

PROMTPRESS PUBLIC REPORT

Channel audit

Collaboration

territory



@terrasotrud

Channel for solving life problems and complex theorems for children and parents. Channel of commissions for minors @Terra_souzbot
ask your question

SUBSCRIBERS

21 166

-375 per month

ERR (% SEE POSTS)

30.0%

daily 17.8%

REACH/POST

6.5K

ad reach 3.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 21 166 —	 SUBS REACH 30.92% avg % subs see post	 VIEWS/POST 6.5K median 5.6K · 29 days	 POSTS/WK 31.4 over period
 7D TREND +12.1% vs previous week	 REACTS/POST 11.4 only 1,496 reactions, 7,802 reposts, 0 comments	 POST LENGTH 493 chars. median 484 · 29 days	 POSTS ANALYZED 131 29 days
 AD REACH 3.8K 24h avg	 CHURN / MONTH -375 last month	 CITATION RATE 72 citation index · 565 channels mentioned ever	 CHANNEL AGE 4 years 9 months created 29.08.2021

AI EDITOR SUMMARY

Channel «Territory of Cooperation» — 21 166 subs. Each post avg views 6.5K people (31% from subs), good reach. Publishes 31 posts/week (~4/day) — active. Week May 25–31 reach up +12.1% vs week May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 131 posts in 29 days.
- 02 Dominant format – Photo (103/131 posts).
- 03 Avg post length – 493 chars (median 484).
- 04 Peak audience activity – Thu, 10:00 MSK.
- 05 Top posts get 9× more views than weakest (24.7K avg top vs 2.8K worst) – across 131 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

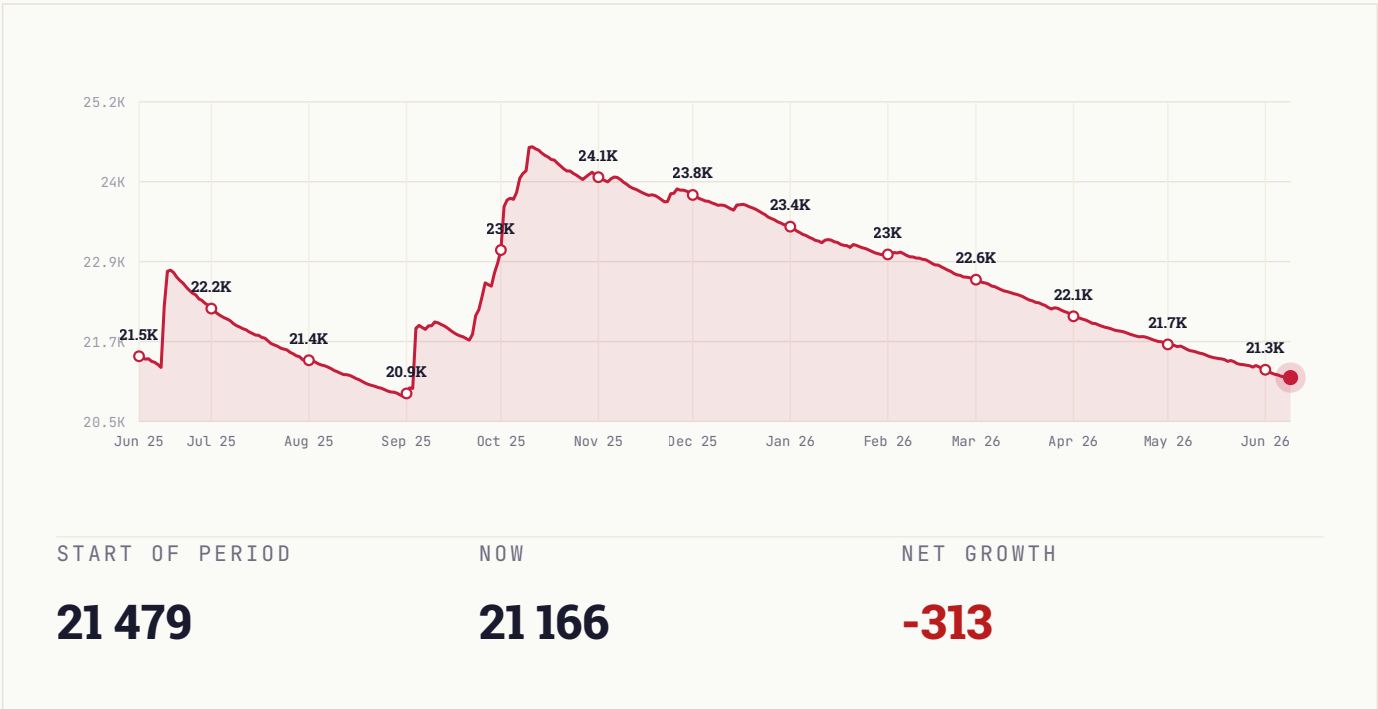
Nº1 13.05 · 07:03 PHOTO Children under 14 are prohibited from visiting beaches without adult supervision! This measure is legally established in Belarus. Visiting rules...		VIEWS 28 235	REACTS 9
		REP. 357	ER 133.4%
Nº2 28.05 · 07:03 PHOTO Summer Without Danger☹️ #childhood@terrasotrud		VIEWS 26 525	REACTS 4
		REP. 306	ER 125.3%
Nº3 24.05 · 14:02 PHOTO CAUTION CHILDREN!! #childhood@terrasotrud		VIEWS 19 291	REACTS 8
		REP. 189	ER 91.1%

