

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Construction

## Renovation



@str\_bii

Official info channel of the "Business-Info" Platform for construction & renovation. Industry news, useful materials, hot topics, etc...

SUBSCRIBERS

**1 204**

+22 per month

ERR (% SEE POSTS)

**18.0%**

per day **8.2%**

REACH/POST

**219**

ad reach **99**/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

|                                                                                                                                                              |                                                                                                                                                                            |                                                                                                                                                                                         |                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>1 204</div><div>—</div></div>              | <div><div> SUBS REACH</div><div>18.18%</div><div>avg % subs see post</div></div>          | <div><div> VIEWS/POST</div><div>219</div><div>median 184 · 28 days</div></div>                         | <div><div> POSTS/WEEK</div><div>6.0</div><div>for period</div></div>                        |
| <div><div> 7D TREND</div><div>-23.2%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>0.5</div><div>12 react., 15 rep., 0 comm.</div></div> | <div><div> POST LENGTH</div><div>405 chars.</div><div>median 274 · 28 days</div></div>                 | <div><div> POSTS ANALYZED</div><div>24</div><div>28 days</div></div>                        |
| <div><div> AD REACH</div><div>99</div><div>24h avg</div></div>             | <div><div> CHURN / MONTH</div><div>+22</div><div>last month</div></div>                  | <div><div> CITATION RATE</div><div>1</div><div>citation index · 6 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>4 years 4 months</div><div>created 05.02.2022</div></div> |

AI EDITOR SUMMARY

Channel «Construction ☒ Renovation» – 1 204 subs. Each post averages 219 people (18% of subs), this is average reach – room to grow. Publishes 6 posts per week (~1/day) – rare. For week 25–31 May reach dropped -23.2% to week 18–24 May – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **24** posts in 28 days.
- 02 Dominant format – **Photo** (22/24 posts).
- 03 Avg post length – **405** chars (median 274).
- 04 Peak audience activity – **Friday, 16:00 MSK**.
- 05 Strongest posts gather **3x more** more views than the weakest (458 avg for top vs 153 for worst) – among 24 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

|                                                                                                                                                                                                                         |                                                                 |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>29.05 · 13:51</div><div>PHOTO</div></div> <div>Under a construction contract, the client supplies some materials. During construction, some of these materials were not...</div>                | <div>VIEWS</div> <div>687</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>2</div> <div>ER</div> <div>57.1%</div> |
| <div><div>Nº2</div><div>13.05 · 08:58</div><div>PHOTO</div></div> <div>The construction contract provides for dismantling of process equipment. During dismantling, waste was generated – polyurethane foam...</div>    | <div>VIEWS</div> <div>377</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>31.3%</div> |
| <div><div>Nº3</div><div>22.05 · 07:52</div><div>PHOTO</div></div> <div>☒ Construction: legislative changes from May 1 to 14 ☒Approved new requirements for finishing and equipping rental housing ☒Established...</div> | <div>VIEWS</div> <div>311</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>1</div> <div>ER</div> <div>25.8%</div> |

Nº4

20.05 · 13:03

PHOTO

More #newsBusinessInfo

VIEWS

288

REACTIONS

—

REPOSTS

1

ER

23.9%

Nº5

20.05 · 09:01

PHOTO

Read #актуальнаятема

VIEWS

275

REACTIONS

—

REPOSTS

1

ER

22.8%

WORST 3

↓

29.05 · 07:48

PHOTO

Interview calendar for June ✓On the topics in the table, you can ask your questions on the specified days ✓About each...

VIEWS

156

REACTIONS

—

REPOSTS

—

ER

13.0%

↓

27.05 · 13:35

PHOTO

From Apr 12, 2026, by Council of Ministers resolution No. 162 of 03.04.2026 «On implementation of the Law of the Republic of Belarus of Oct 16, 2025 No. 99-Z...

VIEWS

154

REACTIONS

—

REPOSTS

—

ER

12.8%

↓

08.06 · 13:30

PHOTO

✓Comment: Innovations in the procedure for state fire supervision inspections of state bodies. Commentary on the resolution...

VIEWS

149

REACTIONS

1

REPOSTS

1

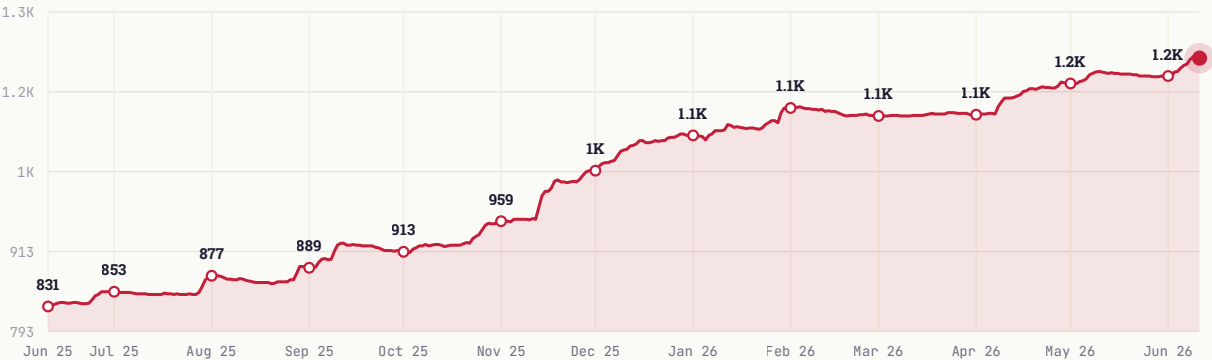
ER

12.4%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which it lost subscribers.

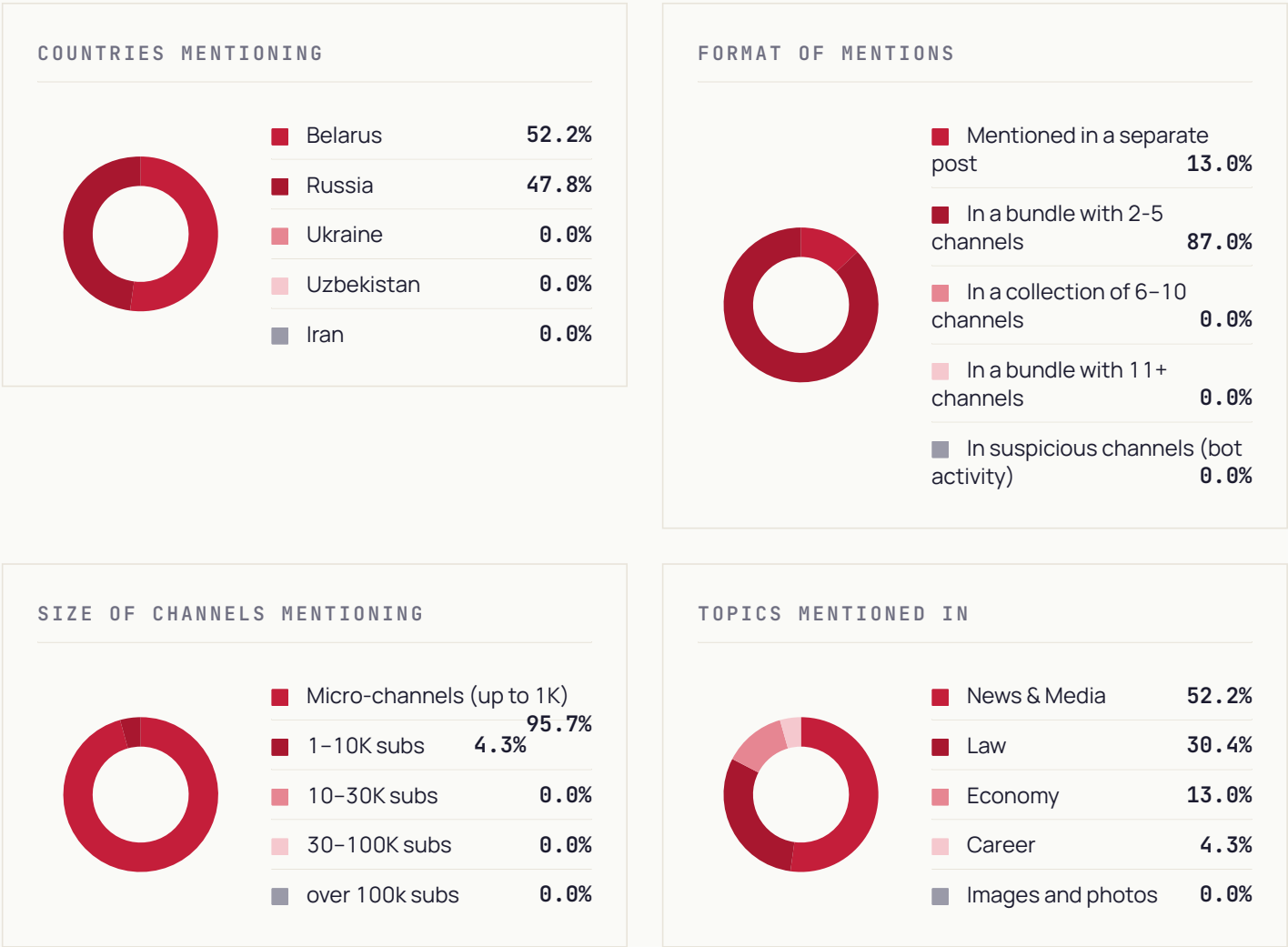


| PERIOD START | NOW   | NET GROWTH |
|--------------|-------|------------|
| 831          | 1 204 | +373       |

SECTION 04 · MENTIONS

# Who mentions the channel and how

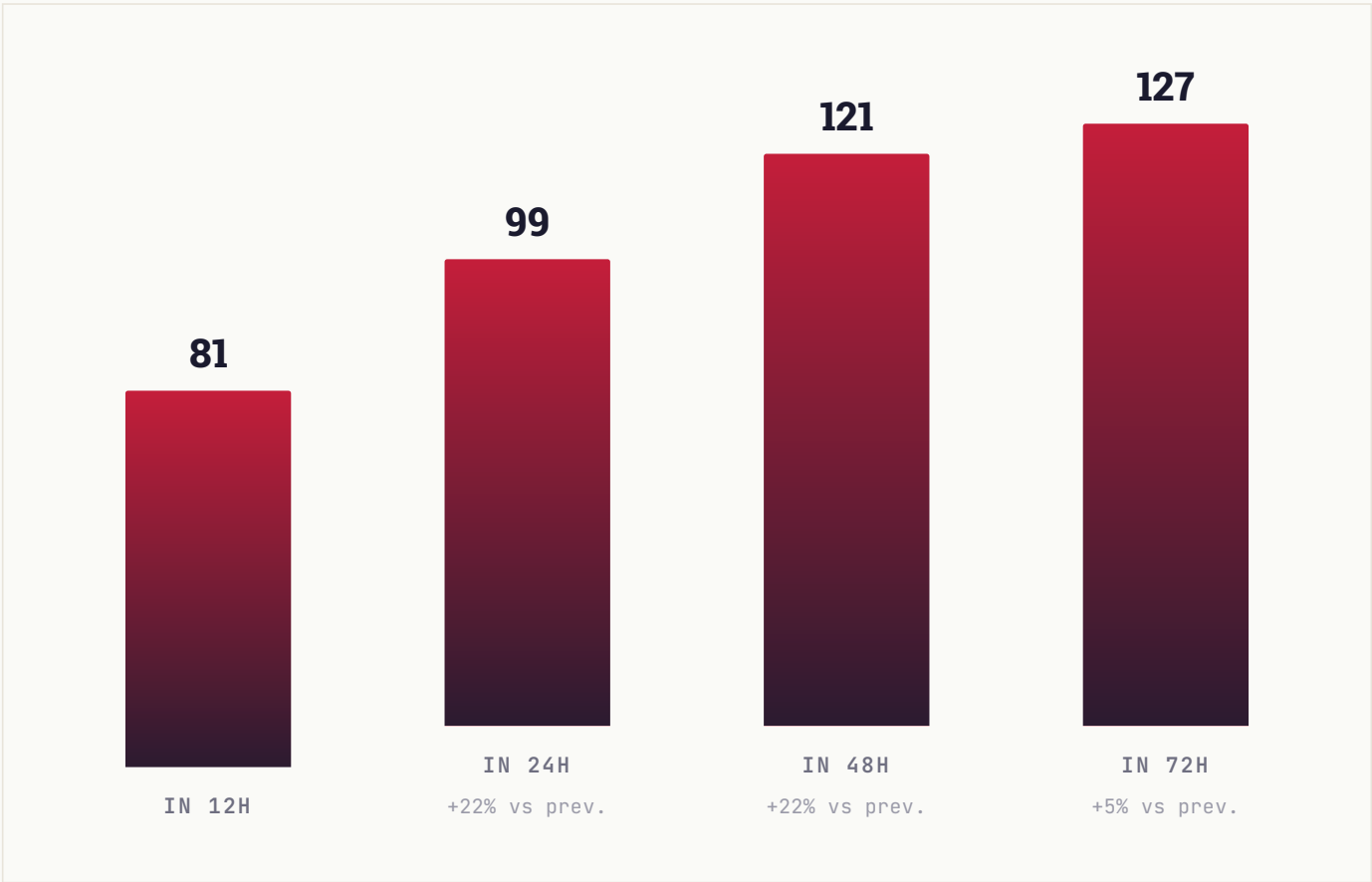
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned 6 different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.





SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

| CHANNEL                                                                                                           | SUBSCRIBERS |
|-------------------------------------------------------------------------------------------------------------------|-------------|
| <div>A(</div> Alfa-Bank (Belarus)                                                                                 | 79.3K       |
| <div>SB</div> Sber Bank (Belarus)                                                                                 | 39.2K       |
| <div>BK</div> Belarusbank: channel                                                                                | 35.9K       |
| <div>MY</div> Myfin.by                                                                                            | 27.3K       |
| <div>MA</div> MARCH                                                                                               | 22.2K       |
| <div>PR</div> Priorbank                                                                                           | 18.2K       |
| <div>BA</div> BANKI24.BY                                                                                          | 17.7K       |
| <div>MR</div> Ministry of Taxes and Duties of the Republic of Belarus                                             | 15.1K       |
| <div>UA</div> Operational Management Department of the Inspectorate of the Ministry of Taxes and Duties for Minsk | 14.6K       |
| <div>BE</div> Belagroprombank                                                                                     | 11.1K       |
| <div>C(</div> Construction & Renovation <div>YOU</div>                                                            | 1.2K        |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#40 of 67). Niche median — 1.7K subs. First growth KPI — reach the median. Leader: Alfa-Bank (Belarus) (79.3K).

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 **0**, they brought **300** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |                        |
|----------------|----------|----------|--------------|------------------------|
| December 2025  | 0        | 0        | 60           | <div><div></div></div> |
| Nov 2025       | 0        | 0        | 85           | <div><div></div></div> |
| Oct 2025       | 0        | 0        | 54           | <div><div></div></div> |
| September 2025 | 0        | 0        | 41           | <div><div></div></div> |
| August 2025    | 0        | 0        | 30           | <div><div></div></div> |
| July 2025      | 0        | 0        | 30           | <div><div></div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 0              | 6              | 300           |

## — SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

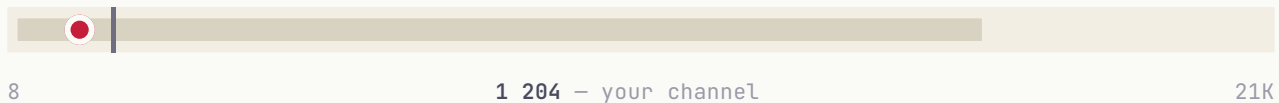
Took top-67 channels in category «**Economy**» (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

# #40 /67

RANK IN NICHE

**Channel in the bottom half of the ranking****SUBSCRIBERS****30% below median**

median 1.7K

**AVG REACH / POST****76% below median**

median 896

**CITATION INDEX****71% below median**

median 3



## — 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 Friday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its 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). PromptPress picks 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 — easy growth lever.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Swap posts 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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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