

PUBLIC REPORT PROMTPRESS

Channel audit

Sneaker Junk |

SNEAKERS

BELARUS BY



@sneakers_sale_by

Sneaker Junk Warehouse stock: clearing last sizes and batch leftovers. Prices below cost (up to 70BYN) Delivery via Europachta First come, first served. No holds. Grab a pair: @kadet_and Link to...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
1 426 18.06.2026 +742 per month	40.0% HTTPS://PROMTPRESS.COM/AUDIT/SNEAKERS_SALE_BY daily 20.6%	530 ad reach 202/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 1 426 —	 SUBS REACH 37.19% avg % subs see post	 VIEWS/POST 530 median 485 · 29 days	 POSTS/DAY 7.2 ~50 per week
 7D TREND -33.5% vs previous week	 REACTS/POST 2.7 582 reactions, 496 reposts, 358 comments total	 POST LENGTH 128 chars median 155 · 29 days	 POSTS ANALYZED 213 29 days
 AD REACH 202 24h avg	 CHURN / MONTH +742 last month	 QUOTE RATE 12 citation index · 33 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 06.10.2022

AI EDITOR SUMMARY

Channel «Sneaker Junk | SNEAKERS BELARUS BY» – 1 426 subs. Each post avg views 530 people (37% from subs), good reach. Publishes 50 posts/week (~7/day) – active publishing. Week Jun 1–7 reach dropped -33.5% to week May 25–31 – 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **213** posts over 29 days.
- 02 Dominant format — **Photo** (172/213 posts).
- 03 Avg post length — **128** chars (median 155).
- 04 Audience peak — **Saturday**, 12:00 MSK.
- 05 Top posts get the most **4x** More views than weakest (1.3K avg top vs 349 worst) — among 213 posts over 29 days. Worth analyzing top posts' common traits: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 08:53 PHOTO Men's window selection Size 40-45 Price 30-70 byn #мужские@sneakers_sale_by @kadet_and	VIEWS 1 345 REPOSTS 17	REACTS 2 ER 94.3%
Nº2 23.05 · 08:28 PHOTO ☒Men's sneaker selection from 50 BYN ☒Sizes 40-45 Warehouse clearance ☒ Contact @kadet_and #мужские@sneakers_sale_by	VIEWS 1 273 REPOSTS 16	REACTS 1 ER 89.3%
Nº3 23.05 · 09:19 PHOTO 50BYN #women@sneakers_sale_by	VIEWS 1 249 REPOSTS 1	REACTS — ER 87.6%

Nº4 23.05 · 05:24 PHOTO Clearance of Last Sizes Women's Showcase ☒ PRICE: 130BYN → 40BYN☒ (Ship via Europost) Grab treasure: @kadet_and...	VIEWS 1 047 REPOSTS 1 REACTS 1 ER 73.4%
Nº5 29.05 · 09:26 PHOTO Clearance of Last Sizes Size 40 41 42 43 44 45☒ PRICE: 50BYN☒ (Ship via Europost) Grab treasure: @kadet_and...	VIEWS 991 REPOSTS 2 REACTS 3 ER 69.5%

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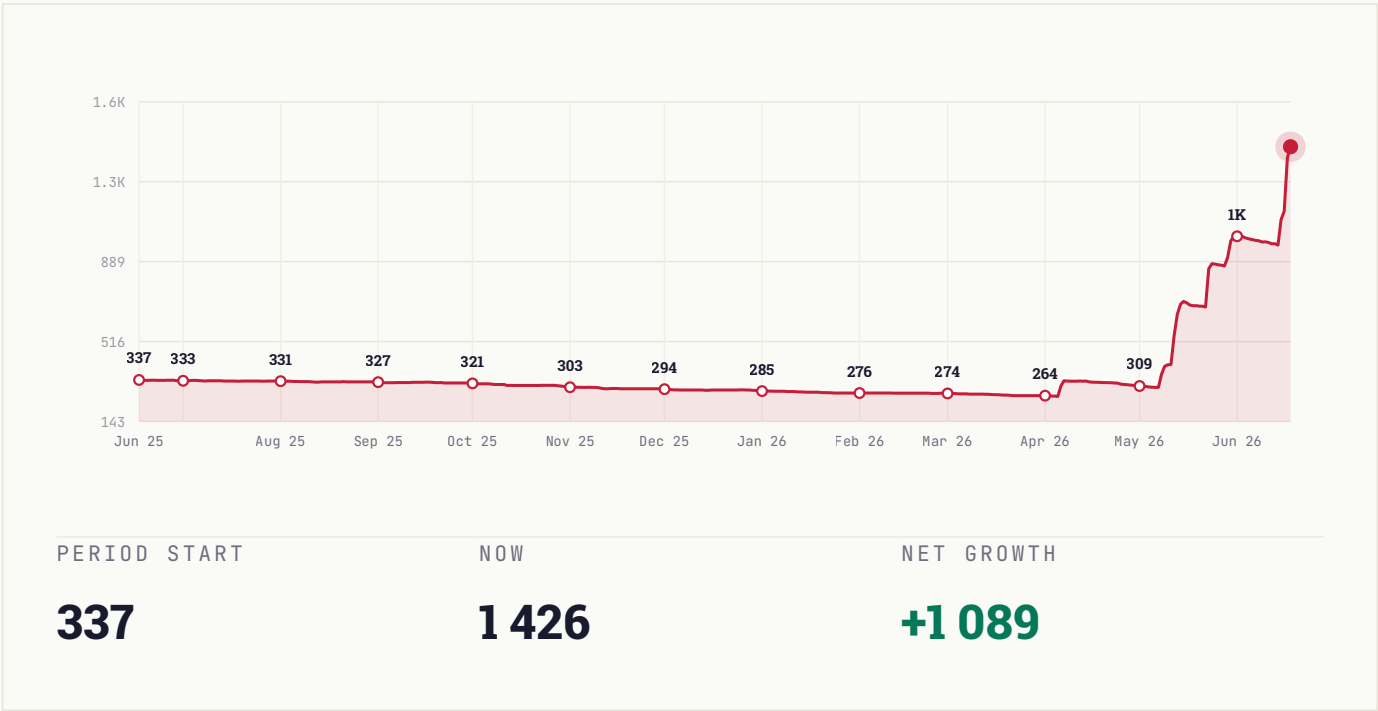
WORST 3

↓ 19.05 · 06:01 PHOTO Clearance of Last Sizes Women's Showcase ☒ PRICE: 150BYN → 50BYN☒ (Ship via Europost) Grab treasure: @kadet_and...	VIEWS 350 REPOSTS 4 REACTS 1 ER 24.5%
↓ 19.05 · 08:23 PHOTO Clearance of Last Sizes Women's Showcase ☒ PRICE: 150BYN → 50BYN☒ (Ship via Europost) Grab treasure: @kadet_and...	VIEWS 350 REPOSTS — REACTS 2 ER 24.5%
↓ 19.05 · 08:26 PHOTO Clearance of Last Sizes Women's Showcase ☒ PRICE: 150BYN → 50BYN☒ (Ship via Europost) Grab treasure: @kadet_and...	VIEWS 349 REPOSTS 1 REACTS 2 ER 24.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

