

— PROMTPRESS PUBLIC REPORT

Channel audit

TechOutlet

**@techoutlet**

TechOutlet.by Discounted tech store in Belarus. Apple, Sony, Google, DJI and more. Direct shipments from US and Europe. Pickup in Minsk. Delivery across Belarus. 📱 Write: @techoutlet_by ☎ Call:...

SUBS

32 512

+316 per month

ERR (% SEE POSTS)

34.0%

per day 18.2%

REACH/POST

10.6K

ad reach 5.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBS 32 512 —	 SUBS REACH 32.45% avg % subs see post	 VIEWS/POST 10.6K median 10K · 3 days	 POSTS/WEEK 17.0 over period
 7D TREND — no data for period	 REACTIONS/POST 4.4 only 35 reactions, 106 reposts, 0 comments	 POST LENGTH 671 chars median 974 · 3 days	 POSTS ANALYZED 8 3 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +316 last month	 CITATION INDEX 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 6 years 9 months Created 27.09.2019

AI EDITOR SUMMARY

Channel «TechOutlet» – 32 512 subs. Avg views per post 10.6K people (32% from subs), good reach. Publishes 17 ~2 posts/day – regular schedule.

SECTION 02 • CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 8 posts in 3 days.
- 02 Dominant format – Text (8/8 posts).
- 03 Avg post length – 671 chars (median 974).
- 04 Peak audience activity – Monday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (13.5K avg for top vs 8K for worst) – among 8 posts in 3 days. Analyze what top shares – topic, format, timing.

TOP 5 POSTS

Nº1 29.06 • 07:52 TEXT 🔥 Hot Deals Time 🔥👍 Also available: buy tech on credit up to 60 months! *May require...	VIEWS 15 552 REPOSTS 6	REACTIONS 5 ER 47.8%
Nº2 29.06 • 07:52 TEXT New Open Box items📌 • Dell Vostro 14 3491 14"/i5/8/256/mx230 – 800p 750p • Lenovo Legion 5 (Y7000P) 16"2K/Ultra 7/16/512/5060 – 4400p...	VIEWS 13 328 REPOSTS 12	REACTIONS — ER 41.0%
Nº3 29.06 • 07:51 TEXT 💻📄🎧👂📱🎧⌚🕒🐵 Showcase, trade-in tech📌 • MacBook Air 13 2011 A1466 i5/4/512 Silver -300p 250p • MacBook Air 13 2018 A1932...	VIEWS 11 475 REPOSTS 29	REACTIONS 4 ER 35.3%

Nº429.06 • 07:52TEXT Showcase & trade-in tech↓ Laptops • Dell Inspiron 5441 14" Snapdragon X Plus/16/1Tb –1600p HP • HP 17-cn0180nr Cel 4120/4/128 –...	VIEWS10 094 REPOSTS18	REACTIONS2 ER31.0%
Nº501.07 • 07:43TEXT Laptop restock 🥰	VIEWS9 835 REPOSTS3	REACTIONS14 ER30.3%

