

PUBLIC REPORT BY PROMTPRESS

Channel audit

Promo codes & discounts

Belarus



@promokodsby

Discounts, promos, promo codes for 21 vek.by and other Belarus stores & services. We update promo codes daily on our site <https://promokods.by> — LLC "LamaMediaGroup" UNP 491390152 Gomel, st....

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
41 427 17.06.2026 -124 per month	19.0% per day 7.1% HTTPS: // PROMTPRESS.COM/AUDIT/PROMOKODSBY	7.1K ad reach 2.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 41 427 —	 SUBS REACH 17.03% avg % of subs see post	 VIEWS/POST 7.1K median 7.3K · 29 days	 POSTS/WEEK 15.0 over period
 7D TREND -8.8% vs prev week	 REACTIONS/POST 38.3 only 2,410 reactions, 839 reposts, 0 comments	 POST LENGTH 262 chars median 222 · 29 days	 POSTS ANALYZED 63 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -124 last month	 CITATION RATE 47 citation index · 40 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 17.07.2022

AI EDITOR SUMMARY

Channel «Promocodes & discounts Belarus» — 41 427 subs. Each post avg views 7.1K people (17% of subs), avg reach — room to grow. Publishes 15 posts/week (~2/day) — regular pace. For week Jun 1–7 reach dropped -8.8% to week May 25–31 — worth analyzing why.

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 63 posts over 29 days.
- 02 Dominant format — Photo (40/63 posts).
- 03 Avg post length — 262 chars (median 222).
- 04 Peak audience activity — Monday, 09:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (11K avg for top vs 4.9K for worst) — among 63 posts over 29 days. Worth analyzing what the top shares: topic, format, publish time.

TOP 5 POSTS

Nº1 20.05 · 14:40 PHOTO Wide range of suitcases ☑ on wheels, travel bags, and carry-on bags at online hypermarket 21vek.by. Up to 15% off...	VIEWS 11 860 REPOSTS 2	REACTIONS 35 ER 28.6%
Nº2 19.05 · 14:49 PHOTO ☑ Lama whispered a secret... Tonight on 21vek.by it will be oh-so-profitable ○ From 18:00 May 19 to 12:00 May 20 we switch to mode...	VIEWS 11 030 REPOSTS 7	REACTIONS 35 ER 26.6%
Nº3 19.05 · 07:12 PHOTO ☑ Reminder from Lama: May 25 – air fryer giveaway. Subscribe and enter. Good luck ☺	VIEWS 10 134 REPOSTS 3	REACTIONS 66 ER 24.5%

Nº4 25.05 • 06:10 PHOTO Delicious, invigorating and aromatic coffee. A special selection from online hypermarket 2lvek.by for true connoisseurs...	VIEWS 9 946 REPOSTS 3 REACTIONS 28 ER 24.0%
Nº5 19.05 • 07:06 TEXT < Mark Formelle online store HAPPY HOURS: up to 80% off men's and women's clothing	VIEWS 9 642 REPOSTS 8 REACTIONS 28 ER 23.3%

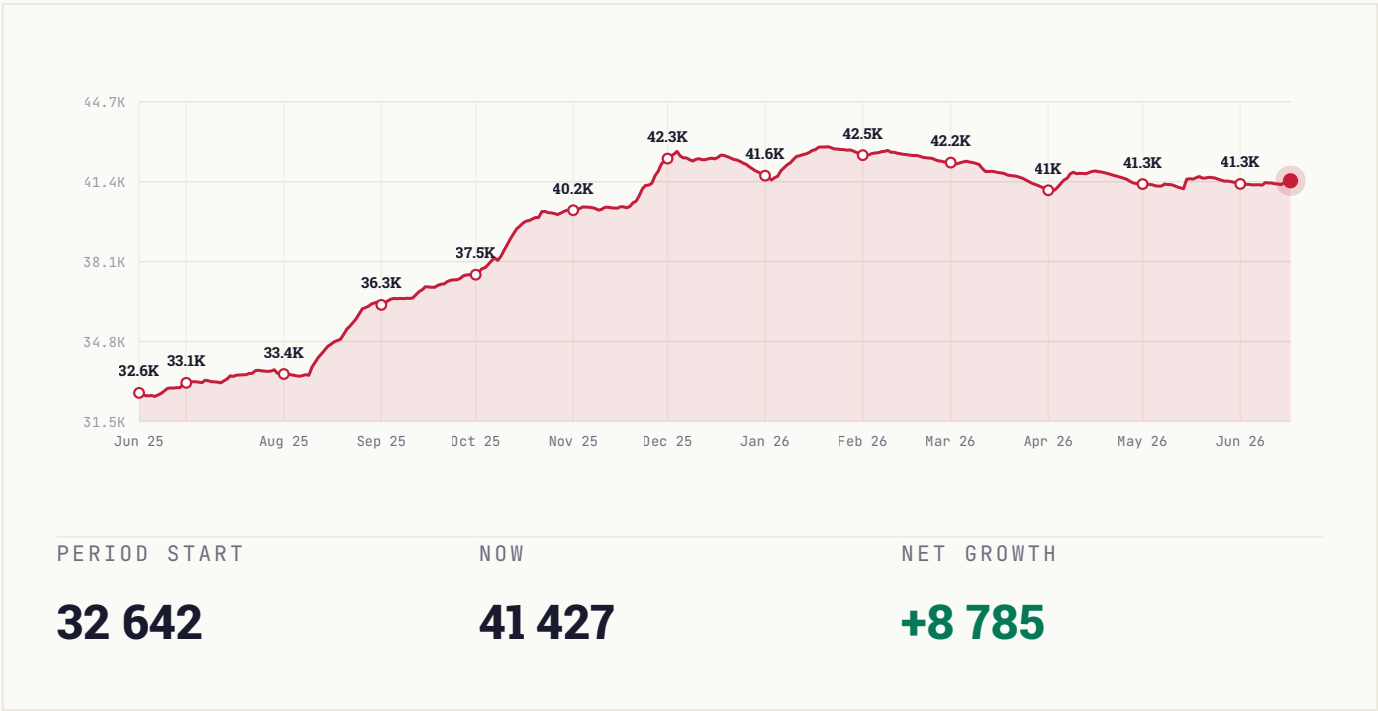
WORST 3

↓ 14.06 • 13:55 TEXT THAT'S IT! Lama no longer runs – Lama flies ☒ Because the Big Summer Sale at 2lvek.by ends TODAY! Hop over to 2lvek.by right...	VIEWS 4 898 REPOSTS 1 REACTIONS 23 ER 11.8%
↓ 13.06 • 07:35 TEXT Feeling lucky? ☒ Here's a giveaway selection from Promokods. BY and partners: ✨ Two e-certificates worth 500 BYN each...	VIEWS 4 865 REPOSTS 5 REACTIONS 40 ER 11.7%
↓ 13.06 • 08:37 PHOTO Our partner Yandex Plus ☒ 60 days free, then 11.99 BYN/mo ☺ Promo code: 22ZAU5HED6 Lama is already watching movies & listening to music...	VIEWS 4 859 REPOSTS 16 REACTIONS 20 ER 11.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

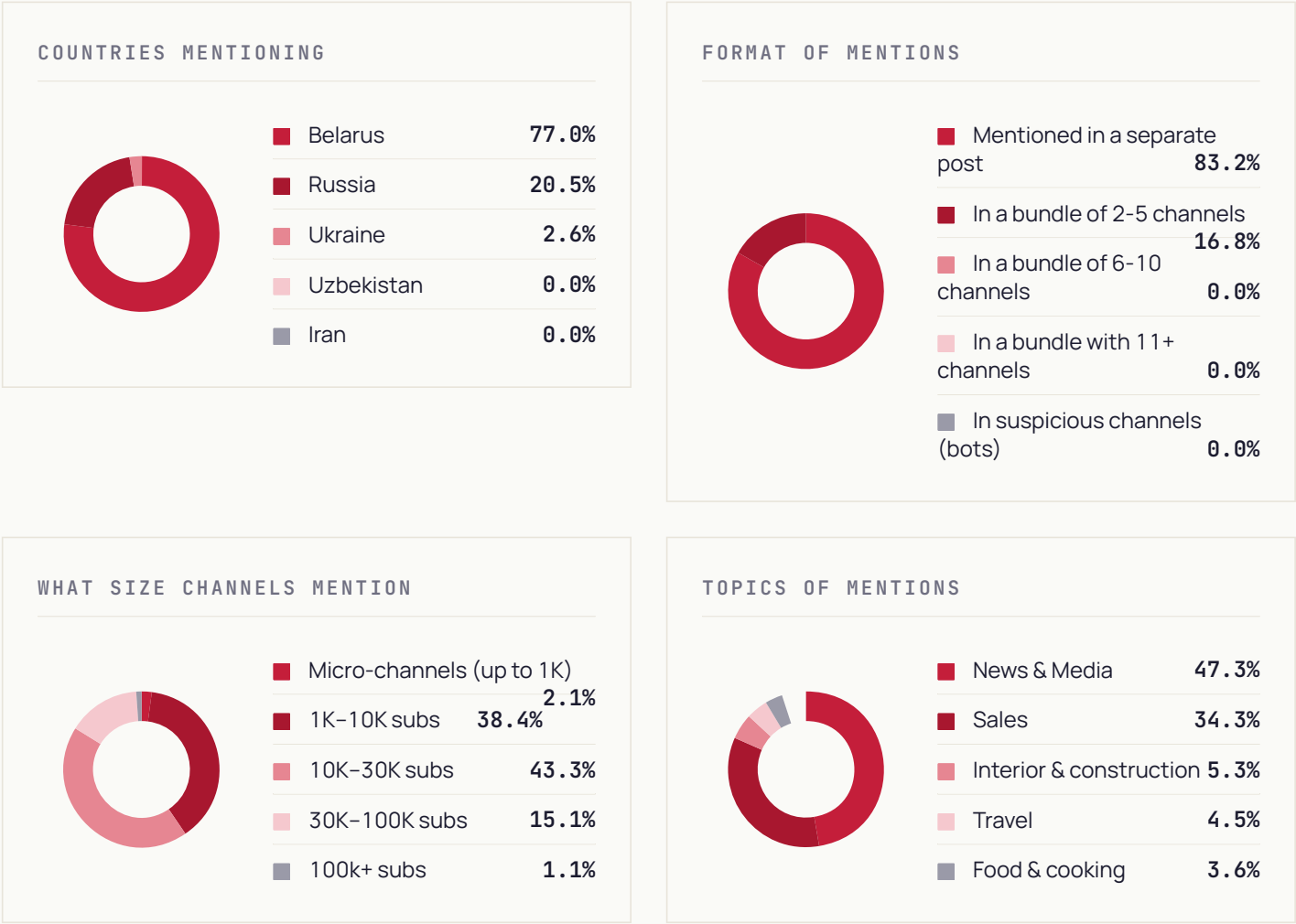
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

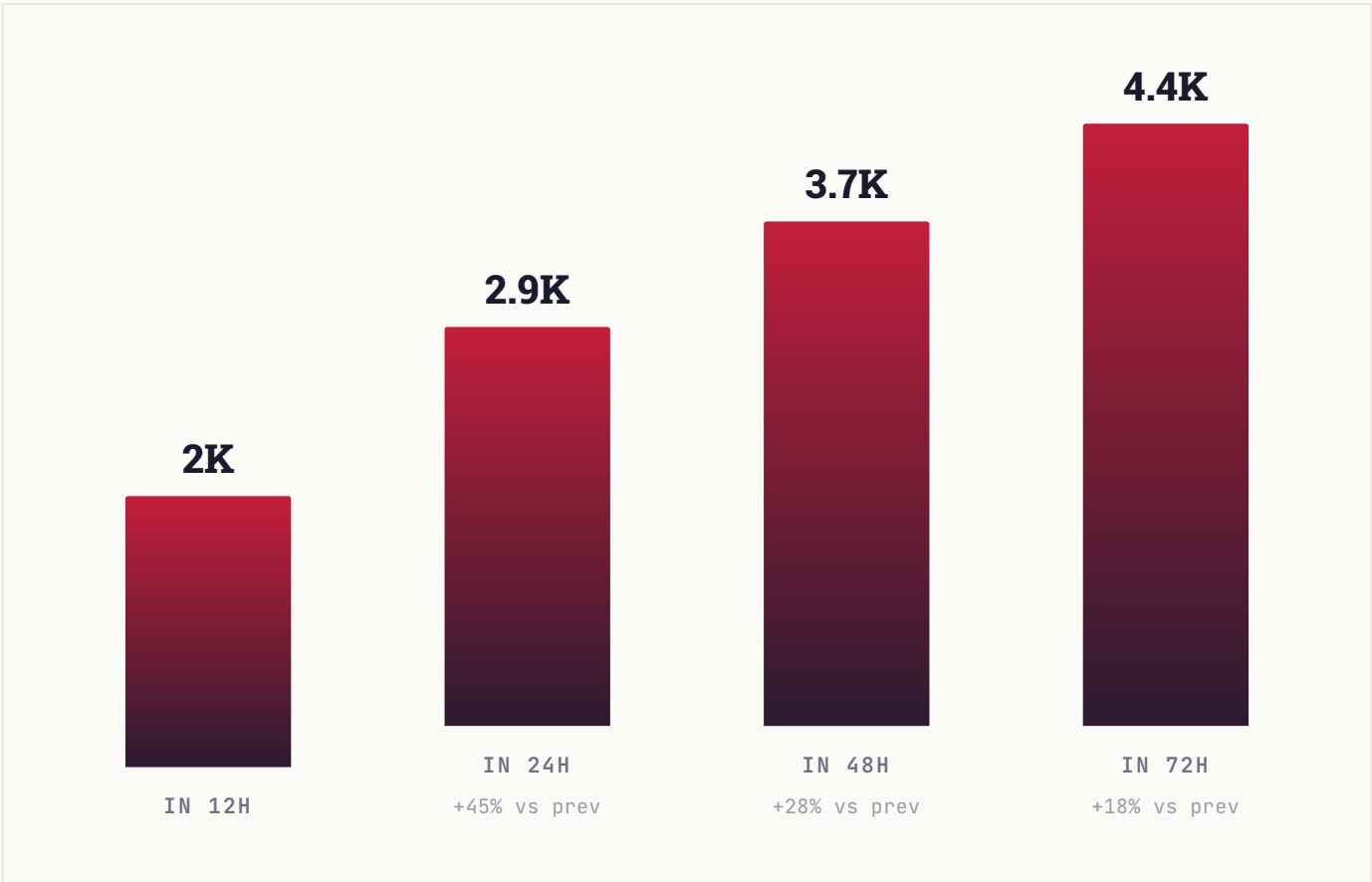
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **40** different channels.



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 should "live".



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Аренда квартир в Минске Жильё от собственников	43.6K
PI Promo codes & discounts Belarus YOU	41.4K
Sun Belarus deals & new arrivals	36.2K
H2 2lvek.by Finds	35.5K
RE Realt	32.3K
SI SMARTECH люкс техника	27.3K
K- Kupon.by – промокоды Belarus	26.3K
KO Onliner Catalog	21.5K
22 2lvek.by	20.3K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#4 of 100). Strong position. Niche leader — 5 element | 5element.by (105.2K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **83**, they brought **11 128** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	6	4	688
Nov 2025	15	10	2 279
Oct 2025	18	11	2 929
Sep 2025	24	12	1 299
August 2025	14	11	3 108
July 2025	6	5	825

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
83	6	11 128

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

#4 /100

RANK IN NICHE

Channel in top 4% sales Belarus

SUBSCRIBERS

better than 90% of niche

median 1.8K

151

41 427 — your channel

45.6K

AVG REACH / POST

better than 90% of niche

median 626

1

7 056 — your channel

7.8K

CITATION INDEX

better than 90% of niche

median 0

0

47 — your channel

51

— 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

Main post of the week — on Monday

On this day at 09:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend bringing share to 15-25%.

EFFECT

**Video better
retains
audience**

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

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

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — is what we can do in a few minutes using public data. If you want to go further — run ads through 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
