

PUBLIC REPORT BY PROMTPRESS

Channel audit

☒ SOLD SHOP | МАГАЗИН КРОССОВОК



@sold_shop_by

Minsk, Zybetskaya 6. Also delivery across Belarus 🇧🇪 Questions:
@soldshop_by 🌐 Site: <https://sneakerstore.by> 📷 Instagram: <https://www.instagram.com/sold.shop.by> 📺 TIKTOK:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
5 518	36.0%	2K
17.06.2026 ⁺¹⁴⁷ per month	daily ^{20.2%}	ad reach ^{1.1K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/SOLD_SHOP_BY		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Sales» category

09 Strategy

5 priority actions

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 5 518 —	SUBSCRIBER REACH 35.53% avg % subs see post	VIEWS/POST 2K median 2.1K · 29 days	POSTS/WEEK 24.2 over period
7D TREND -4.2% vs previous week	REACTIONS/POST 13.8 1,394 reactions, 258 reposts, 0 comments	POST LENGTH 152 chars median 160 · 29 days	POSTS ANALYZED 101 29 days
AD REACH 1.1K 24h avg	CHURN / MONTH +147 last month	CITATION RATE 1 citation index · 1 channel mentioned ever	CHANNEL AGE 8 years 7 months created 13.11.2017

AI EDITOR SUMMARY

Channel «SOLD SHOP| SNEAKER STORE» — 5 518 subs. Each post averages 2K people (36% of subs), good reach. Publishes 24 posts/week (~3/day) — active posting. Week of Jun 1–7 reach stable (-4.2% vs week of May 25–31).

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 **101** posts over 29 days.
- 02 Dominant format — **Photo** (74/101 posts).
- 03 Avg post length — **152** chars (median 160).
- 04 Peak audience activity — **Sunday**, 14:00 MSK.
- 05 Top posts get **2×** more views than the weakest (2.5K avg top vs 1.5K worst) — among 101 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 11:58 PHOTO New DIOR B22 ☒ ☒NEMIGA, Zybetskaya 6 ☒NATIONWIDE DELIVERY WITH TRY-ON ↗ OUR INSTAGRAM	VIEWS 2 583 REP. 3	REACTIONS 15 ER 46.8%
Nº2 25.05 · 10:36 PHOTO You asked for a DISCOUNT☒ we do ☒ RESPONSE and PHARAXUS ☒☒☒ ↑ ☒Minsk, Zybetskaya St. 6 ☒Delivery nationwide ☒Cards...	VIEWS 2 426 REP. 4	REACTIONS 16 ER 44.0%
Nº3 31.05 · 11:40 PHOTO RAF SIMONS☒ ☒☒☒☒☒☒☒ Now small sizes too ☒Minsk, Zybetskaya 6 ☒Delivery nationwide ☒Installment cards: Halva, Purchase Card...	VIEWS 2 371 REP. 3	REACTIONS 9 ER 43.0%

Nº4 19.05 · 11:10 PHOTO 👁️👁️👁️ PRICE FROM 95 rubles All colors on our WEBSITE 📄📄 Minsk, Zybetskaya 6 📄Delivery nationwide...	VIEWS 2 354 REP. 8	REACTIONS 12 ER 42.7%
Nº5 23.05 · 06:06 PHOTO Great news 📄 BACK IN STOCK JEREMY SCOTT X WINGS 4.0 📄 Minsk, Zybetskaya 6 📄Delivery nationwide 📄Installment cards: Halva...	VIEWS 2 333 REP. 12	REACTIONS 20 ER 42.3%

WORST 3

↓ 13.06 · 11:47 PHOTO 👁️👁️ ASICS GEL-NYC 📄Minsk, Zybetskaya 6 📄Delivery nationwide 📄Installment cards: Halva, Purchase Card ↗ OUR WEBSITE ↗ OUR...	VIEWS 1 613 REP. 3	REACTIONS 11 ER 29.2%
↓ 14.06 · 08:02 PHOTO NEW📄 📄Minsk, Zybetskaya 6 📄Delivery nationwide 📄 Installment cards: Halva, Purchase Card ↗ OUR SITE ↗ OUR INSTAGRAM	VIEWS 1 557 REP. 1	REACTIONS 8 ER 28.2%
↓ 14.06 · 17:36 VIDEO (video post without caption)	VIEWS 1 435 REP. 2	REACTIONS 28 ER 26.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

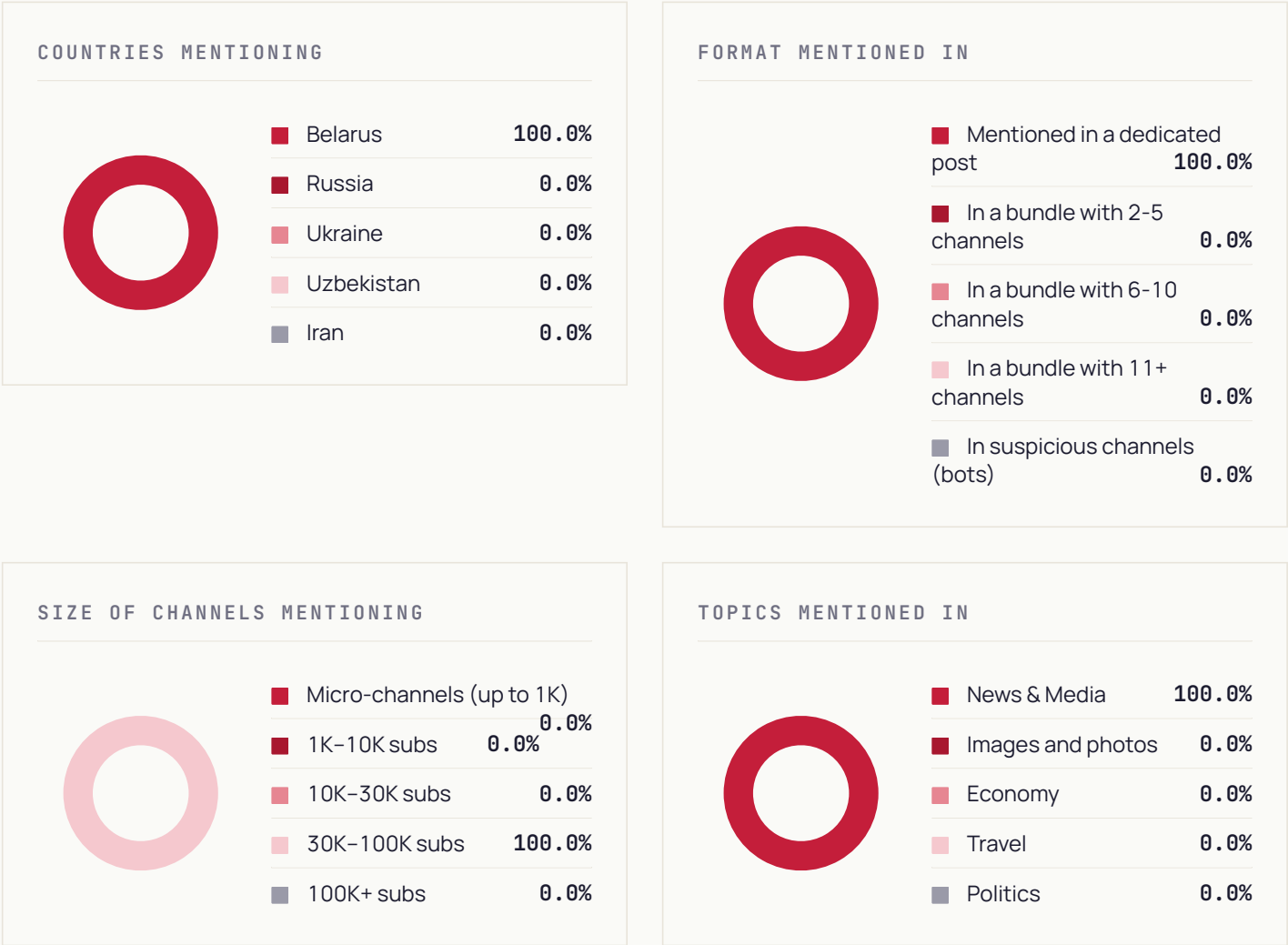
Yearly subscriber growth chart. Key months show exact subscriber count. Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

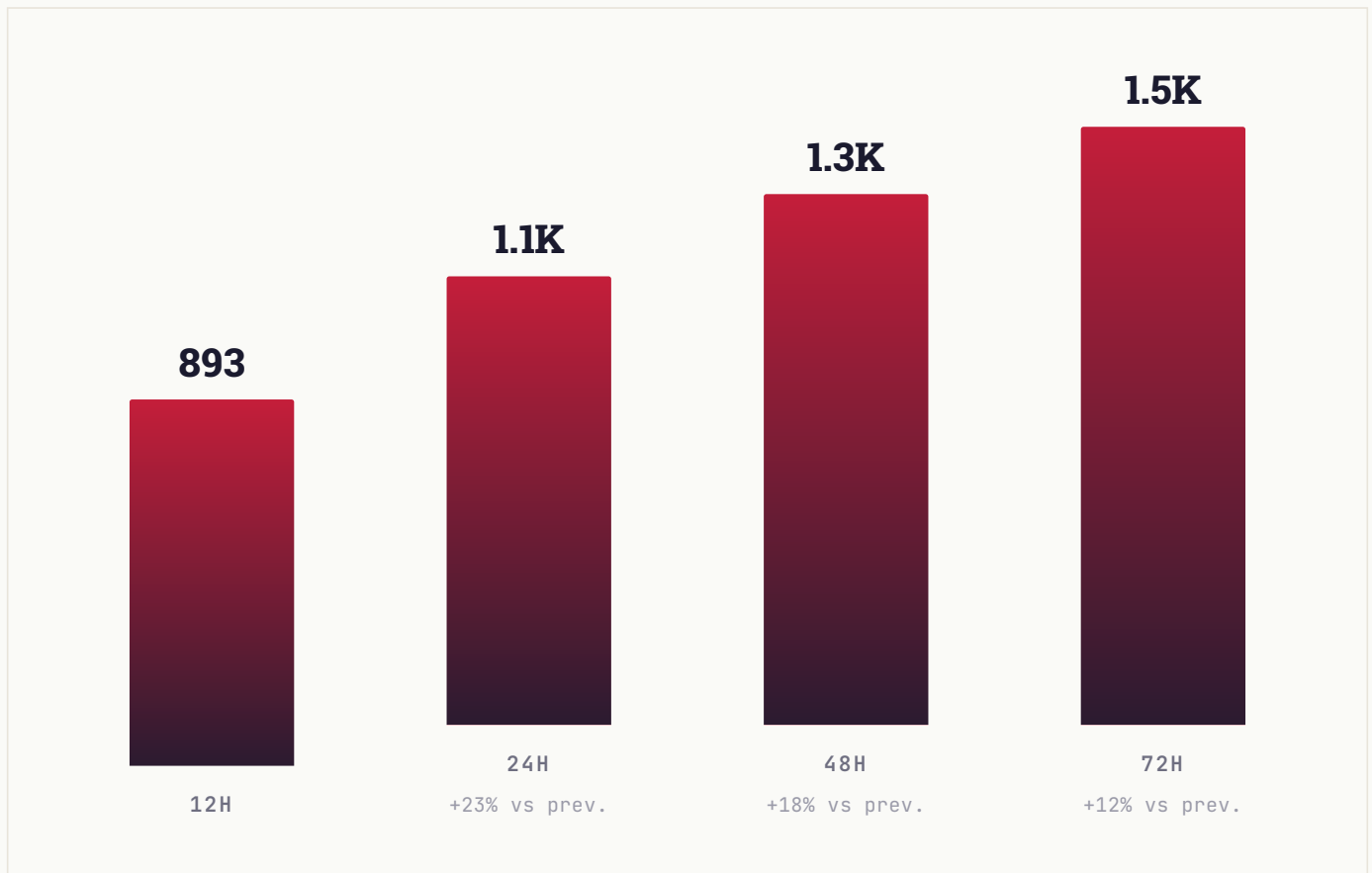
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 1 different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publish. Helps gauge how long a 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
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 deals & new	36.2K
H2	Finds from 21vek.by	35.5K
RE	Realt	32.3K
SI	SMARTTECH luxury tech	27.3K
K-	Kupon.by – promo codes Belarus	26.3K
KO	Onliner Catalog	21.5K
XS	XSOLD SHOP МАГАЗИН КРОССОВК YOU	5.5K

COMPARATIVE INSIGHT

Channel in top 25% of niche (#25 of 100). Leader — 5 element | 5element.by (105.2K). Goal for coming months: enter niche top-10 via systematic traffic work.

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 **0**, they brought **2 561** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	63 
November 2025	0	0	342 
October 2025	0	0	781 
Sep 2025	0	0	628 
August 2025	0	0	594 
July 2025	0	0	153 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	2 561

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «Sales» (Belarus) and compared your channel.
 Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median.
 Red dot = your channel.

#25 /100

POSITION IN NICHE

Channel in top 25% – strong position

SUBSCRIBERS

better than 58% of niche

median 1.8K

151

5 518 – your channel

26.5K

AVG REACH/POST

better than 64% of niche

median 626

1

1 960 – your channel

5.6K

CITATION INDEX

better than 50% of niche

median 0

0

1 – your channel

25

— 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

Main post of the week — on Sunday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for key posts**

02

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**

03

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

04

Cross-promo with neighboring channels

Cross-post with same-niche channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

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