

PROMTPRESS PUBLIC REPORT

Channel audit

SberBusiness

(Belarus)



@sberbusinessby

Sber – Bank of the Year 2025 ■Business is booming with Sber: a community channel for savvy business owners Questions? Our managers are here: ■city +375173599911 | A1 +375293599911 | MTS +375333489911 ...

SUBSCRIBERS

14 526

+268 per month

ERR (% SEE POSTS)

40.0%

per day 17.1%

REACH/POST

6K

ad reach 2.5K/24h

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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 14 526 —	 SUBS REACH 41.36% avg % subs see post	 VIEWS/POST 6K median 6K · 27 days	 POSTS/WEEK 3.9 for the period
 7D TREND -24.0% vs prev week	 REACTIONS/POST 53.2 total 798 reactions, 51 reposts, 0 comments	 POST LENGTH 630 chars median 639 · 27 days	 POSTS ANALYZED 15 27 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH +268 last month	 CITATION RATE 6 citation index · 8 channels mentioned all time	 CHANNEL AGE 1 year 9 months created 22.08.2024

AI EDITOR SUMMARY

Channel «SberBusiness (Belarus)» – 14 526 subs. Each post averages 6K people (41% of subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) – rare publications. For week Jun 1–7 reach dropped -24.0% to week 25–31 May – worth analyzing reasons.

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 15 posts in 27 days.
- 02 Dominant format — Photo (12/15 posts).
- 03 Avg post length — 630 chars (median 639).
- 04 Peak audience activity — Tuesday, 17:00 MSK.
- 05 Top posts get the most 2x more views than the weakest (8.1K avg top vs 4.6K worst) — among 15 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 14:12 PHOTO 📄📄📄 June brings adjustments — from rates to new requirements for business We've gathered key changes for business — from rates...	VIEWS 9 102 REP. 3	REACTIONS 23 ER 62.7%
Nº2 22.05 · 09:36 PHOTO SberPractic in Novopolotsk: 55 entrepreneurs leveled up their business 😊 Novopolotsk hosted SberPractic — an open meetup for business where...	VIEWS 7 968 REP. 3	REACTIONS 27 ER 54.9%
Nº3 15.05 · 13:22 PHOTO When businesses choose our services on their own — that's the best indicator of quality 🏆 International award «People's Choice» is an open...	VIEWS 7 376 REP. 2	REACTIONS 110 ER 50.8%

Nº4 15.05 • 08:29 PHOTO #сболбизнеснавязи Revoke a doc — even after sending ➡ In SBOL Business you can cancel sending a doc if it's still...	VIEWS 7 164 REACTIONS 31 REP. 5 ER 49.3%
Nº5 21.05 • 10:45 PHOTO A solution can be found even in 2 hours ☒ That was the case for our client Olga: a wholesale company risked losing a profitable batch of goods — deadlines...	VIEWS 6 632 REACTIONS 19 REP. 5 ER 45.7%

WORST 3

↓ 19.05 • 12:52 PHOTO Business isn't just deals, it's risk management. Especially when an unfamiliar voice is on the line 😊 Scammers pose as anyone...	VIEWS 5 406 REACTIONS 29 REP. 2 ER 37.2%
↓ 02.06 • 11:45 PHOTO How to get unlimited business transfers in Russian rubles? 😊 If you regularly work with partners from Russia, every international...	VIEWS 5 314 REACTIONS 16 REP. 4 ER 36.6%
↓ 19.05 • 12:44 PHOTO Getting ready for the start together ☒ ☒Green Marathon is a reason to remind yourself: activity makes life brighter, health stronger, and mood...	VIEWS 3 126 REACTIONS 373 REP. 5 ER 21.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