Nº4 27.05 • 11:48 PHOTO Exam stress often pushes students to a dangerous step — uncontrolled use of 'smart pills'. Self-medication...	VIEWS 12 565 REACTS 5 REP. 95 ER 59.4%
Nº5 15.05 • 15:06 VIDEO Reminder! In Belarus, a 24/7 emergency psychological helpline is available! Now you can get urgent psychological support...	VIEWS 12 494 REACTS 10 REP. 107 ER 59.0%
WORST 3	
↓ 25.05 • 17:44 VIDEO ☒ Yana was 16 when detained. Olga was taken from a Russian lesson... Real stories of those who became part of the drug business in...	VIEWS 2 946 REACTS 7 REP. 34 ER 13.9%
↓ 12.05 • 08:34 VIDEO ✂ Schoolboy drug courier detained #uvd_grodno #drug_control Drug control officers of Grodno region during an internet search identified...	VIEWS 2 910 REACTS 4 REP. 55 ER 13.7%
↓ 14.05 • 11:12 PHOTO ✂ Lawyer of the Legal Consultation of Zheleznodorozhny District Evgeny Kurnasenko ☒ It depends on the type of transport the child will...	VIEWS 2 526 REACTS 5 REP. 20 ER 11.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

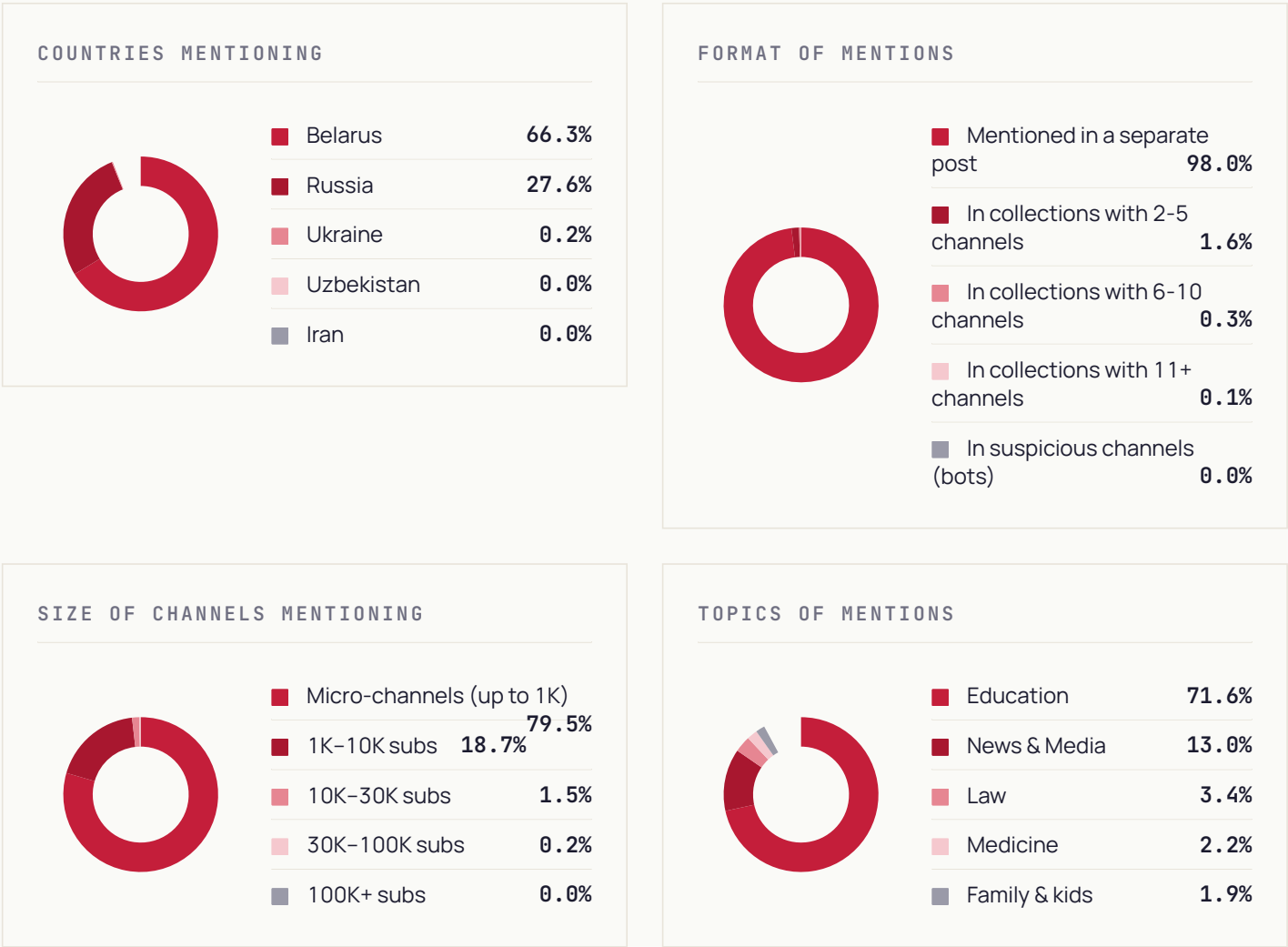
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