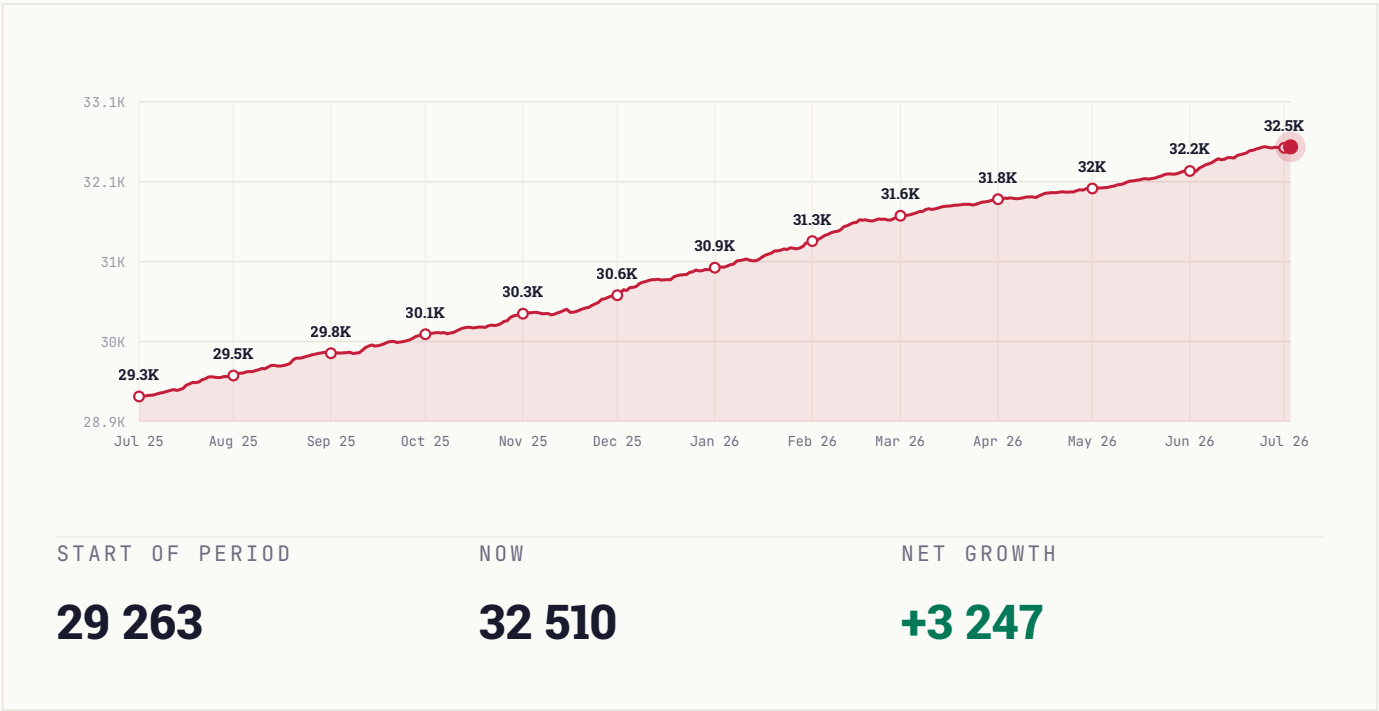
WORST 3

↓29.06 • 07:51TEXT New tech. ↓ Unactivated, sealed. Official 12-month warranty. Order today-tomorrow. Favorable Trade-In. •...	VIEWS9 294 REPOSTS34	REACTIONS3 ER28.6%
↓29.06 • 07:52TEXT Showcase & trade-in tech↓ Motorola Razr 60 8GB/256GB Gibraltar Sea – 1450p *** WiFi Mesh systems • Google Nest Wifi 4 pack –...	VIEWS9 216 REPOSTS2	REACTIONS– ER28.3%
↓02.07 • 14:48TEXT Work schedule 03.07.2026 11-16 04.07.2026 11-16 05.07.2026 closed	VIEWS5 617 REPOSTS2	REACTIONS7 ER17.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

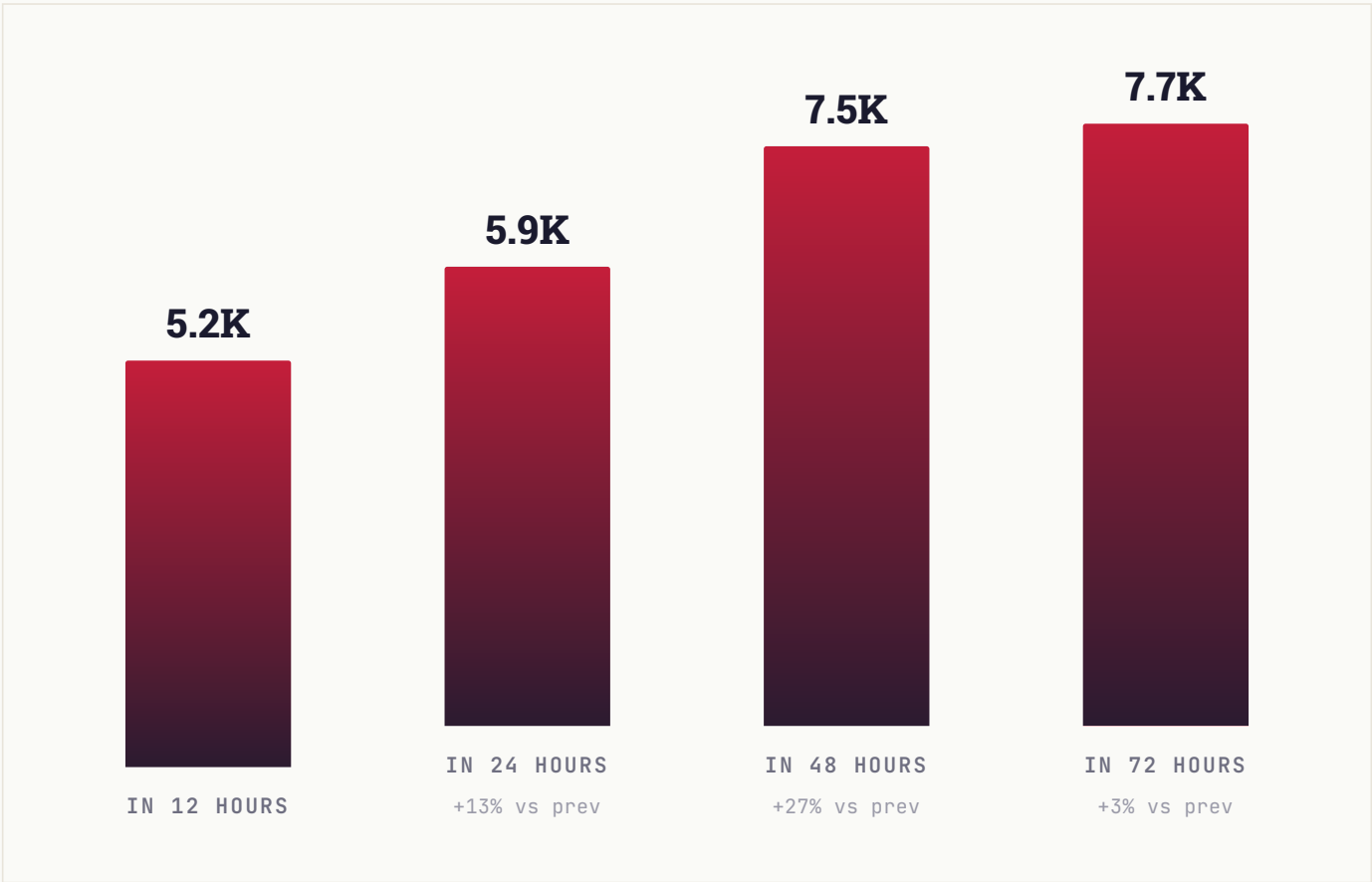
Subscriber growth chart for the year. Key months show exact subs. See which months grew & which lost.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
MB MTS Belarus	170.4K
AB A1 Belarus	154.9K
XI Xistore.Халява	130.6K
CY CyberSecurityTechnologies	35.6K
TE TechOutlet YOU	32.5K
MO God-sent manager	25.5K
DF dev.by: top IT news of Belarus	25.5K
AY IT Beard	19.5K
CI CYBERFORTRESS	19.3K
KN K-Tech News	13K
In iPhones in Minsk Evgeniy_Apple	12.3K

COMPARATIVE INSIGHT

Channel in top 10 niche (#5 of 74). Strong position. Niche leader — MTS Belarus (170.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 06 · 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 **2 015** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	391	
December 2025	0	0	389	
November 2025	0	0	319	
October 2025	0	0	300	
September 2025	0	0	297	
August 2025	0	0	319	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	2 015