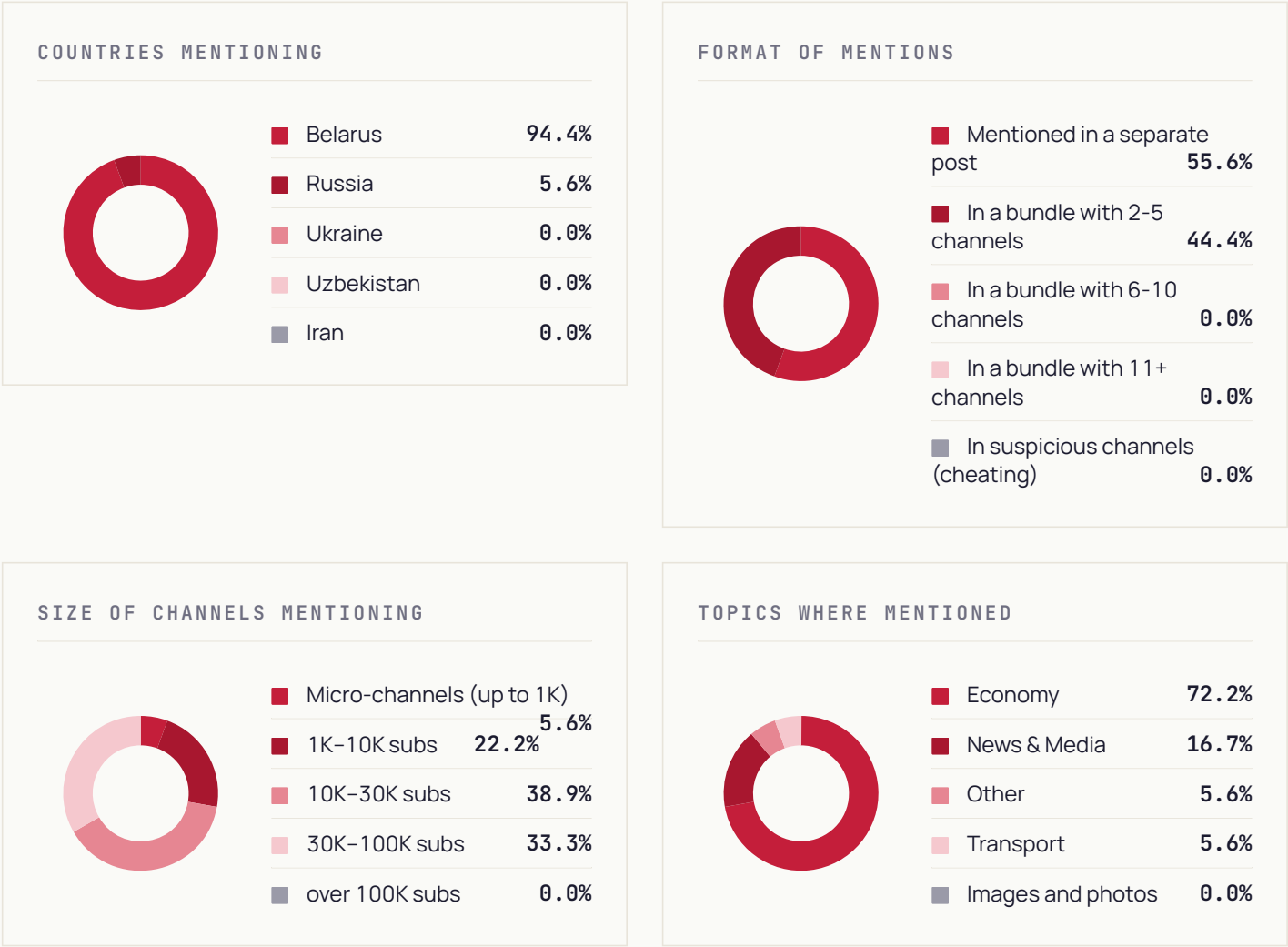
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

