

PROMTPRESS PUBLIC REPORT

Channel audit

Sber Bank (Belarus)



@sberbelarus

Sber – Bank of the Year 2025 ■ Official Sber account: current events, key news, tips & cool products. ■ Our Alesya 24/7 support –...

SUBS

39 715

-134 per month

ERR (% SEE POSTS)

38.0%

per day 15.4%

REACH/POST

14.6K

ad reach 6.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 39 715 —	 SUBS REACH 36.86% avg % subs see post	 VIEWS/POST 14.6K median 15.8K · 27 days	 POSTS/WEEK 7.5 for period
 7D TREND — no data for period	 REACTIONS/POST 121.0 total 3,630 reactions, 396 reposts, 0 comments	 POST LENGTH 616 chars median 776 · 27 days	 POSTS ANALYZED 30 27 days
 AD REACH 6.1K 24h avg	 CHURN / MONTH -134 last month	 QUOTABILITY 26 citation index · 59 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.01.2022

AI EDITOR SUMMARY

Channel «Sber Bank (Belarus)» — 39 715 subs. Each post avg views 14.6K people (37% of subs), good reach. Publishes 8 posts per week (~1/day) — regular schedule.

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 **30** posts over 27 days.
- 02 Dominant format — **Photo** (16/30 posts).
- 03 Avg post length — **616** chars (median 776).
- 04 Peak audience activity — **Friday, 12:00 MSK**.
- 05 Top posts drive **3x** more views than weakest (21K avg top vs 7K worst) — among 30 posts over 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 09:00 PHOTO Getting ready for the start together ☑☑Green Marathon is a reminder: activity makes life brighter, health stronger, and mood...	VIEWS	REACTIONS
	23 719	1 917
	REPOSTS	ER
	83	59.7%
Nº2 08.05 · 09:14 PHOTO SberGeneration returns <Sber launches season 3 for senior students ready to try themselves in...	VIEWS	REACTIONS
	19 947	47
	REPOSTS	ER
	46	50.2%
Nº3 01.05 · 09:37 TEXT ☑Встречаем май! Планы на выходные: ➔Зайти в SatОЛ, выбрать категории в программе лояльности Спасибо: SatОЛ >> Home >> Spasibo program...	VIEWS	REACTIONS
	19 191	66
	REPOSTS	ER
	2	48.3%

Nº4

30.04 · 07:05

PHOTO

Need to top up another bank's card? Sber helps! No more searching for another ATM. Top up any Belarus bank card or...

VIEWS

18 614

REPOSTS

22

REACTIONS

53

ER

46.9%

Nº5

09.05 · 06:03

PHOTO

A holiday with gray at the temples! → This day is not just a holiday, but a memory uniting generations. We remember the feat...

VIEWS

18 302

REPOSTS

3

REACTIONS

183

ER

46.1%

WORST 3

↓ 22.05 · 06:50 TEXT

Best rate today in Zhitkovichi! ✓ Additional office №316, 28A Sotsialisticheskaya St. Current rate at the link

VIEWS

8 978

REPOSTS

1

REACTIONS

20

ER

22.6%

↓ 22.05 · 06:46 TEXT

Friday – time to find where the best rate is hiding today Can you guess which city met it this morning?

VIEWS

8 743

REPOSTS

—

REACTIONS

15

ER

22.0%

↓ 25.05 · 14:51 PHOTO

Once the destination is chosen, all that's left is to enjoy the road In travel, it's not just where you fly, but how the journey itself...

VIEWS

3 197

REPOSTS

2

REACTIONS

27

ER

8.0%

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 grew and which lost subs.

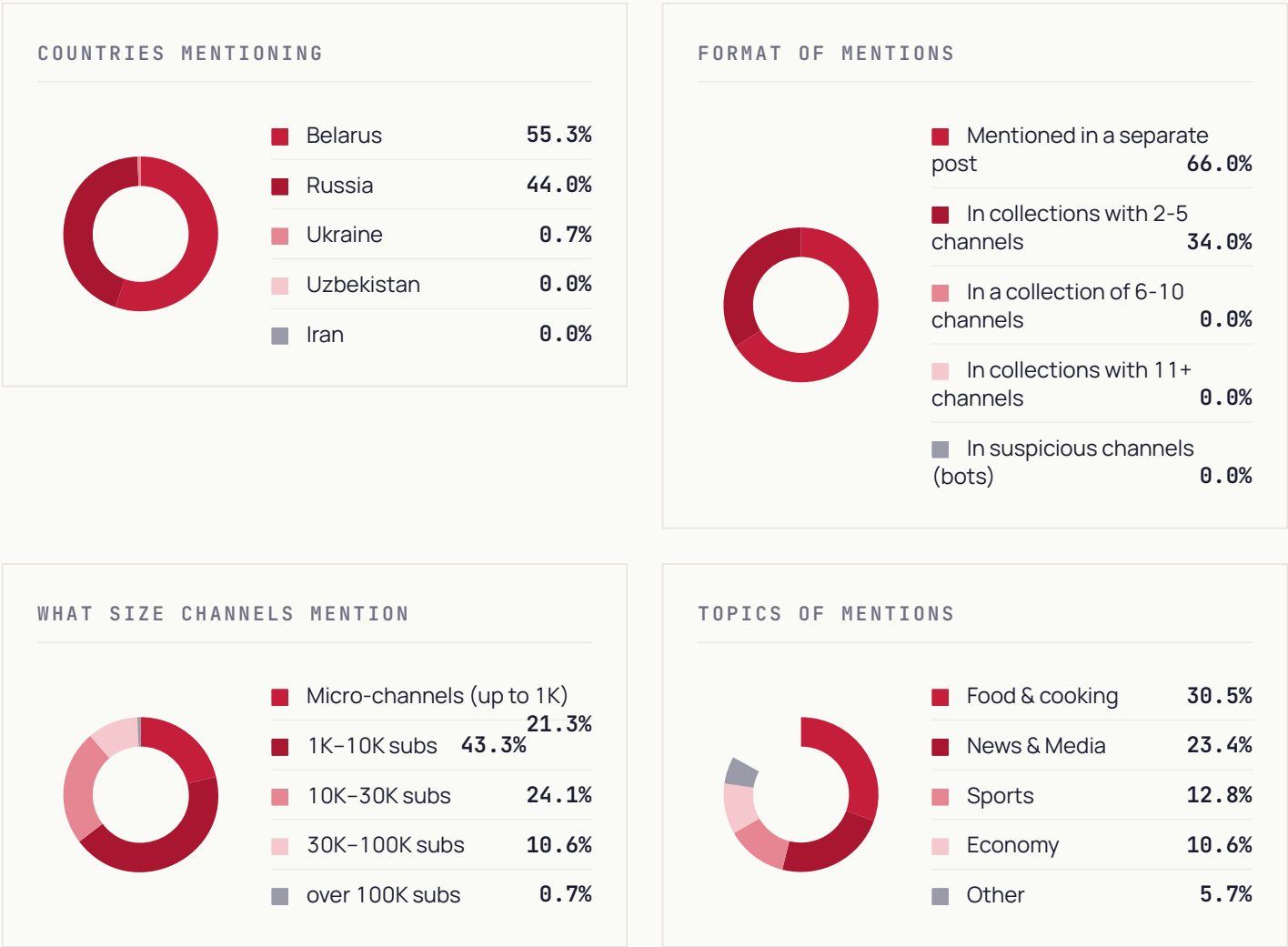


PERIOD START	NOW	NET GROWTH
18 159	39 736	+21 577

SECTION 04 · MENTIONS

Who mentions the channel and how

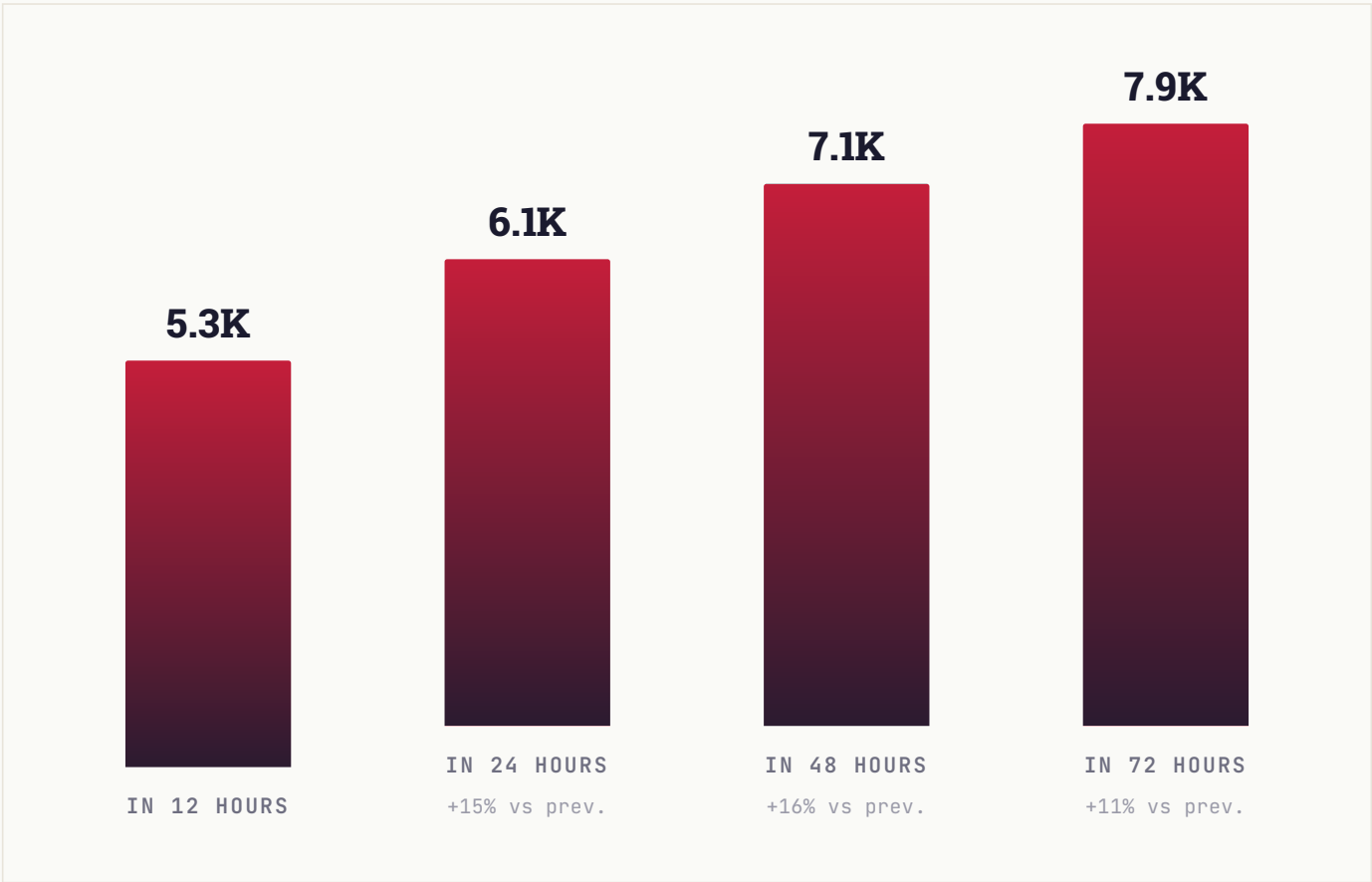
Citation index **26** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **59** different channels.



SECTION 05 · 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 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
A(Alfa-Bank (Belarus)	79.3K
Sat Sber Bank (Belarus) YOU	39.7K
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
UA Operational Management Department of the Inspectorate of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
EB Belarus Economy	8.4K

COMPARATIVE INSIGHT

Channel in top-2 niche (#2 of 67 channels in category). One of the leaders — client-partners can do cross-promo with equals; for PR/reach you're a valuable media partner.

