

— PUBLIC REPORT PROMTPRESS

Channel audit

Superlama - geek & anime merch store in Belarus



@superlamaby

Superlama: geek & anime store. Our stores are in Minsk, Brest and Vitebsk 🇧🇪Thousands of geek & anime items. Our website: <https://superlama.by/> For any questions contact...

SUBSCRIBERS

3 231

ERR (% SEE POSTS)

32.0%

REACH/POST

1K

-28 per month

per day 21.9%

ad reach 707/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank 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 3 231 —	 SUBS REACH 32.43% avg % subs see post	 VIEWS/POST 1K median 1.1K · 29 days	 POSTS/WEEK 30.6 for period
 7D TREND -4.9% vs previous week	 REACTIONS/POST 52.6 total 6,737 reactions, 854 reposts, 1,815 comments	 POST LENGTH 201 chars median 126 · 29 days	 POSTS ANALYZED 128 29 days
 AD REACH 707 24h avg	 CHURN / MONTH -28 last month	 CITATION RATE 1 citation index · 19 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 08.01.2021

AI EDITOR SUMMARY

Channel «Superlama - geek & anime merch store in Belarus» — 3 231 subs. Each post avg views 1K people (32% of subs), good reach. Publishes 31 posts per week (~4/day) — active posting. Week Jun 1–7 reach stable (-4.9% vs week 25–31 May).

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 **128** posts in 29 days.
- 02 Dominant format – **Photo** (101/128 posts).
- 03 Avg post length – **201** chars (median 126).
- 04 Peak audience activity – **Tuesday**, 17:00 MSK.
- 05 Top posts get **1x** more views than the weakest (1.3K avg top vs 889 worst) – among 128 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 14:16 PHOTO Find all apples 🍏	VIEWS 1 421 REP. 5	REACTIONS 59 ER 44.0%
Nº2 20.05 · 15:37 POLL (post without caption – poll)	VIEWS 1 254 REP. 2	REACTIONS 29 ER 38.8%
Nº3 24.05 · 07:10 PHOTO Start your morning with new collectible cards! ➡Mobla 6 RUB ➡Harry Potter 10 RUB ➡Winx 6 RUB 📦 Full range	VIEWS 1 242 REP. 8	REACTIONS 33 ER 38.4%

Nº4 21.05 • 13:10 PHOTO YAY HE'S BACK WITH US! 😊😊😊😊😊😊😊😊 Of course we're talking about the long-awaited acrylic with your own picture) Keychains - 13 rub Figure - 22 rub Delivery...	VIEWS 1 217 REACTIONS 68 REP. 30 ER 37.7%
Nº5 30.05 • 08:15 VIDEO 📺📺📺📺📺📺📺📺 Electronic badge! You can put a GIF, video (3-15 sec) or images on it 📺📺 Your bag will definitely become the most...	VIEWS 1 214 REACTIONS 99 REP. 69 ER 37.6%