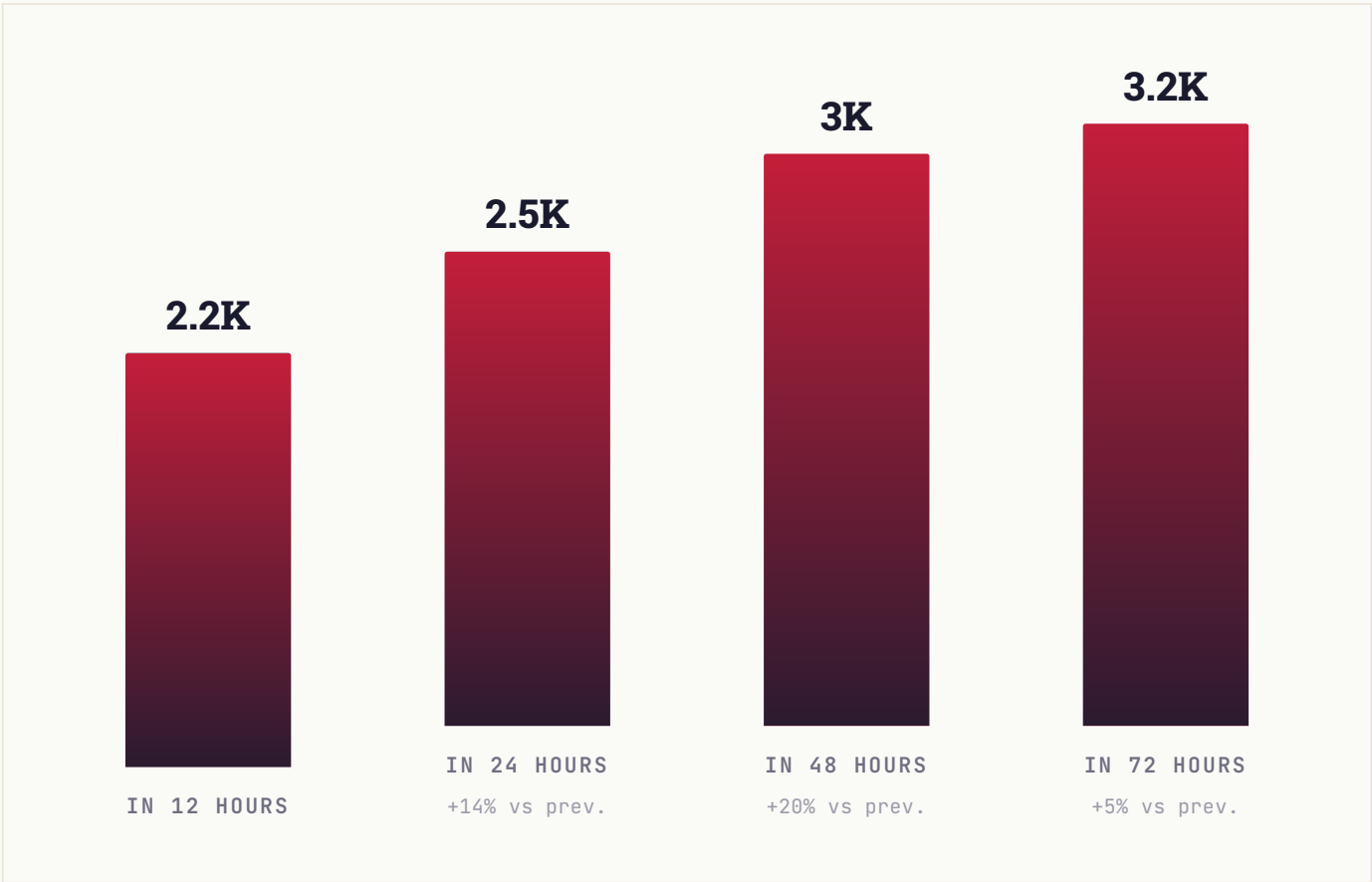
Citation index 6 – channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100k subs channel 'weighs' more than from a 1k channel. All-time channel was mentioned 8 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post by time since publication. Helps estimate how long a placement stays effective.



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
C(SberBusiness (Belarus) YOU	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
Salary Zakhar Plodunov Rational thinking	5.4K
PB Pro Business LIVE	4.9K
M- Mobistock - Stock Store	4.7K
BA BanderPolka	4.7K
GT GERASIMOVA TATYANA	3.6K
MD MTBank for Business	2.9K

COMPARATIVE CONCLUSION

Channel in top-1 niche (#1 of 71 channels in category). One of the leaders — client-partners can cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

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 **7**, they brought **14 099** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	5 144
Nov 2025	3	2	7 522
Oct 2025	0	0	2
September 2025	0	0	170
August 2025	3	1	1 204
July 2025	0	0	57

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
7	6	14 099

SECTION 08 · NICHE COMPARISON

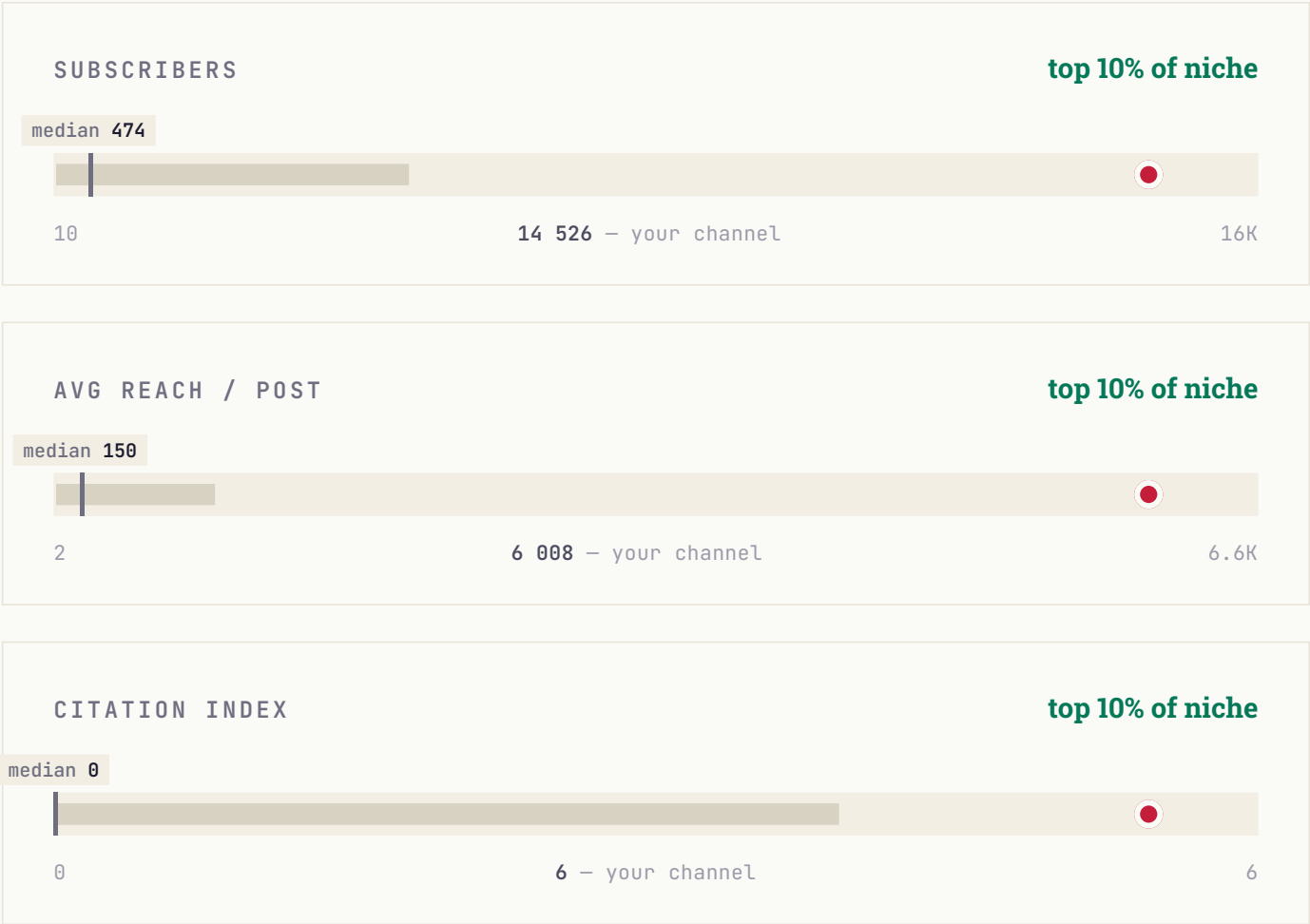
Where the channel stands in its league

Took top-71 channels in category «Business & Startups» (Belarus) and compared your channel against them. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#1/71

RANK IN NICHE

Channel in top 1% business & startups Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.9 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Tuesday
Audience is most active on this day and at 17:00 MSK. | EFFECT
Best time for key posts |
| 03 | Increase video posts share
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video holds 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 and 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 a few minutes from 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
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02	Contact manager	t.me/PromptPress_manager
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