

PROMTPRESS PUBLIC REPORT

Channel audit

total PIT



@resto_secrets

consulting agency for food service: we help open and scale cafes, restaurants, bakeries, coffee shops 15+ years in the industry; 400+ venues Contact: t.me/do_mybot Start...

SUBSCRIBERS

1 493

+6 per month

ERR (% SEE POSTS)

18.0%

per day 7.9%

REACH/POST

255

ad reach 119/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Niche Comparison

Position in category «Business and Startups»

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 1 493 —	 SUBSCRIBER REACH 17.07% avg % of subs see a post	 VIEWS/POST 255 median 216 · 22 days	 POSTS/WEEK 11.4 over the period
 7D TREND -3.0% vs previous week	 REACTIONS/POST 3.4 total 125 reactions, 69 reposts, 9 comments	 POST LENGTH 804 chars median 928 · 22 days	 POSTS ANALYZED 37 22 days
 AD REACH 119 24h avg	 CHURN / MONTH +6 over the last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 3 years 7 months created 20.10.2022

AI EDITOR SUMMARY

Channel «general PIT 🇺🇸» — 1 493 subs. Each post gets on avg 255 people (17% from subs), average reach — room to grow. Publishes 11 posts per week (~2/day) — consistent. Week of Jun 1–7 reach stable (-3.0% vs week May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **37** posts in 22 days.
- 02 Dominant format — **Video** (21/37 posts).
- 03 Avg post length — **804** characters (median 928).
- 04 Peak audience activity — **Wednesday**, 19:00 MSK.
- 05 Top posts get **3x** more views than the weakest (500 avg for top vs 176 for worst) — across 37 posts in 22 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 16:34 TEXT Can't help but share, stumbled upon it: a podcast with the founders of «happiness» After all, this brand is a benchmark for many...	VIEWS 516 REPOSTS 3	REACTIONS 2 ER 34.6%
Nº2 23.05 · 12:06 TEXT A blend that builds loyalty See how layers stack: ☒ Product — tasty borscht. Without it, apron...	VIEWS 504 REPOSTS 3	REACTIONS 7 ER 33.8%
Nº3 23.05 · 12:01 VIDEO ☒ How a disposable apron turned borscht into a loyalty tool: case study of «Litviny» The other day I walked into a Belarusian cuisine restaurant...	VIEWS 482 REPOSTS 5	REACTIONS 6 ER 32.3%

Nº4

23.05 · 12:05

TEXT

Product is key!!! And here it's spot on. Borscht — the real deal, true Belarusian: tangy, hearty, with cranberries. Served with...

VIEWS

425

REPOSTS

3

REACTIONS

—

ER

28.5%

Nº5

27.05 · 07:34

VIDEO

WHAT IF WE TOOK A TRIP TOGETHER? A tour of coffee and coffee-adjacent world in European cities. ☒ Lately...

VIEWS

406

REPOSTS

1

REACTIONS

23

ER

27.2%

WORST 3

↓ 10.06 · 07:51 TEXT Agree – a familiar situation☒☒ In Belarus, interest in artisan bakeries has been growing for over 5 years. And if we turn...	VIEWS 183 REPOSTS 1	REACTIONS 5 ER 12.3%
↓ 10.06 · 09:02 PHOTO When the market is actively developing and the competitive environment becomes very concentrated and dense, product quality ceases to be...	VIEWS 175 REPOSTS 2	REACTIONS 4 ER 11.7%
↓ 10.06 · 09:15 VIDEO (video post without caption)	VIEWS 170 REPOSTS 2	REACTIONS 4 ER 11.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