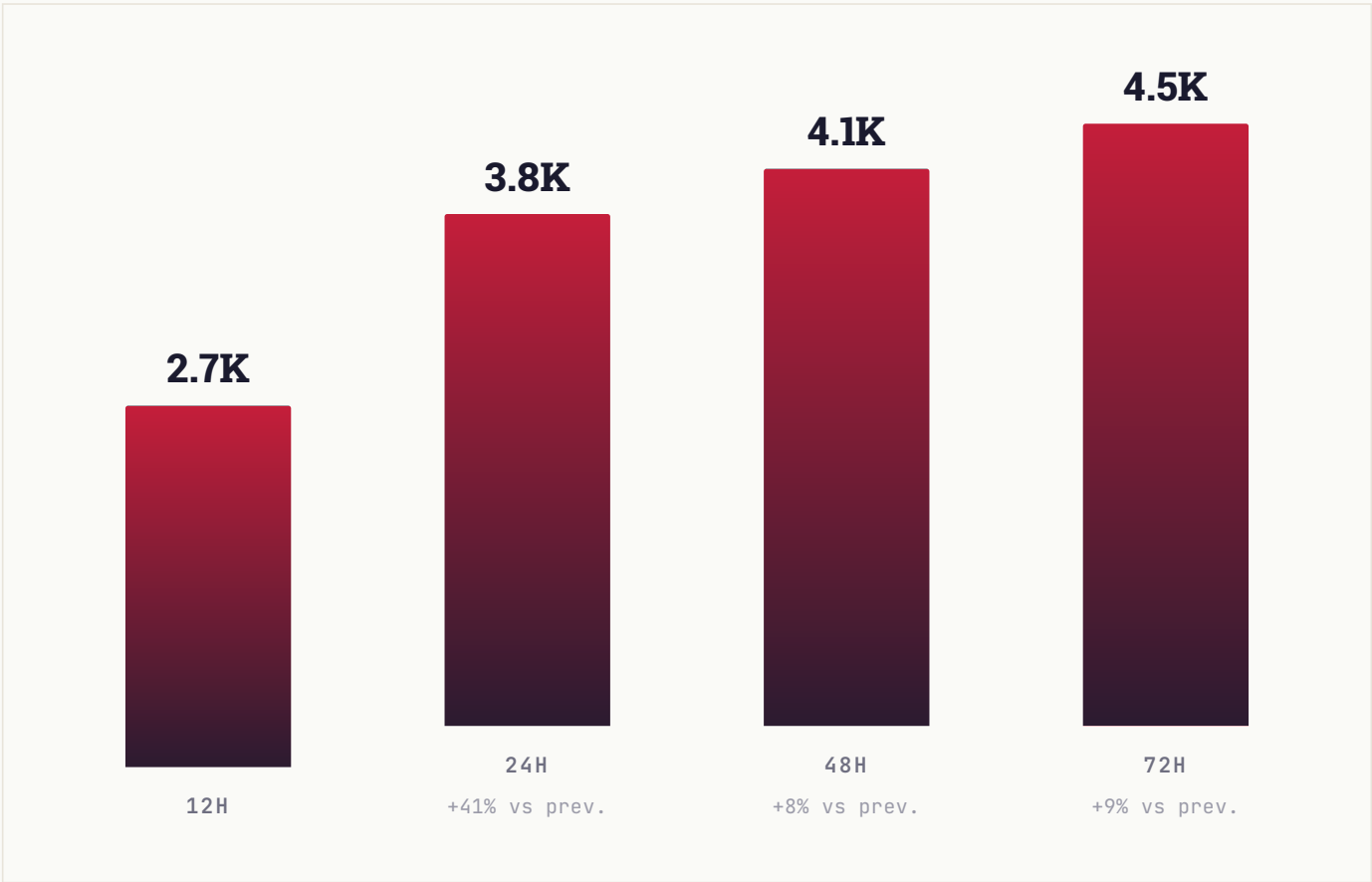
Citation index **72** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **565** different channels.



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
NL NEXTA Live	764.9K
MG Minsk. The Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Галоўнае	56.8K
YY Gomel. Main!	56K
TS Collaboration territory YOU	21.2K

COMPARATIVE CONCLUSION

Channel in top half of niche (#43 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **86**, they brought **4 523** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	28	24	90
November 2025	18	12	270
October 2025	11	7	1 824
Sep 2025	10	9	2 333
August 2025	8	3	6
July 2025	11	7	0

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
86	6	4 523

SECTION 08 · NICHE COMPARISON

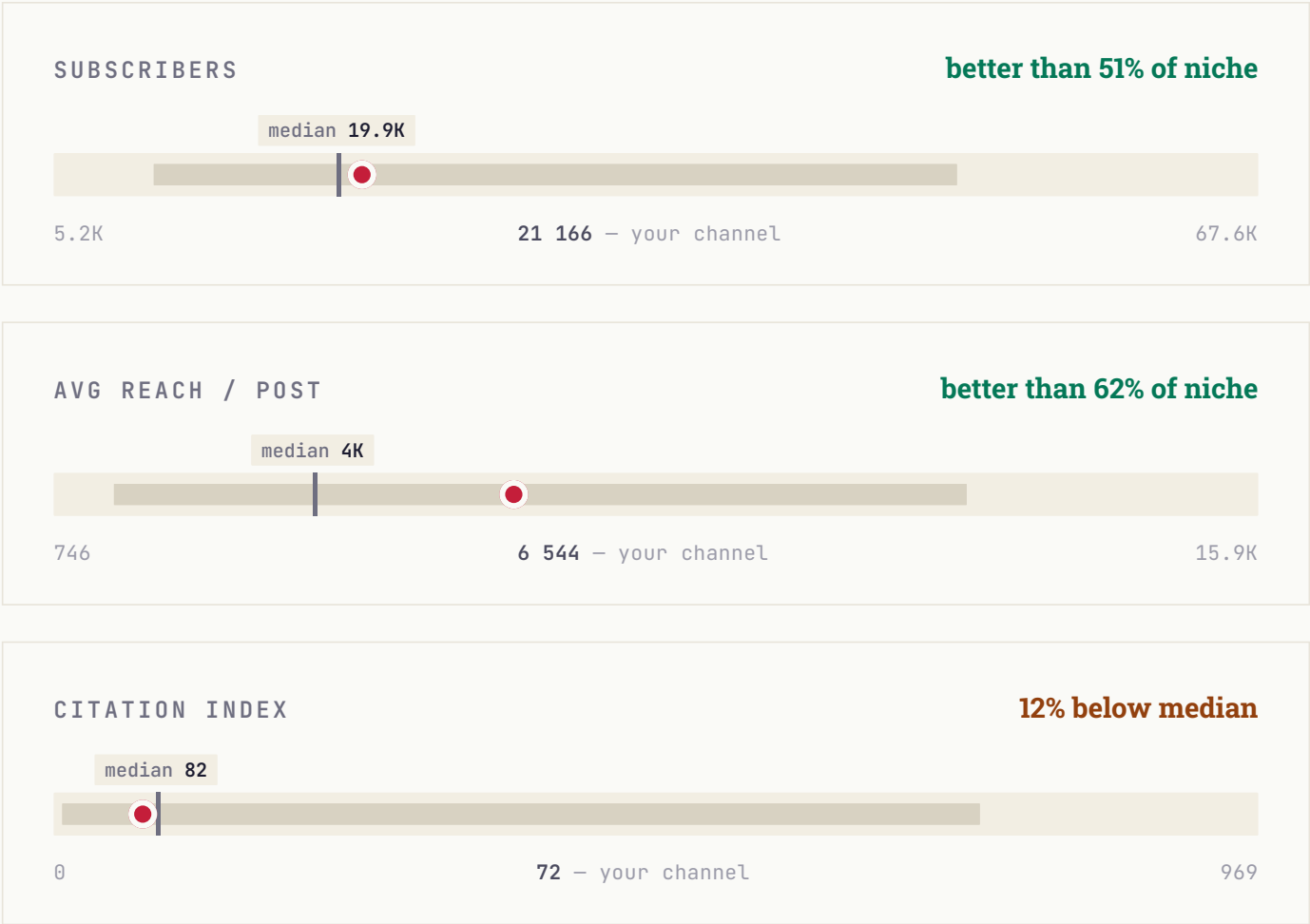
Where the channel stands in its league

Took top-100 channels in category «News & Media» (Belarus) and compared your channel against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#43/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase video post share

Video in Telegram holds audience longer and is favored 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). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange 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 this done by **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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager