

PROMTPRESS PUBLIC REPORT

Channel audit

PRAMOVA



@pramova_group

Accessible about taxes, accounting and reporting in Belarus. For owners, directors, financial specialists, including IT companies. Channel of PRAMOVA group pramova.by For inquiries contact...

SUBSCRIBERS

1 172

-16 per month

ERR (% SEE POSTS)

57.0%

in 24 hrs 26.9%

REACH/POST

640

ad reach 315/24h

— CONTENTS · 2026

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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.

 SUBSCRIBERS 1 172 —	 SUBSCRIBER REACH 54.65% avg % subs see post	 VIEWS/POST 640 median 763 · 14 days	 POSTS/WEEK 2.0 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 768 chars median 810 · 14 days	 POSTS ANALYZED 4 14 days
 AD REACH 315 24h avg	 CHURN / MONTH -16 last month	 CITATION RATE 2 citation index · 15 channels mentioned all time	 CHANNEL AGE 7 years 4 months created 16.01.2019

AI EDITOR SUMMARY

Channel «PRAMOVA» – 1 172 subs. Each post averages 640 people (55% of subs), wide reach for a channel this size. Publishes 2 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 4 posts in 14 days.
- 02 Dominant format — Text (4/4 posts).
- 03 Avg post length — 768 chars (median 810).
- 04 Peak audience activity — Friday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (769 avg for top vs 593 for worst) — among 4 posts over 14 days. Analyze what top posts share: topic, format, timing.

TOP 4 POSTS

Nº1 05.06 · 09:22 TEXT Tax offset order for business splitting Yesterday the Ministry of Taxes published Resolution No. 18 dated 26.05.2026, which defines the procedure...	VIEWS 782 REPOSTS 9	REACTIONS — ER 66.7%
Nº2 28.05 · 13:30 TEXT Loans and risks A loan today is a common financing tool. But state regulation of this sphere is constantly...	VIEWS 769 REPOSTS 11	REACTIONS — ER 65.6%
Nº3 30.05 · 16:19 TEXT 📌 SPOT from June 1, 2026 📌 The Ministry of Taxes informs that on May 29, 2026, the Government of the Russian Federation adopted a resolution...	VIEWS 757 REPOSTS 18	REACTIONS — ER 64.6%

Nº411.06 · 13:37TEXT New registration & liquidation rules Belarusian business switches to new registration and liquidation rules. This is not cosmetic...	VIEWS	REACTIONS
	254	—
	REPOSTS	ER
	6	21.7%

WORST 3

↓28.05 · 13:30TEXT Loans and risks A loan today is a common financing tool. But state regulation of this sphere is constantly...	VIEWS	REACTIONS
	769	—
	REPOSTS	ER
	11	65.6%
↓30.05 · 16:19TEXT ⚠️ SPOT from June 1, 2026 ⚠️ The Ministry of Taxes informs that on May 29, 2026, the Government of the Russian Federation adopted a resolution...	VIEWS	REACTIONS
	757	—
	REPOSTS	ER
	18	64.6%
↓11.06 · 13:37TEXT New registration & liquidation rules Belarusian business switches to new registration and liquidation rules. This is not cosmetic...	VIEWS	REACTIONS
	254	—
	REPOSTS	ER
	6	21.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

1 167

NOW

1 172

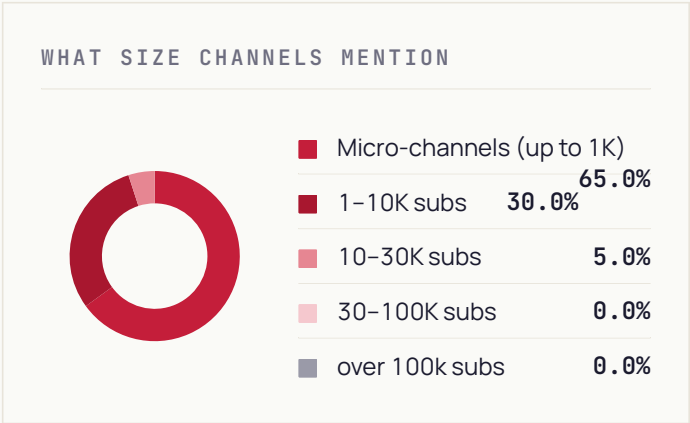
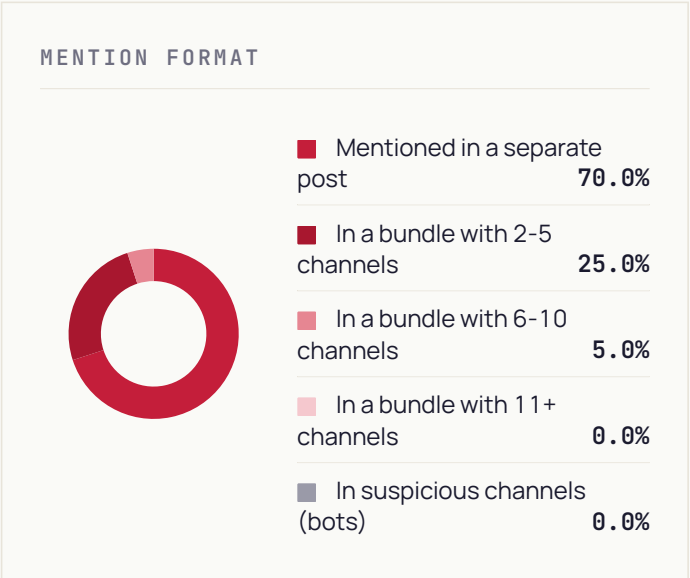
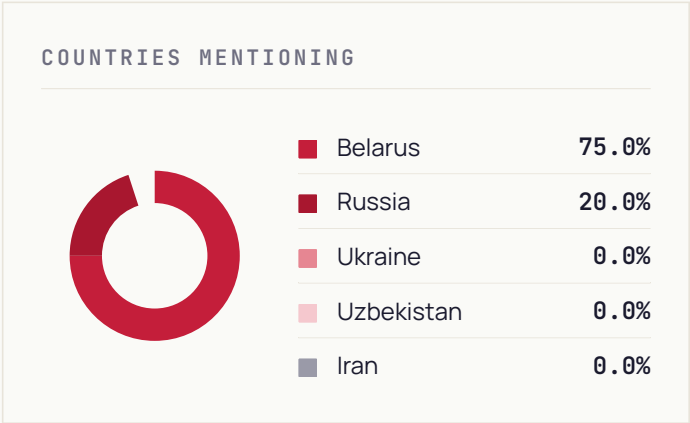
NET GROWTH

+5

SECTION 04 · CITATIONS

Who and how mentions the channel

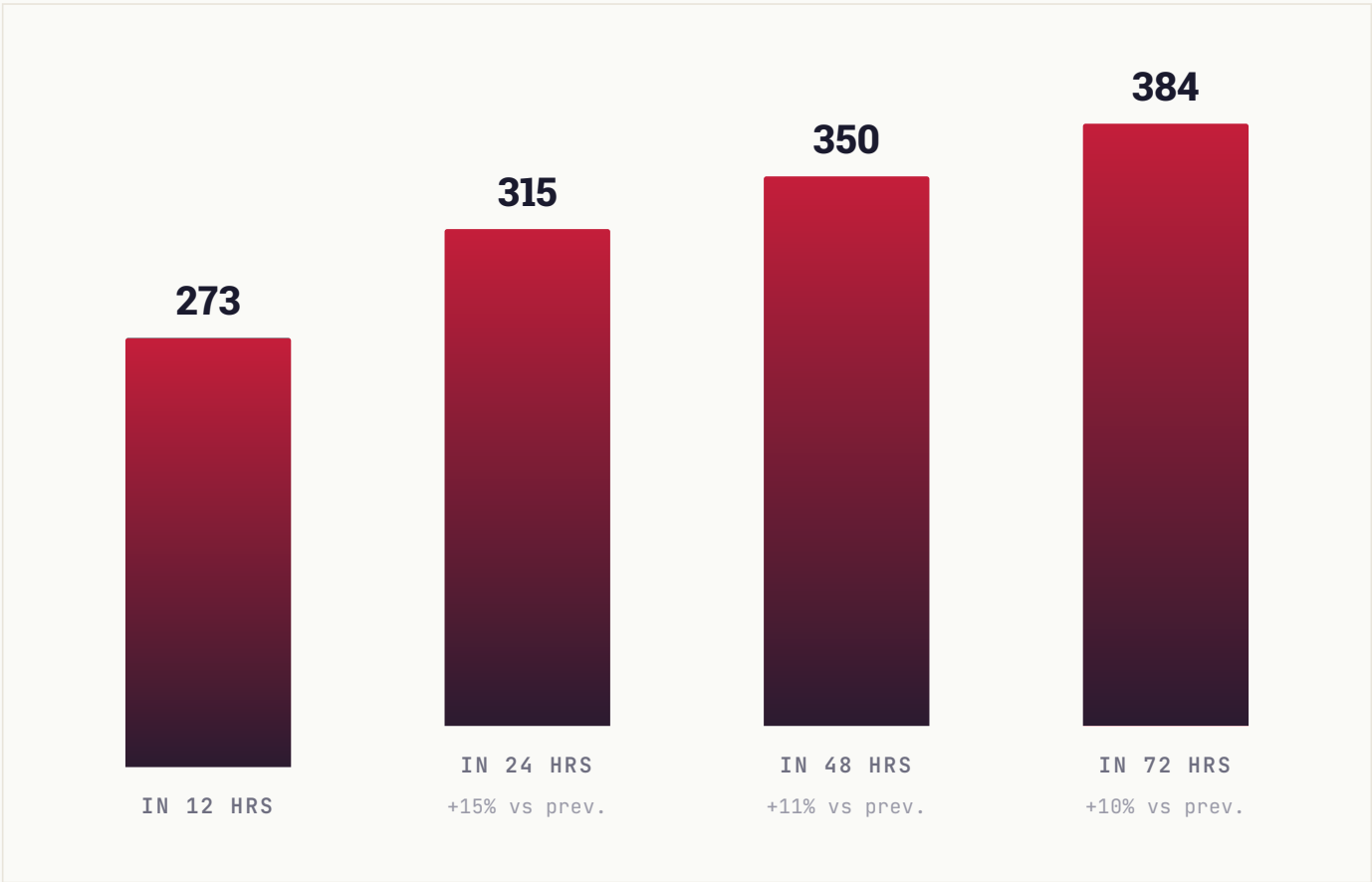
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **15** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge 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 peers.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB 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
PR PRAMOVA YOU	1.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#41 of 67). Niche median — 1.7K subs.
First growth KPI — reach median. Leader: Alfa-Bank (Belarus) (79.3K).

SECTION 07 · MENTION DYNAMICS

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 **0**, they brought **113** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	97
Nov 2025	0	0	8
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	1
July 2025	0	0	7
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
0	6		113

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-67 channels in category «**Economics**» (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.

#41/67

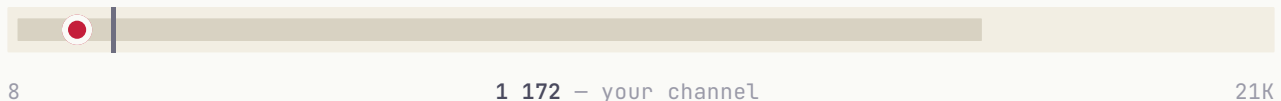
RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

32% below median

median 1.7K



AVG REACH / POST

29% below median

median 896



CITATION INDEX

43% below median

median 3



— 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 | Increase posting frequency
Now 2.0 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Friday
Audience is most active on this day at 12:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video post share
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 picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | 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 |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. 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