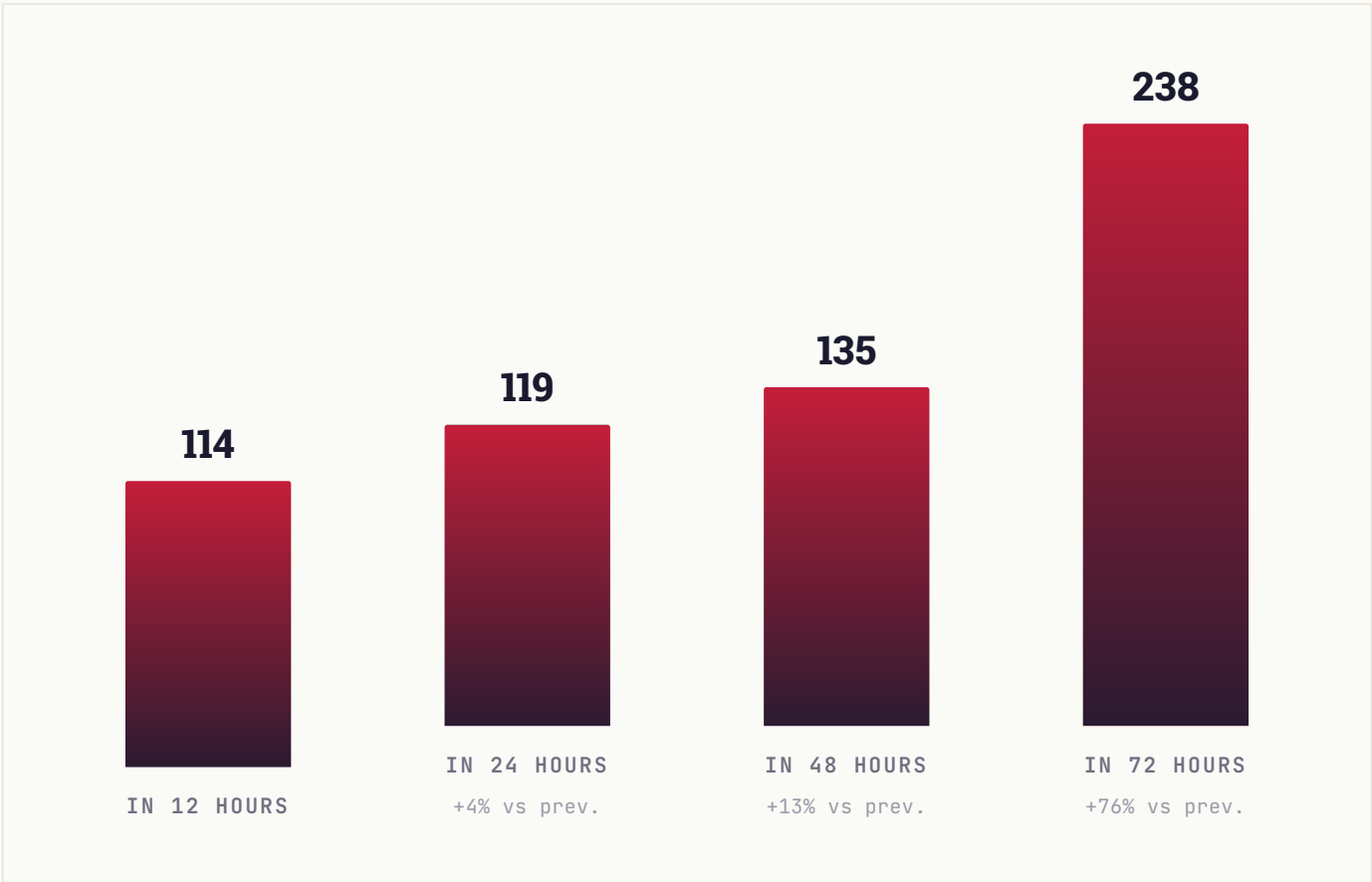
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
C(SberBusiness (Belarus)	14.5K
B(BTC-e Earnings & Crypto	9.9K
CB(Canal BetMidas Oficial	8.8K
GB(Ready Business Minsk Moscow	6.8K
NI(Nikita	6.3K
ZP(Zakhar Plodunov Rational Thinking	5.4K
PB(About Business LIVE	4.9K
M-(Mobistock - Stock Store	4.7K
BA(BanderPolka	4.7K
GT(GERASIMOVA TATYANA	3.6K
OPtotal PIT	1.5K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#19 of 71). Niche leader — SberBusiness (Belarus) (14.5K), median subs 474. Aim for top quartile — realistic 6-12 month horizon.

— SECTION 06 · NICHE COMPARISON

Where the channel ranks in its league

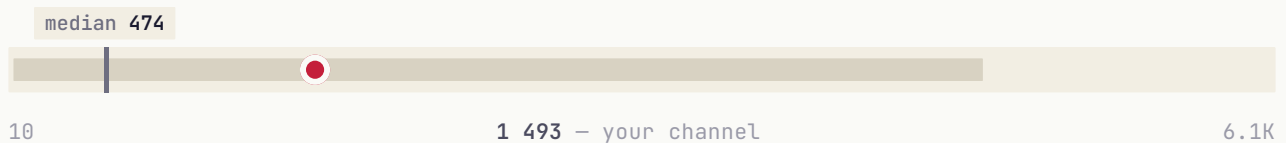
Took top-71 channels in category "Business & startups» (Belarus) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#19 /71

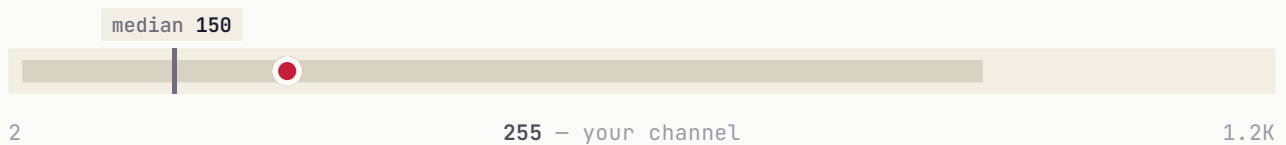
POSITION IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 59% of niche

AVG REACH / POST

better than 55% of niche

CITATION INDEX

better than 50% of niche

— SECTION 07 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 03

Test polls and interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Relevant audience growth
- 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 using public data. Want to go further? Run ads with us and hit your growth target in a month.

01	Launch ad in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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