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 **31**, they brought **22 227** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Nov 2025	3	3	5 286
Oct 2025	1	1	0
September 2025	2	2	0
August 2025	7	6	14 086
July 2025	12	3	1 599
June 2025	6	3	1 256

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
31	6	22 227

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

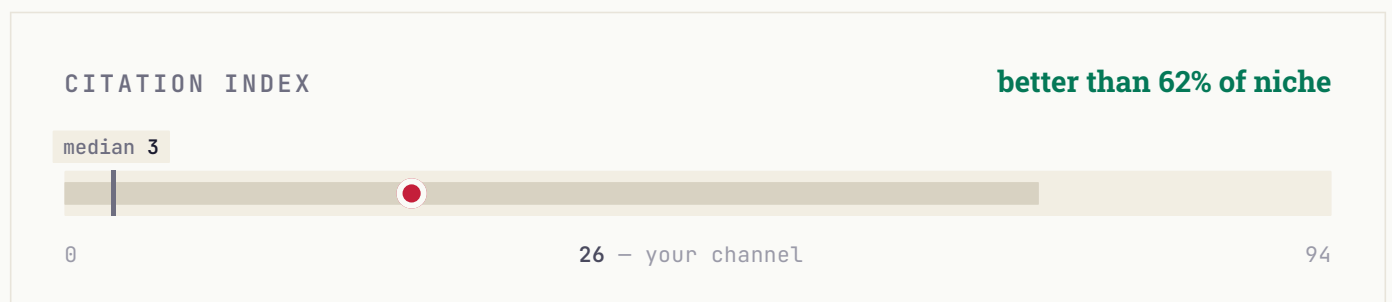
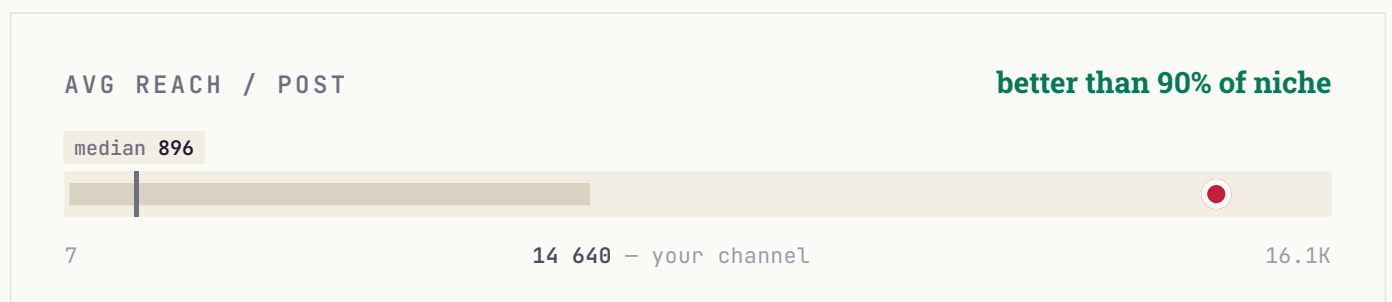
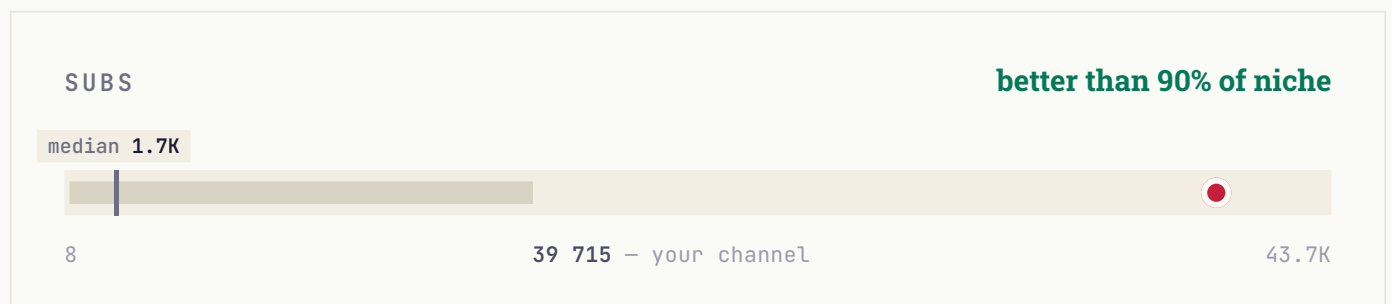
Took top-67 channels in category «**Economy**» (Belarus) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#1

/67

RANK IN NICHE

Channel in top 1% economy Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

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**

02

Increase video post share

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

EFFECT

**Video better
retains
audience**

03

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**

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 point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange 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 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 ads in Telegram** <https://panel.promptpress.com/register>

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