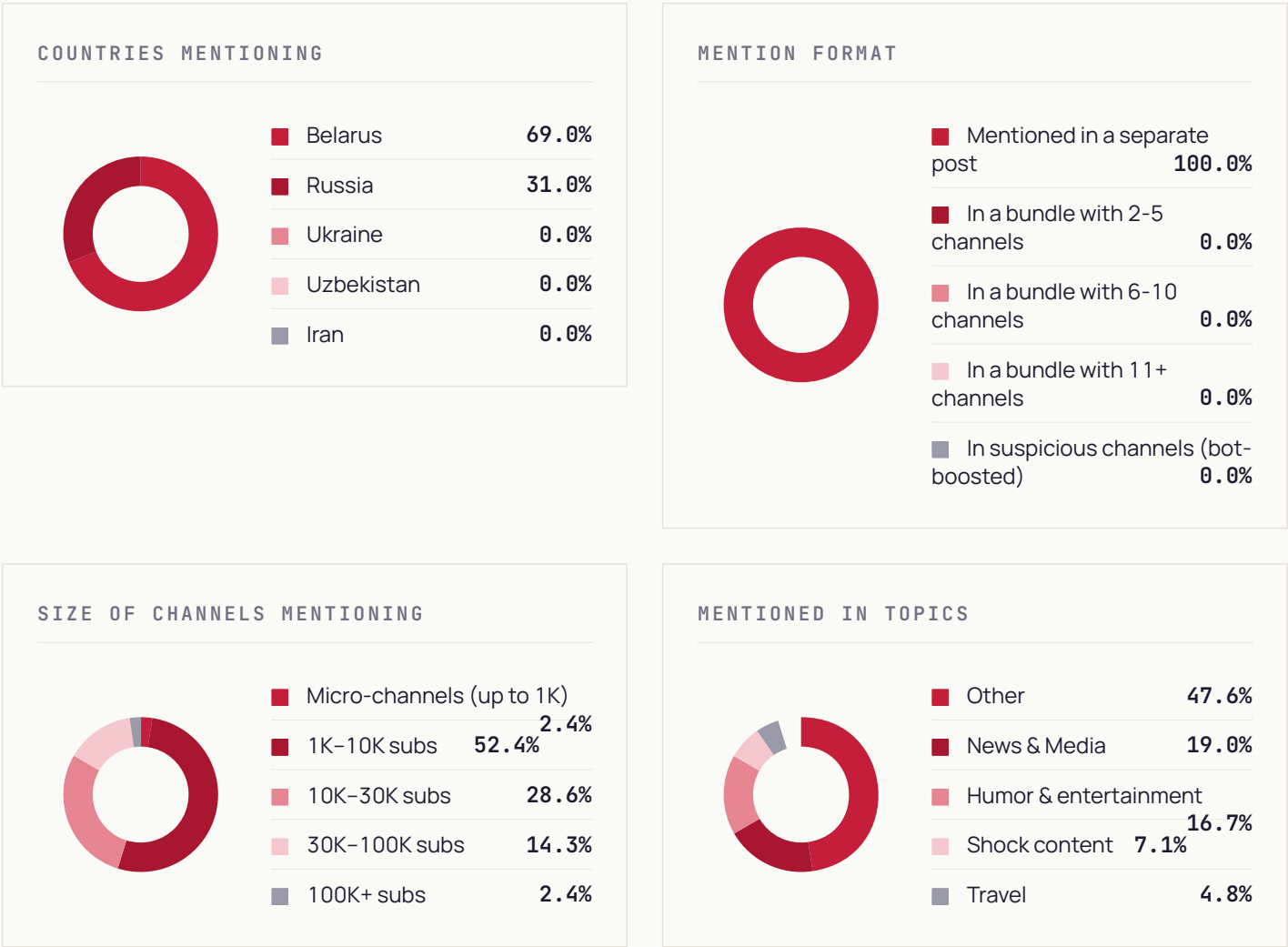
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

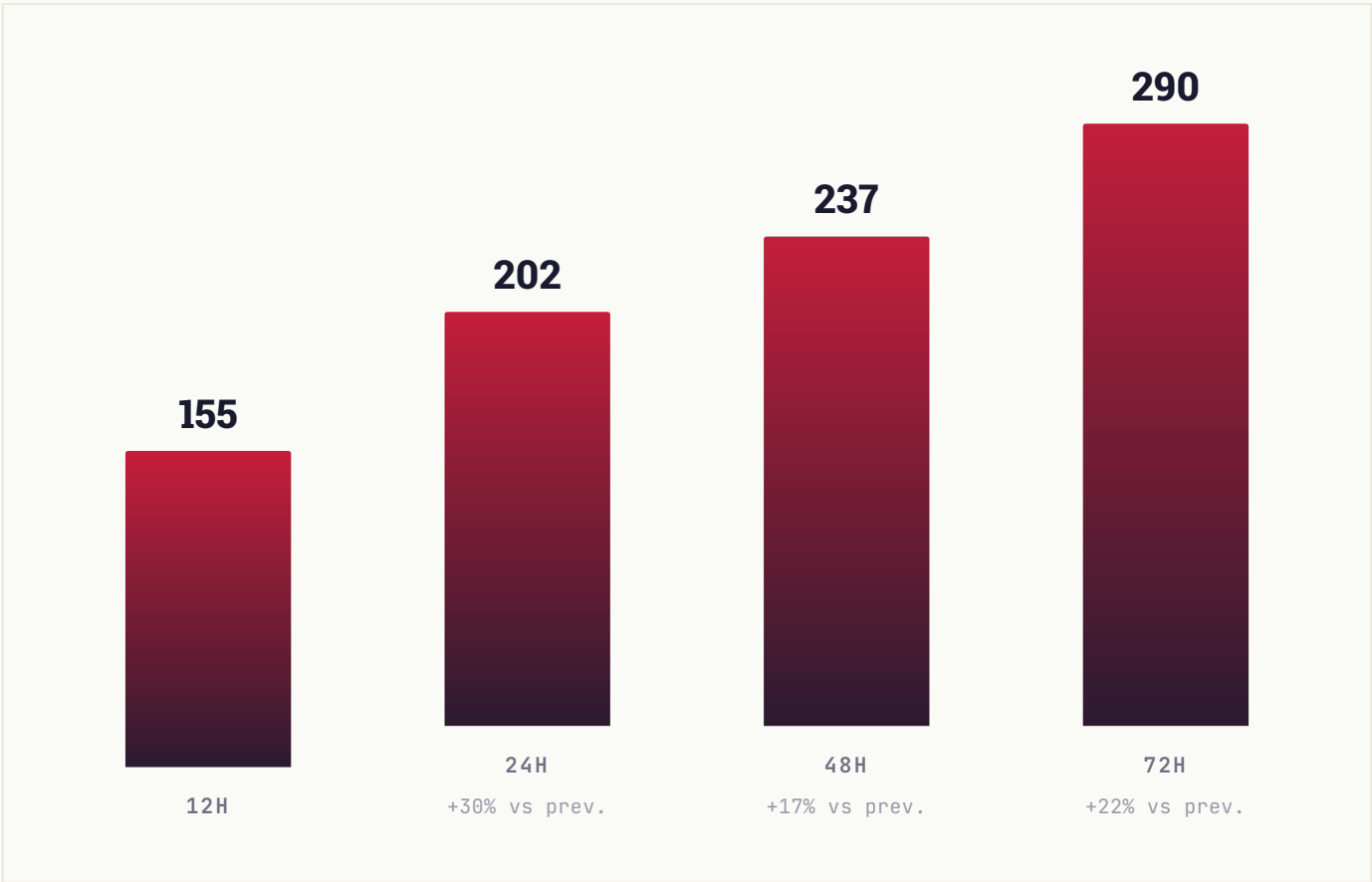
Citation index **12** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **33** different channels.



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 Nearby channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Apartment rental in Minsk Housing from owners	43.6K
PI Promo codes & discounts Belarus	41.4K
Sun Belarus discounts & new arrivals	36.2K
H2 Finds 21vek.by	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner Catalog	21.5K
Thu Sneaker Junk SNEAKERS BELARUS BY YOU	1.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#57 of 100). Niche median — 1.8K subs. First growth KPI — reach median. Leader: 5 element | 5element.by (105.2K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **0**, they brought **17** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	2
Nov 2025	0	0	2
Oct 2025	0	0	2
Sep 2025	0	0	4
August 2025	0	0	2
July 2025	0	0	5

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
0	6	17

— 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.

#57

/100

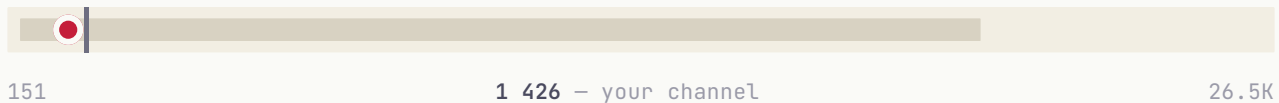
RANK IN NICHE

Channel in bottom half of rating

SUBSCRIBERS

19% below median

median 1.8K



AVG REACH / POST

15% below median

median 626



CITATION INDEX

better than 74% of niche

median 0



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video holds
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds 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 same-segment channels. 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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