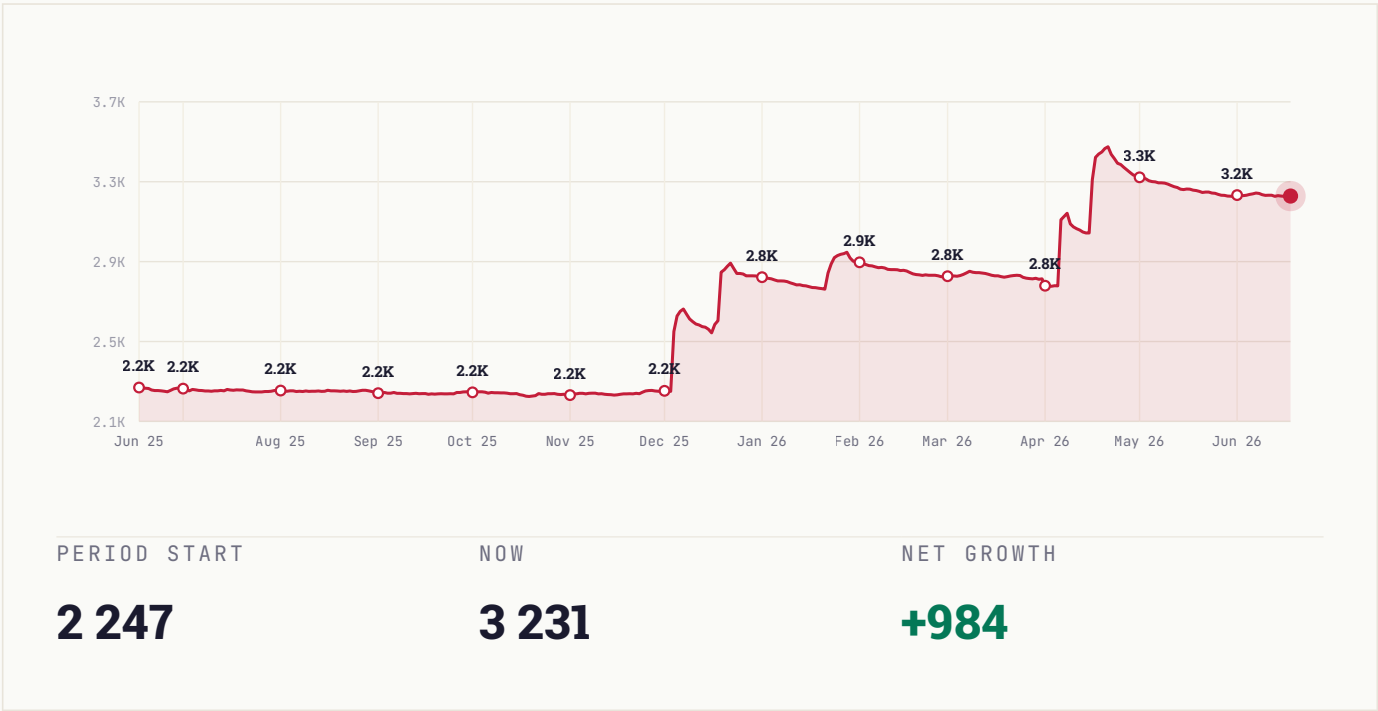
WORST 3

↓ 10.06 • 13:43 PHOTO (post without caption – photo)	VIEWS 897 REACTIONS 5 REP. 3 ER 27.8%
↓ 10.06 • 13:42 PHOTO (post without caption – photo)	VIEWS 894 REACTIONS 21 REP. 2 ER 27.7%
↓ 14.06 • 14:35 VIDEO 📺Must have sound!!! Clickable Minecraft keychains for 10 rub 📺Book now	VIEWS 876 REACTIONS 64 REP. 9 ER 27.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

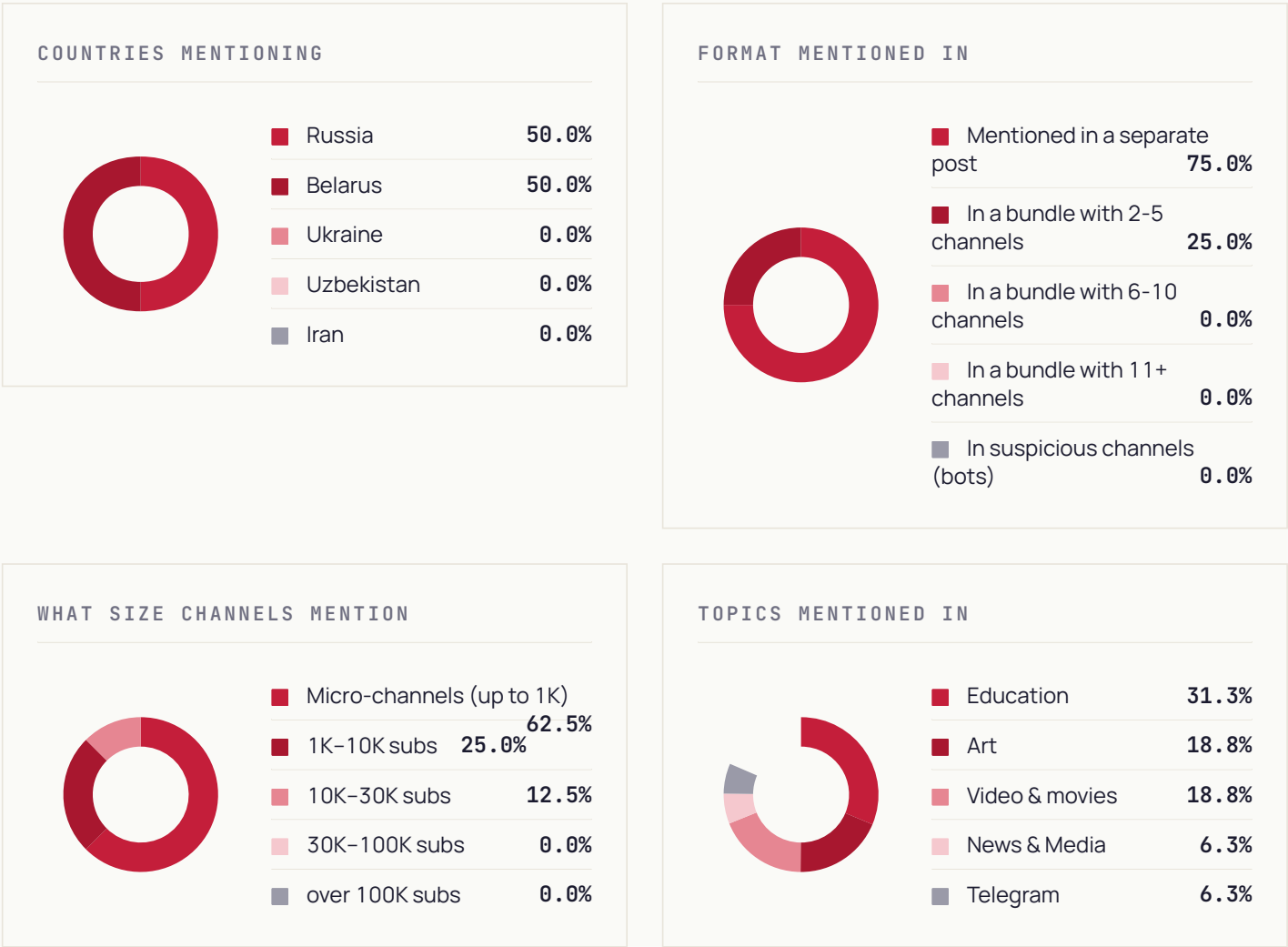
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



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 mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned 19 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. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promocodes & Discounts Belarus	41.4K
SI Belarus discounts & new items	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
C- Superlama - geek & anime merch store in Belarus YOU	3.2K

COMPARATIVE CONCLUSION

Channel intop half of niche (#35 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for the first quartile — a realistic 6-12 month horizon.

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 **3**, they brought **936** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	1	1	785	
Nov 2025	2	2	42	
Oct 2025	0	0	27	
Sep 2025	0	0	28	
August 2025	0	0	25	
July 2025	0	0	29	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
3	6	936

SECTION 08 · NICHE COMPARISON

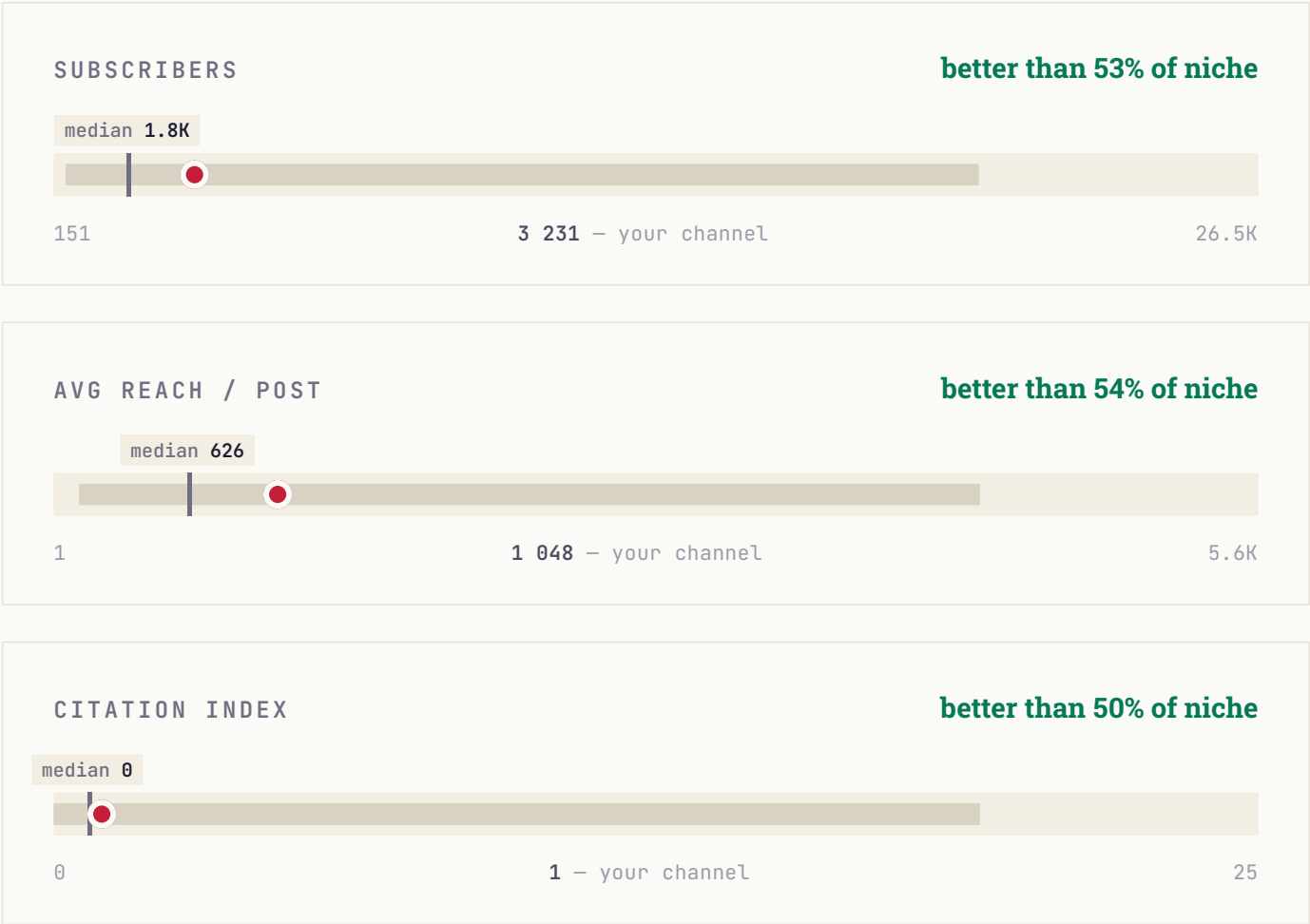
Where the channel ranks in its league

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.

#35/100

RANK IN NICHE

Channel in the top half of the ranking



— 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 Tuesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for a key post**

02

Increase video posts share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System 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 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 channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes from public data. To go further — run ads with us and close your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager