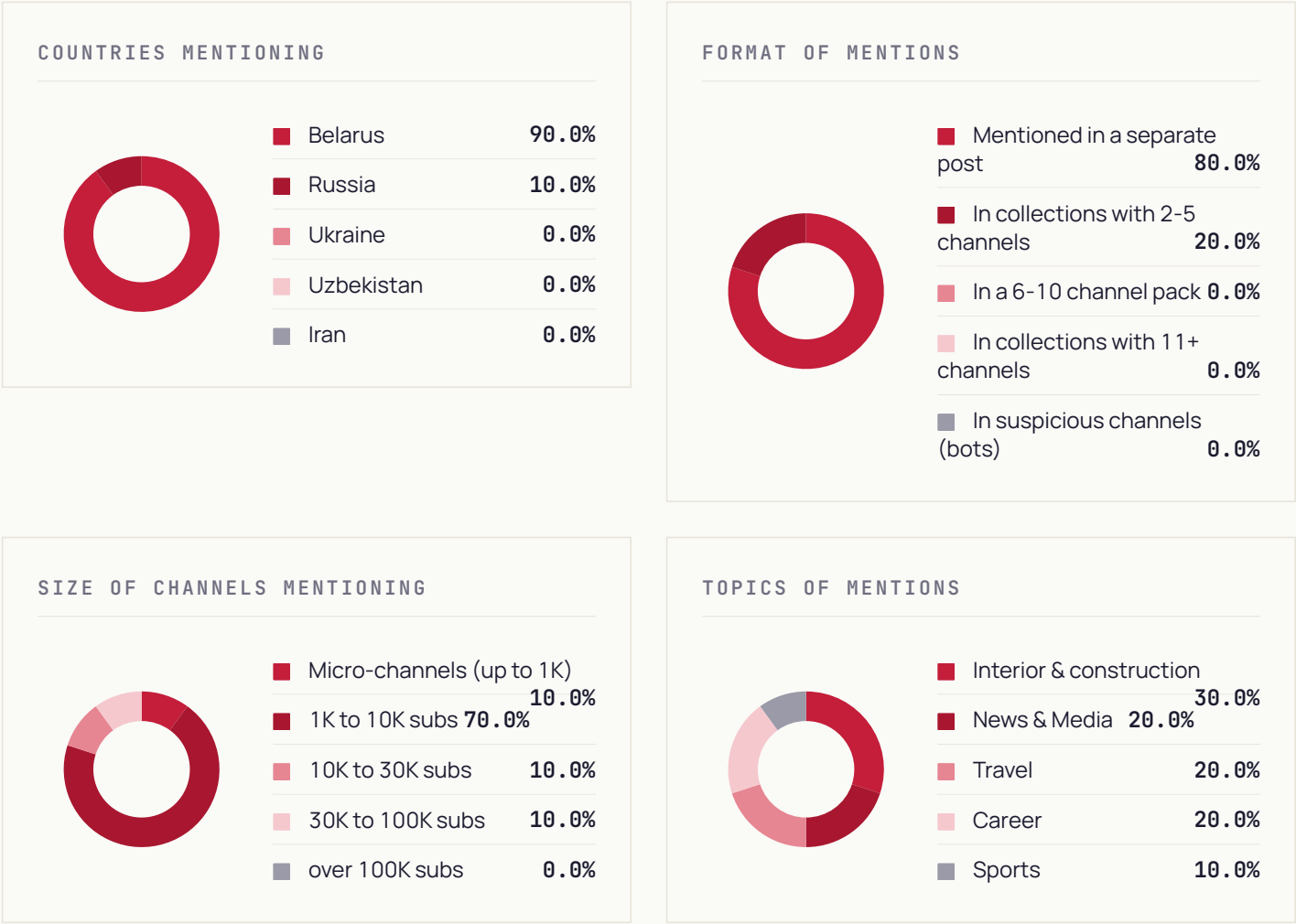
NET GROWTH

+18 298

SECTION 04 · MENTIONS

Who mentions the channel and how

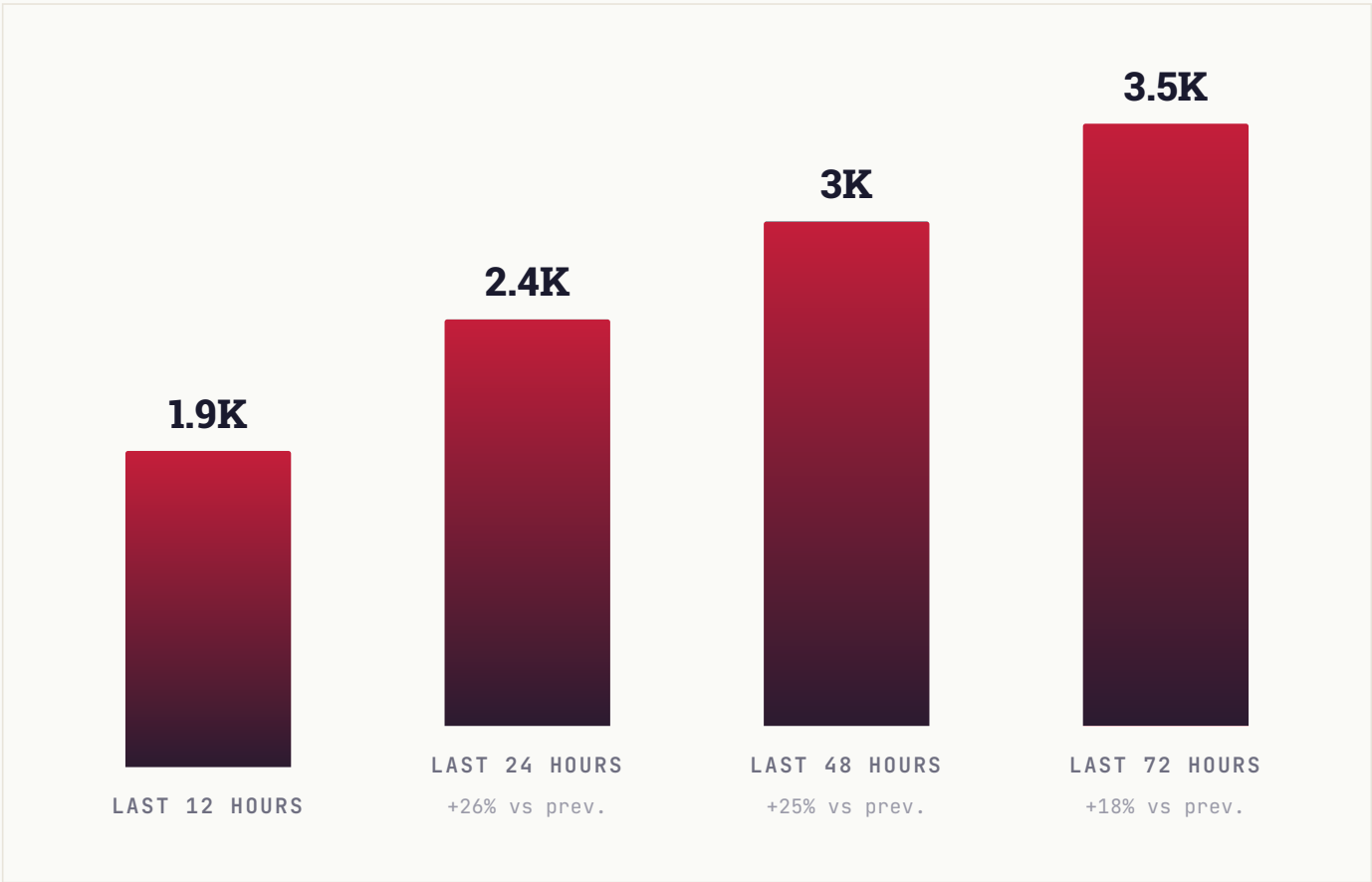
Citation index 2 – channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: 7 different channels.



— SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate 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
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Главное	56.8K
GG Gomel. Main!	56K
PO Poputka.News YOU	27.7K

COMPARATIVE CONCLUSION

Channel in top half of niche (#32 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels mentioning yours monthly. Over the last **6 months** such mentions were **0**, they brought **13 430** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	1 449
Nov 2025	0	0	1 751
Oct 2025	0	0	1 318
Sep 2025	0	0	1 903
August 2025	0	0	2 650
July 2025	0	0	4 359

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	13 430

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

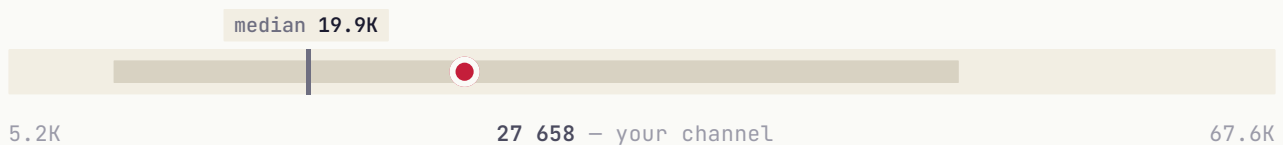
Took top-100 channels in category «News & Media» (Belarus) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#32 /100

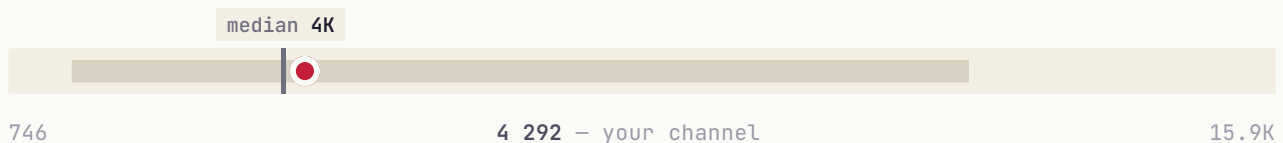
RANK IN NICHE

Channel in top half of ranking

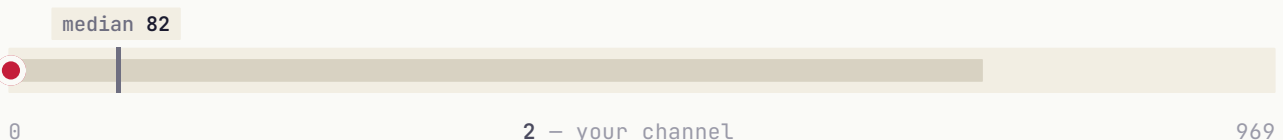
SUBSCRIBERS

better than 59% of niche


AVG REACH / POST

better than 51% of niche


CITATION INDEX

98% below median


— 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

Top post of the week — on Wednesday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for important
posts**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-niche channels once a quarter.
2-3 collabs give relevant growth — no need daily.

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 us to do this?

PromptPress?

This audit is 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 Telegram ad** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