SECTION 07 · NICHE COMPARISON

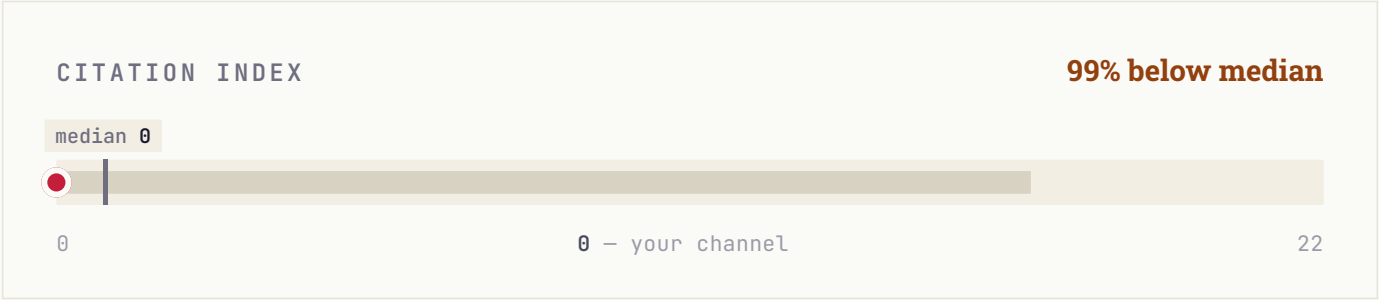
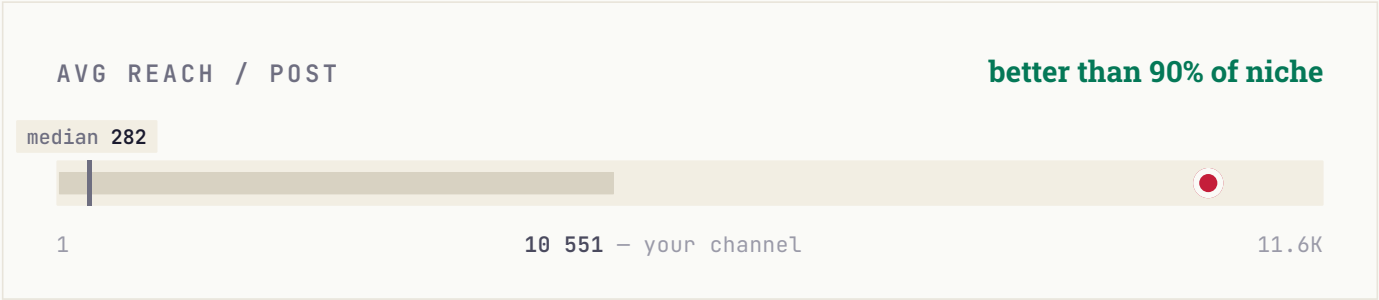
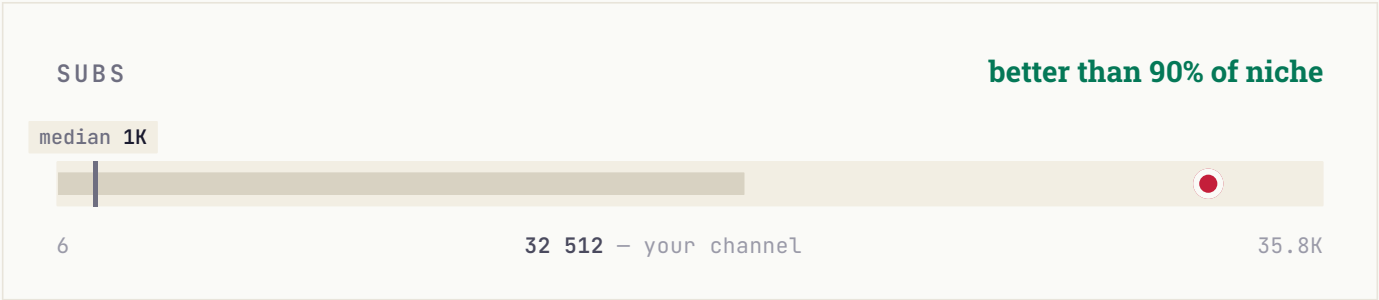
Where channel ranks in its league

Took top-74 channels in category «Tech» (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.

#5/74

POSITION IN NICHE

Channel in top 6% tech Belarus



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — Monday
 Audience most active on this day at 10:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
 Video in Telegram keeps audience longer & is favored by the algorithm. Aim for 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 and interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth.

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 this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager