

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Pack your backpack



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Everything you need about travel for Belarusians (and beyond) now.

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SUBSCRIBERS

24 341

-100 per month

ERR (% SEE POSTS)

26.0%

last day **13.8%**

REACH/POST

6.4K

ad reach **3.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 24 341 —	 SUBS REACH 26.17% avg % subs see post	 VIEWS/POST 6.4K median 5.5K · 25 days	 POSTS/WEEK 5.2 for period
 7D TREND — no data for period	 REACTIONS/POST 85.3 1,621 reactions, 1,005 reposts, 0 comments	 POST LENGTH 801 chars median 1,000 · 25 days	 POSTS ANALYZED 19 25 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH -100 last month	 QUOTE RATE 23 citation index · 98 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 12.12.2017

AI EDITOR SUMMARY

Channel «Sobirai Ryukzak» – 24 341 subs. Avg post views 6.4K people (26% of subs), good reach. Publishes 5 posts/week (~1/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts over 25 days.
- 02 Dominant format – Text (11/19 posts).
- 03 Avg post length – 801 chars (median 1,000).
- 04 Audience activity peak – Thursday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (10K avg for top vs 4.1K for worst) – among 19 posts in 25 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 17:50 TEXT  ! New Booking System for Visa Appointments at Polish Visa Centers Plus one (long-awaited for some) country where now...	VIEWS 10 474 REPOSTS 406	REACTIONS 164 ER 43.0%
Nº2 11.06 · 20:36 PHOTO As they say, it was already good, but we didn't know it then 😊 That was my favorite time too, as it turned out)	VIEWS 9 799 REPOSTS 18	REACTIONS 330 ER 40.3%
Nº3 04.06 · 13:31 PHOTO  ! How to Count Days in Schengen Now? About the Notebook & New Visa Check Service on EU Site Reminder: from April 10, 2026...	VIEWS 9 782 REPOSTS 134	REACTIONS 94 ER 40.2%

Nº4 02.06 • 13:39 TEXT  How Belarusians Got Schengen Visas in 2025 at Embassies & Consulates in Russia? Plus data on Denmark & Norway from London. More...	VIEWS 8 492 REPOSTS 16 REACTIONS 51 ER 34.9%
Nº5 03.06 • 06:08 TEXT  Welcome new readers! I'm Marina Zyulikova. Author of "Pack Your Backpack" blogs about independent travel and...	VIEWS 8 319 REPOSTS 13 REACTIONS 159 ER 34.2%

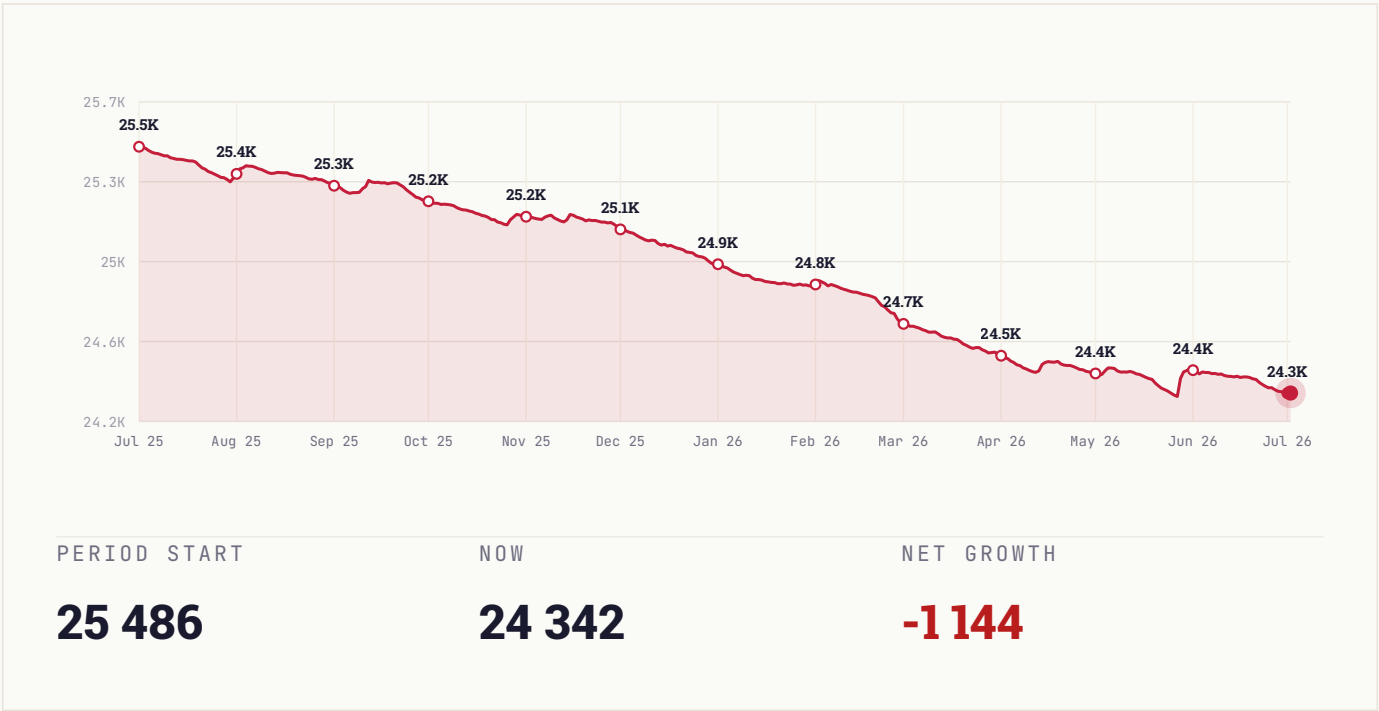
WORST 3

↓ 26.06 • 16:24 TEXT  Aviation Roundup: Latest News on New Flights to/from Belarus 🇧🇪 Belavia: resumed flights to Murmansk & Ufa Reminder on seasonal...	VIEWS 4 282 REPOSTS 10 REACTIONS 53 ER 17.6%
↓ 27.06 • 05:50 TEXT ! Electronic Arrival Forms – Arrival Card: Which Countries Require Them, When & Where to Fill? More countries are introducing...	VIEWS 4 139 REPOSTS 58 REACTIONS 74 ER 17.0%
↓ 28.06 • 05:02 TEXT ! Last Hours to Register for Webinar "Booking Accommodation Abroad" 📅 Starts today at 15:00 🎁 Program includes for everyone...	VIEWS 3 771 REPOSTS 1 REACTIONS 29 ER 15.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

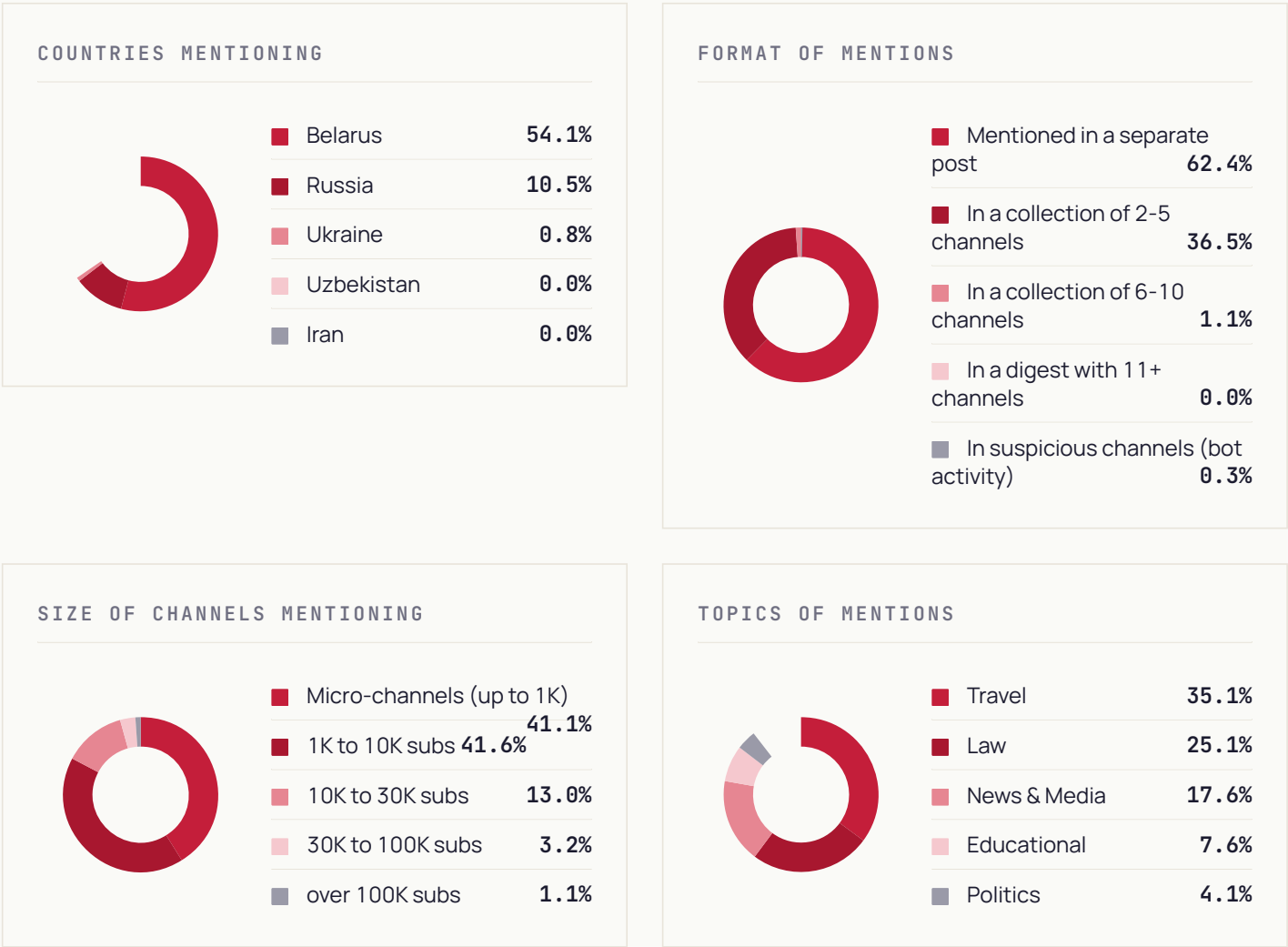
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows when the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

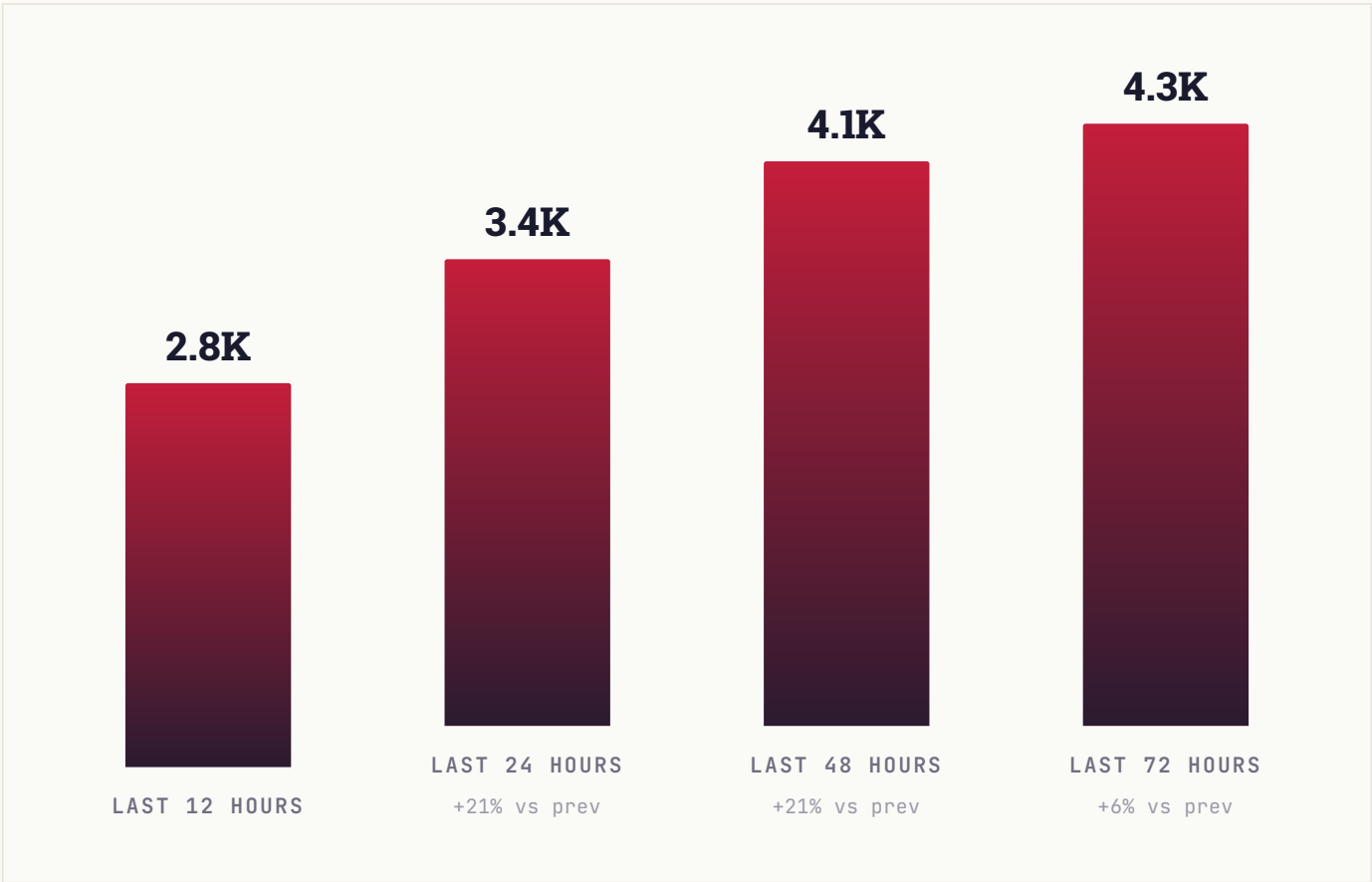
Citation index **23** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **98** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TT TEZ TOUR	46K
VA Vandrowki	38.3K
PA Подарожнік	26.8K
CPM Pack your backpack YOU	24.3K
GB Belarus-EU border (Poland-Lithuania-Latvia)	23.2K
M- MKS - Minsk, where to go?	21.9K
AG Atlasbas: online border	21.3K
AM Minsk Poster	20.2K
ST Siesta Travel about sea tours.	20.1K
BV Belarusians in Poland	18.6K
RO Rosting	15.4K

COMPARATIVE SUMMARY

Channel in top 10 niche (#4 of 94). Strong position. Niche leader — TEZ TOUR (46K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 were **14**, they brought **269** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	12
December 2025	4	2	12
Nov 2025	5	2	62
Oct 2025	0	0	50
Sep 2025	1	1	67
August 2025	2	2	66
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS	
14	6	269	

SECTION 08 · NICHE COMPARISON

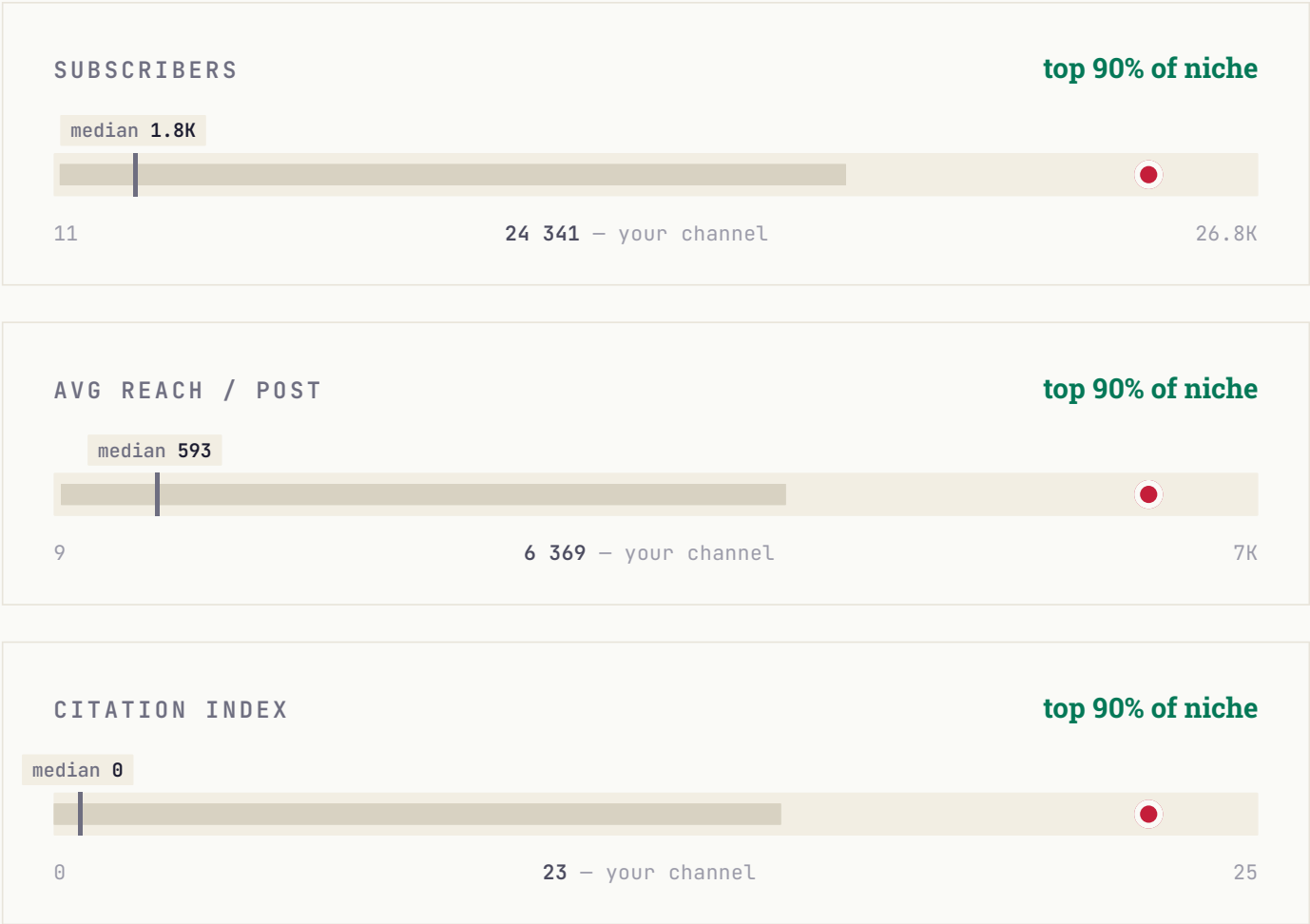
Where channel stands in its league

Took top-94 channels in category «Travel» (Belarus) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#4/94

RANK IN NICHE

Channel in top 4% of Belarus travel



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Thursday
 On this day at 20:00 MSK audience is most active.

EFFECT
Best window for important post

02

Increase share of video posts
 Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs

04

Test polls & interactive formats
 Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Cross-post with same-segment channels 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 ad

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

02

Contact manager

t.me/PromptPress_manager
