

PUBLIC REPORT PROMTPRESS

Channel audit

Smartpress.by / News



@smartpress

News of Belarus and the world, interviews, success stories of Belarusians, travel, sports, art, useful tips, education, medicine, fashion. If you have questions, write. Contact bot:...

SUBSCRIBERS

31 493

-552 per month

ERR (% SEE POSTS)

20.0%

per day **16.2%**

REACH/POST

6.1K

ad reach **5.1K/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 31 493 —	 SUBS REACH 19.38% avg % subs see post	 VIEWS/POST 6.1K median 6.2K · 29 days	 POSTS/DAY 22.1 ~155 per week
 7D TREND -2.4% vs previous week	 REACTIONS/POST 33.3 total 21,867 reactions, 12,051 reposts, 0 comments	 POST LENGTH 448 chars median 426 · 29 days	 POSTS ANALYZED 656 29 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH -552 last month	 CITATION RATE 88 citation index · 293 channels mentioned ever	 CHANNEL AGE 5 years 8 months created 17.09.2020

AI EDITOR SUMMARY

Channel «Smartpress.by / News» — 31 493 subs. Each post averages 6.1K people (19% of subs), average reach — room to grow. Publishes 155 posts per week (~22/day) — very active. Week of May 25–31 reach stable (-2.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **656** posts in 29 days.
- 02 Dominant format — **Photo** (431/656 posts).
- 03 Avg post length — **448** chars (median 426).
- 04 Audience peak activity — **Wednesday**, 09:00 MSK.
- 05 Top posts get **1x** more views than the weakest (7.9K avg top vs 5.4K worst) — among 656 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 06:36 PHOTO Wildberries, Ozon and Belpochta added to Belarus dominant register Now their tariffs must be economically justified: with accounting...	VIEWS 8 847 REP. 33	REACTIONS 40 ER 28.1%
Nº2 18.05 · 05:10 VIDEO Near Staiki, 'dancing' roe deer were filmed. The frame shows six animals jumping in a blooming rapeseed field. The video quickly got...	VIEWS 7 517 REP. 186	REACTIONS 270 ER 23.9%
Nº3 14.05 · 16:21 TEXT Belarus drivers receive SMS demanding fine payment In Minsk, iPhone users get mass SMS allegedly from "road...	VIEWS 7 353 REP. 156	REACTIONS 35 ER 23.3%

Nº4 25.05 • 02:34 TEXT Monday up to +24°C across the country. Warmest in the southwest, brief showers in the north and east...	VIEWS 7 257 REP. 6 REACTIONS 12 ER 23.0%
Nº5 24.05 • 19:00 PHOTO ☒ Lukashenko and Macron held a phone conversation for the first time in four years ☒ Suburban train schedule between Minsk and... changes for nearly two months	VIEWS 7 178 REP. 4 REACTIONS 17 ER 22.8%

WORST 3

↓ 30.05 • 08:52 PHOTO Forest masterminds: when wolves pack up and why their hunt mirrors special ops Strict hierarchy, clear roles...	VIEWS 5 404 REP. 14 REACTIONS 31 ER 17.2%
↓ 30.05 • 09:10 VIDEO Late payment penalty for utilities can be written off, but first you need to pay off the principal debt. After that, submit an application to...	VIEWS 5 356 REP. 19 REACTIONS 20 ER 17.0%
↓ 16.05 • 12:15 PHOTO More drones over Brest region What are they for? #society#brestenergo#drones	VIEWS 5 315 REP. 5 REACTIONS 18 ER 16.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

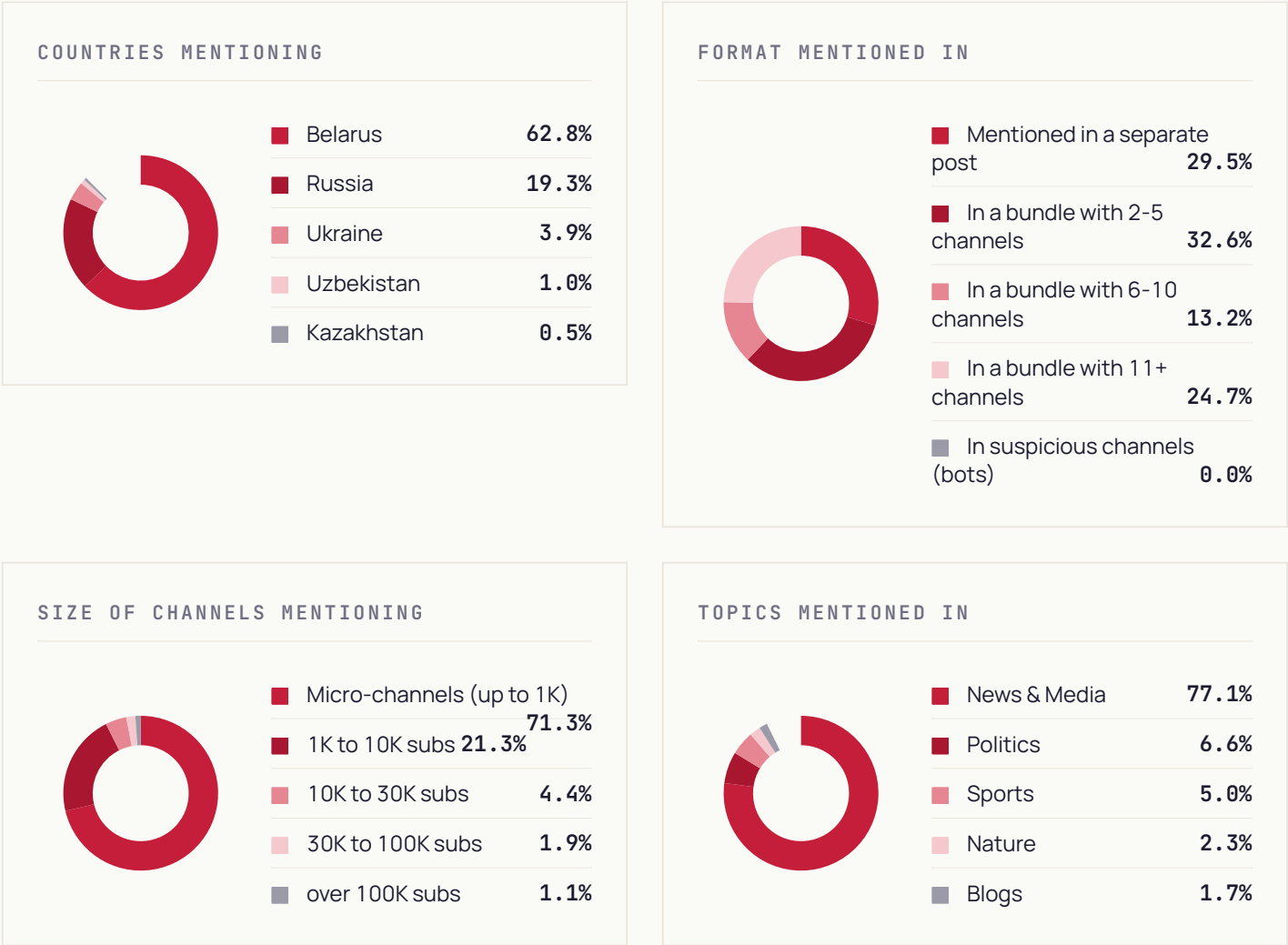
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained and which lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

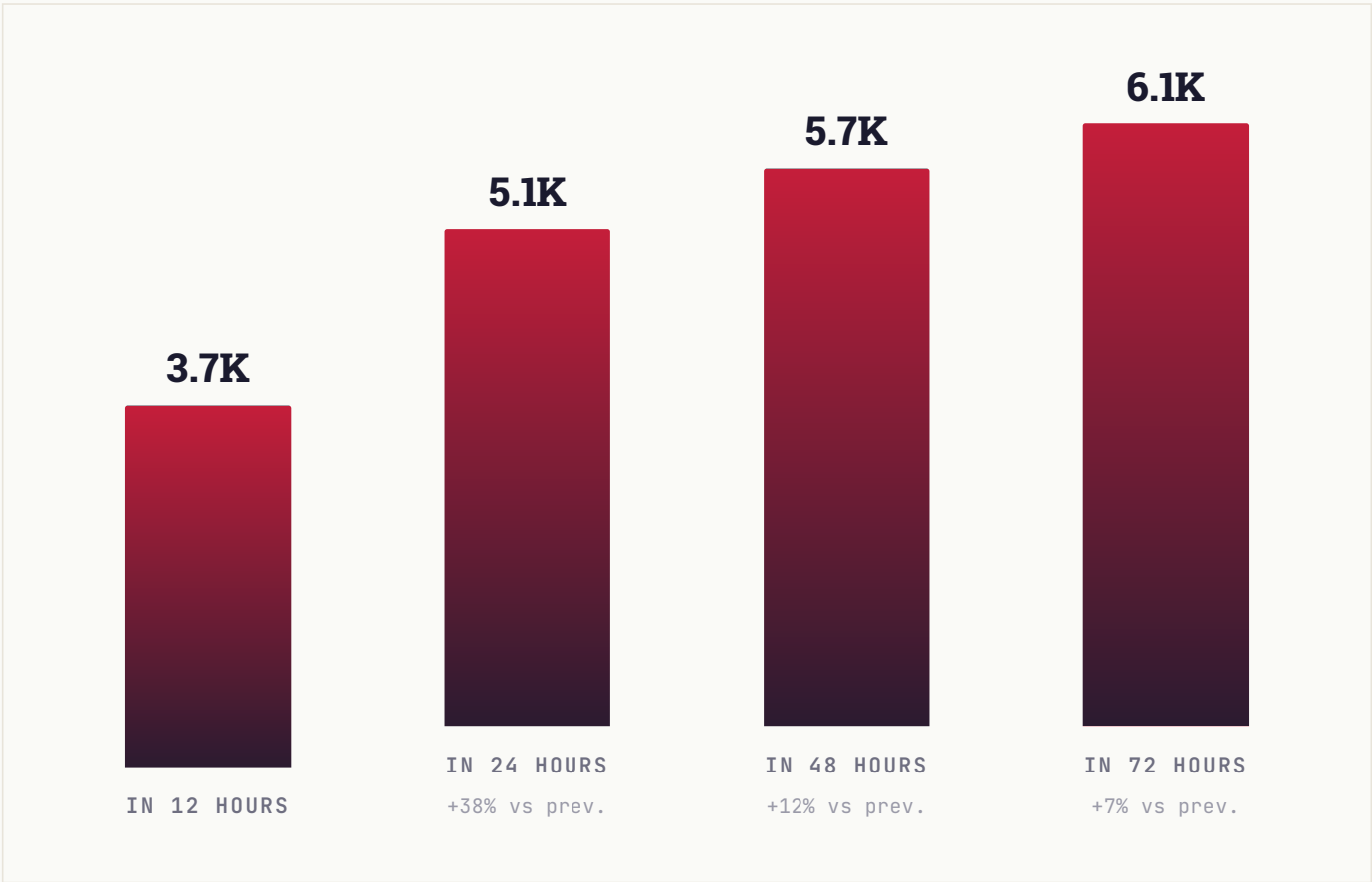
Citation index **88** – channel popularity score based on mentions. Considers not just count but weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **293** different channels.



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 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
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
YY Gomel. Main!	56K
S/ Smartpress.by / News YOU	31.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#26 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions **73**, they brought **8 350** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	11	7	815
November 2025	16	8	0
October 2025	13	7	1 492
September 2025	14	10	4 031
August 2025	10	7	1 021
July 2025	9	6	991

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
73	6	8 350

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (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.

#26 /100

POSITION IN NICHE

Channel in the top half of the ranking

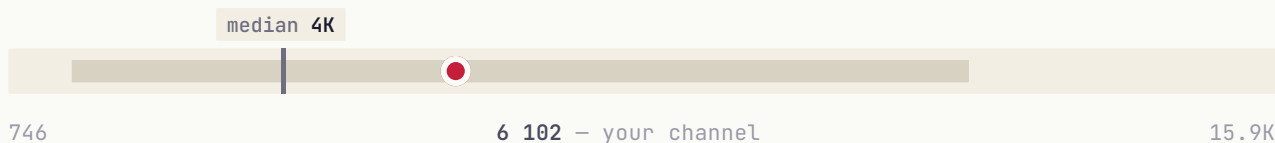
SUBSCRIBERS

better than 64% of niche



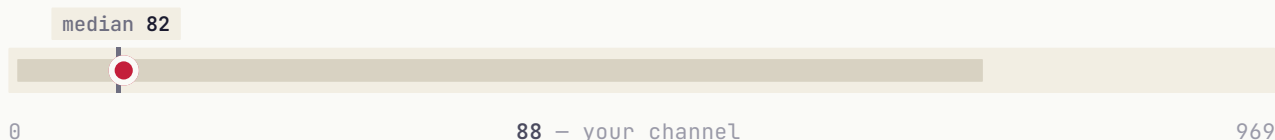
AVG REACH / POST

better than 60% of niche



CITATION INDEX

better than 50% of niche



— SECTION 09 · STRATEGY

What to Do Right Now

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

- 01

Top post of the week — on Wednesday

Audience most active on this day at 09:00 MSK.

EFFECT

Best window for important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. We recommend a share of 15-25%.

EFFECT

Video retains audience better
- 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 is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighbor channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager