

PROMTPRESS PUBLIC REPORT

Channel audit

Trikotazh Bay - Belarusian clothing



@trikotazhbytelegram

Women's wear, kids' wear, cosmetics & home goods from Belarus

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
12 659	12.0%	1.5K
08.06.2026 ⁻⁴⁴ per month	per day ^{4.6%}	ad reach ⁵⁷⁸ /24h
HTTPS://PROMTPRESS.COM/AUDIT/TRIKOTAZHBYTELEGRAM		

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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 12 659 —	 SUBSCRIBER REACH 11.6% avg % of subs see post	 VIEWS/POST 1.5K median 1.5K · 29 days	 POSTS/WEEK 7.2 over period
 7D TREND -54.6% vs previous week	 REACTS/POST 13.1 total 393 reactions, 73 reposts, 64 comments	 POST LENGTH 179 chars median 171 · 29 days	 POSTS ANALYZED 30 29 days
 AD REACH 578 24h avg	 CHURN / MONTH -44 last month	 CITATION RATE 5 citation index · 8 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Trikotazh Bay - Belarusian clothing» – 12 659 subs. Each post averages 1.5K people (12% of subs), reach is low – consider expanding audience. Posts 7 posts per week (~1/day) – consistent pace. For week 25–31 May reach dropped -54.6% to week 18–24 May – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **30** posts over 29 days.
- 02 Dominant format — **Photo** (15/30 posts).
- 03 Avg post length — **179** chars (median 171).
- 04 Peak audience activity — **Monday**, 12:00 MSK.
- 05 Top-performing posts get **4×** more views than the weakest (2K avg for top vs 503 for worst) — among 30 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 30.04 · 09:41 VIDEO Jacket by Lissana ☒ Clean style and confident elegance. Sizes: 46 - 56 Check price - HERE Our channel in MAX go and...	VIEWS 2 026 REPOSTS 2	REACTS 13 ER 16.0%
Nº2 01.05 · 09:19 VIDEO FANTAZIA MOD ☒ Modern design, comfort and femininity in every model. Link to the full collection → HERE Our channel in MAX go to and...	VIEWS 1 989 REPOSTS 1	REACTS 11 ER 15.7%
Nº3 11.05 · 09:11 PHOTO Summer starts with Attika ✨ New collection — light fabrics, loose silhouettes, everyday comfort. Nothing extra — just style...	VIEWS 1 942 REPOSTS 1	REACTS 12 ER 15.3%

Nº4 03.05 · 09:19 VIDEO New from Romgil ☒ Style, comfort & quality in every detail. Full collection link - HERE Our channel in MAX – join and stay...	VIEWS 1 839 REPOSTS 1	REACTS 12 ER 14.5%
Nº5 04.05 · 08:55 PHOTO Suit by Alta Moda ♥ Comfort, style & natural materials in one set. Fabric: 100% linen Sizes: 46 - 60 Check price →...	VIEWS 1 830 REPOSTS 4	REACTS 15 ER 14.5%

|

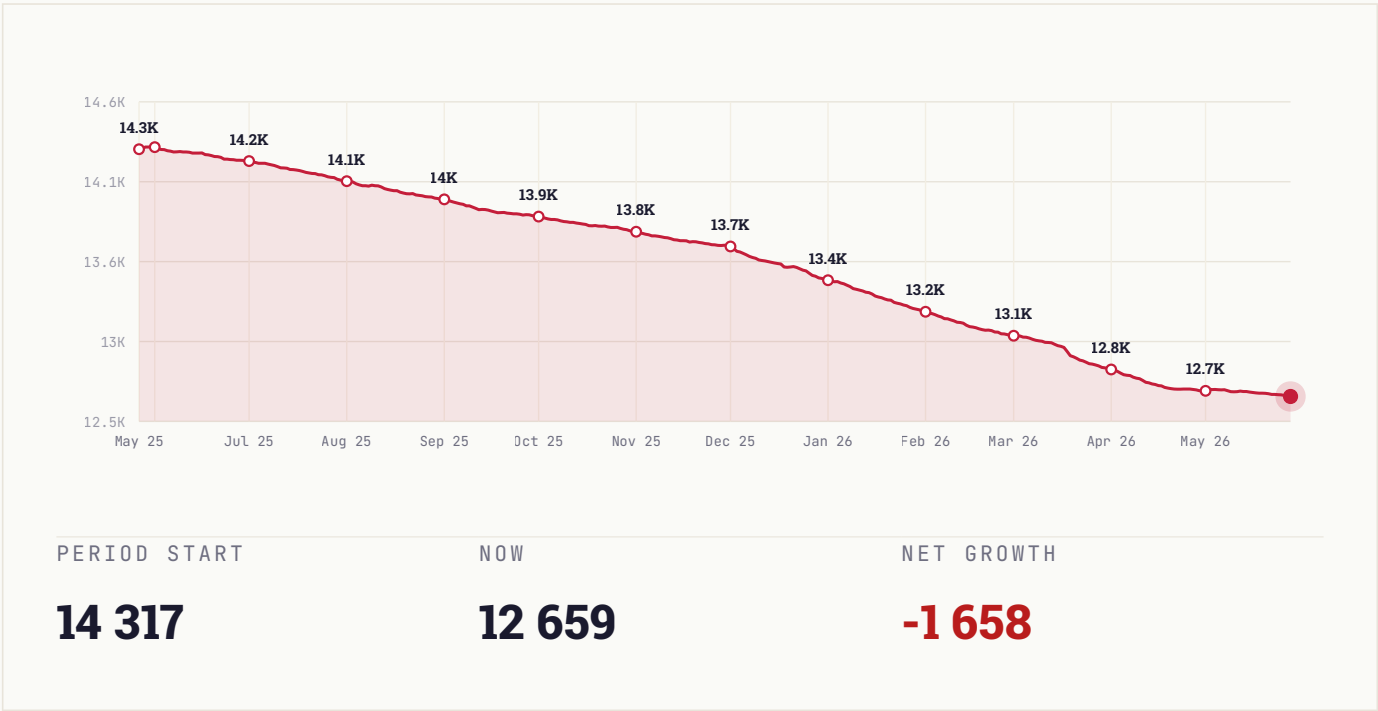
WORST 3

↓ 26.05 · 10:21 VIDEO Summer suit by Mubliz ☒ Vest and trousers - perfect combo of lightness, comfort & stylish silhouette. Sizes: 46 - 56 Link to model -...	VIEWS 795 REPOSTS 1	REACTS 9 ER 6.3%
↓ 27.05 · 10:52 PHOTO ☒ New arrivals from MiSlana ☒ Stylish looks for every day and beyond. Link to new arrivals - HERE Our MAX channel, join and stay tuned...	VIEWS 577 REPOSTS 2	REACTS 8 ER 4.6%
↓ 28.05 · 10:24 VIDEO ✱ Summer New Arrivals from Lyushe ✱ Light fabrics, stylish silhouettes & the hottest trends Link to new arrivals → HERE Our channel in MAX...	VIEWS 137 REPOSTS 1	REACTS 3 ER 1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

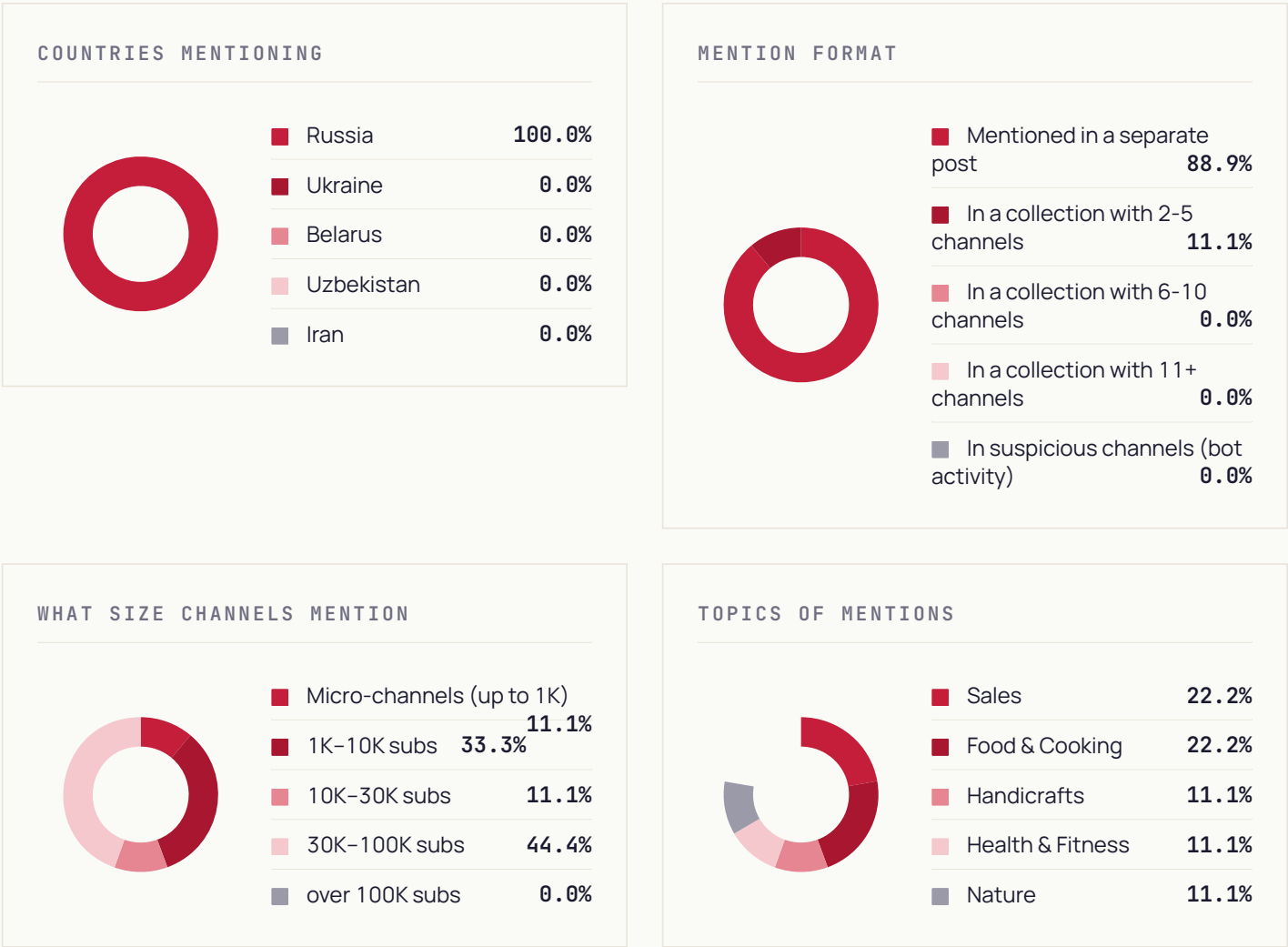
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

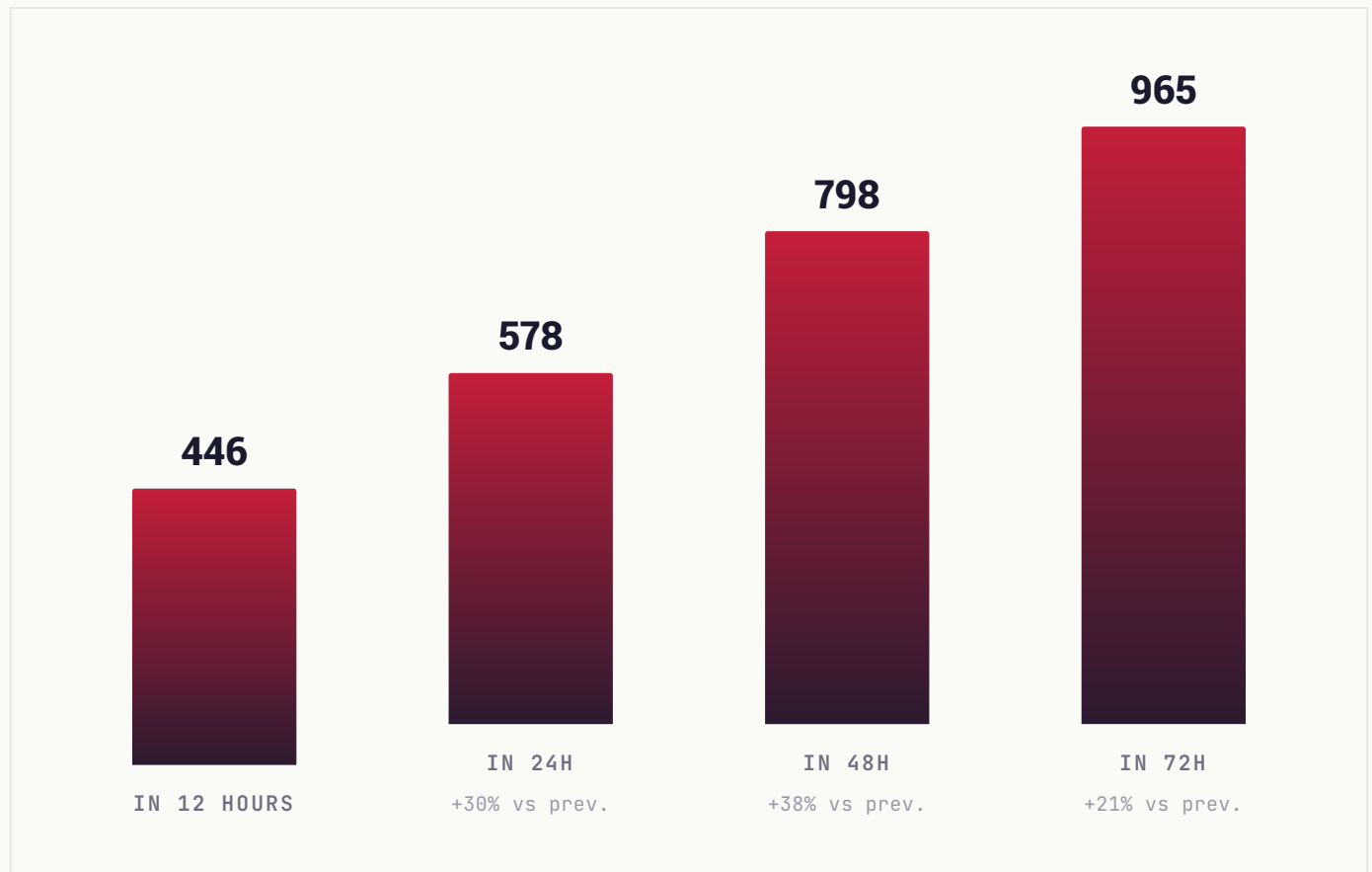
Citation index 5 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 8 different channels.



— 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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MF Mark Formelle Марк Формэль	31.7K
WE Live on Belbazar	27.7K
B Bogdan BENCH CLO	19K
BE bellavka	17.6K
WY wyzardly	16.9K
3P 3pmwear	16.6K
R- Ramonki – goods from Belarus	16.5K
CO CARHARTT OPT	16.4K
RE Respectshoes	16K
PO POIZON__BELARUS🇧🇪	14.1K
TB Trikotazh Bay - Belarusian clothing YOU	12.7K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#12 of 99). Leader — Mark Formelle | Марк Формэль (31.7K). Goal for the coming months: enter the niche top 10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **29** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
November 2025	0	0	5	
October 2025	0	0	4	
Sep 2025	0	0	7	
August 2025	0	0	9	
July 2025	0	0	0	
June 2025	0	0	4	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
0	6	29

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Fashion & Beauty» (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.



— 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

Top post of the week — on Monday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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

Exchange posts quarterly with channels in the same segment. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
