

— PROMTPRESS PUBLIC REPORT

Channel audit

Two Marshmallows | Investments Belarus



@twomarshmallow

A channel about practical investment methods available in the Republic of Belarus. Topics: deposits, bonds, stocks, crypto, tokenized assets, real estate, business, and more. Focus on...

SUBSCRIBERS

1 456

ERR (% SEE POSTS)

120.0%

REACH/POST

1.6K

+88 per month

daily 46.6%

ad reach 678/24h

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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 1 456 —	 SUBSCRIBER REACH 112.83% avg % subs see post	 VIEWS/POST 1.6K median 2K · 29 days	 POSTS/WEEK 1.9 for the period
 7D TREND — no data for period	 REACTIONS/POST 30.5 total 244 reactions, 182 reposts, 29 comments	 POST LENGTH 709 chars median 953 · 29 days	 POSTS ANALYZED 8 29 days
 AD REACH 678 24h avg	 CHURN / MONTH +88 last month	 CITATION RATE 0 citation index · 2 channels mentioned it ever	 CHANNEL AGE 1 year 2 months created 06.04.2025

AI EDITOR SUMMARY

Channel «Two Marshmallows | Investments Belarus» — 1 456 subs. Each post averages 1.6K people (113% from subs), wide reach for a channel this size. Publishes 2 posts per week (~0/day) — rare publications.

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 8 posts in 29 days.
- 02 Dominant format — Text (6/8 posts).
- 03 Avg post length — 709 chars (median 953).
- 04 Peak audience activity — Monday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.1K avg for top vs 955 for worst) — among 8 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 13:31 TEXT National Bank cut standard risk estimates for June 2026 following the refinancing rate cut - for...	VIEWS 2 186 REP. 6	REACTIONS 21 ER 150.1%
Nº2 19.05 · 13:16 PHOTO Top Belarusian stocks by dividend yield Table based on Aigenis review of stocks traded on...	VIEWS 2 100 REP. 31	REACTIONS 31 ER 144.2%
Nº3 20.05 · 08:24 TEXT Refinancing rate and overnight loan rates cut from June 1, 2026 by 50 bps to 9.25% and 10.75% p.a...	VIEWS 2 040 REP. 6	REACTIONS 13 ER 140.1%

Nº4 13.05 · 06:02 TEXT Regulation on crypto-bank operations with digital tokens published. It defines...	VIEWS 2 038 REP. 15	REACTIONS 37 ER 140.0%
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Nº5 23.05 · 09:04 TEXT Book «A Dog Named Money». Bodo Schäfer Seems like a children's finance book, but with so many useful tips that it can safely be...	VIEWS 1 912 REP. 32	REACTIONS 43 ER 131.3%
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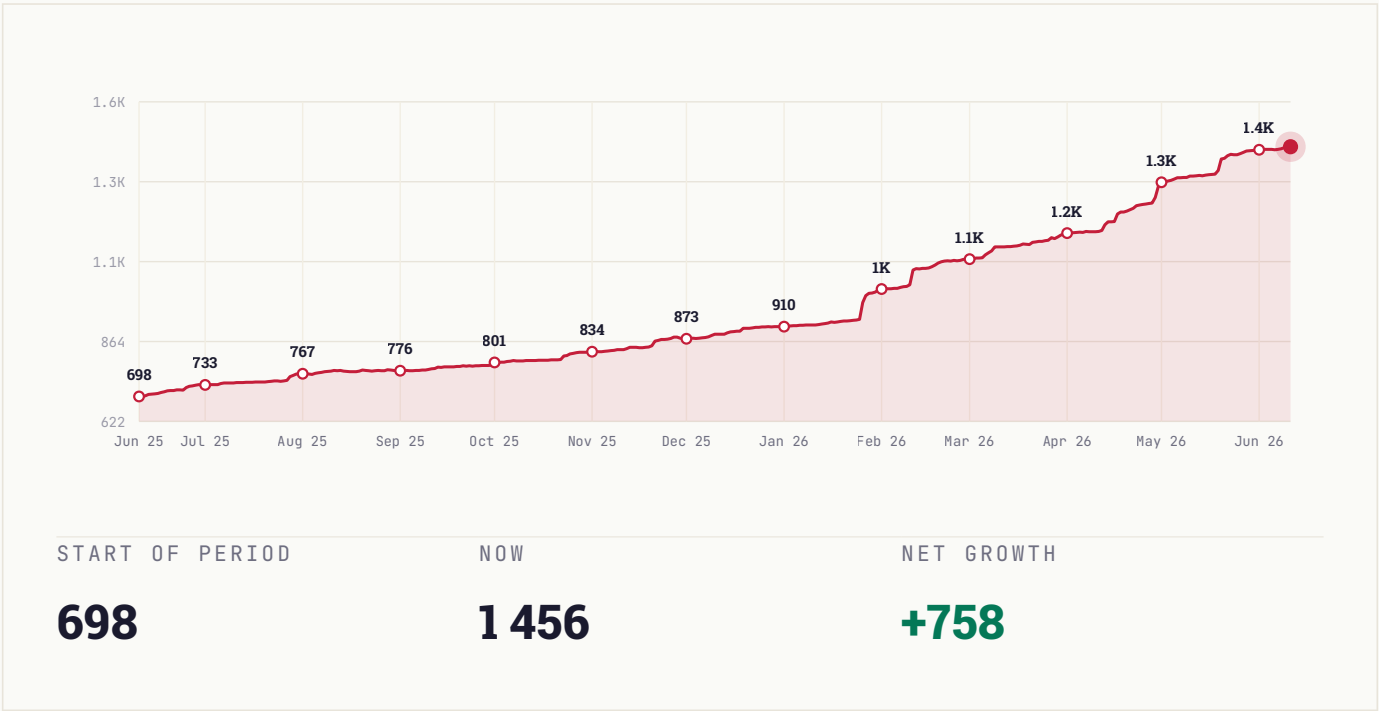
WORST 3

↓ 03.06 · 06:03 PHOTO National Bank published Q1 2026 deposit stats. All Belarusian ruble indicators are growing actively...	VIEWS 1 460 REP. 12	REACTIONS 16 ER 100.3%
↓ 06.06 · 14:39 TEXT First steps in investing If you're just starting to build capital, the first and most important thing is to grow income from your main...	VIEWS 1 116 REP. 78	REACTIONS 81 ER 76.6%
↓ 11.06 · 15:15 TEXT Following the refinancing rate cut, mortgage and leasing rates dropped as expected in most...	VIEWS 291 REP. 2	REACTIONS 2 ER 20.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

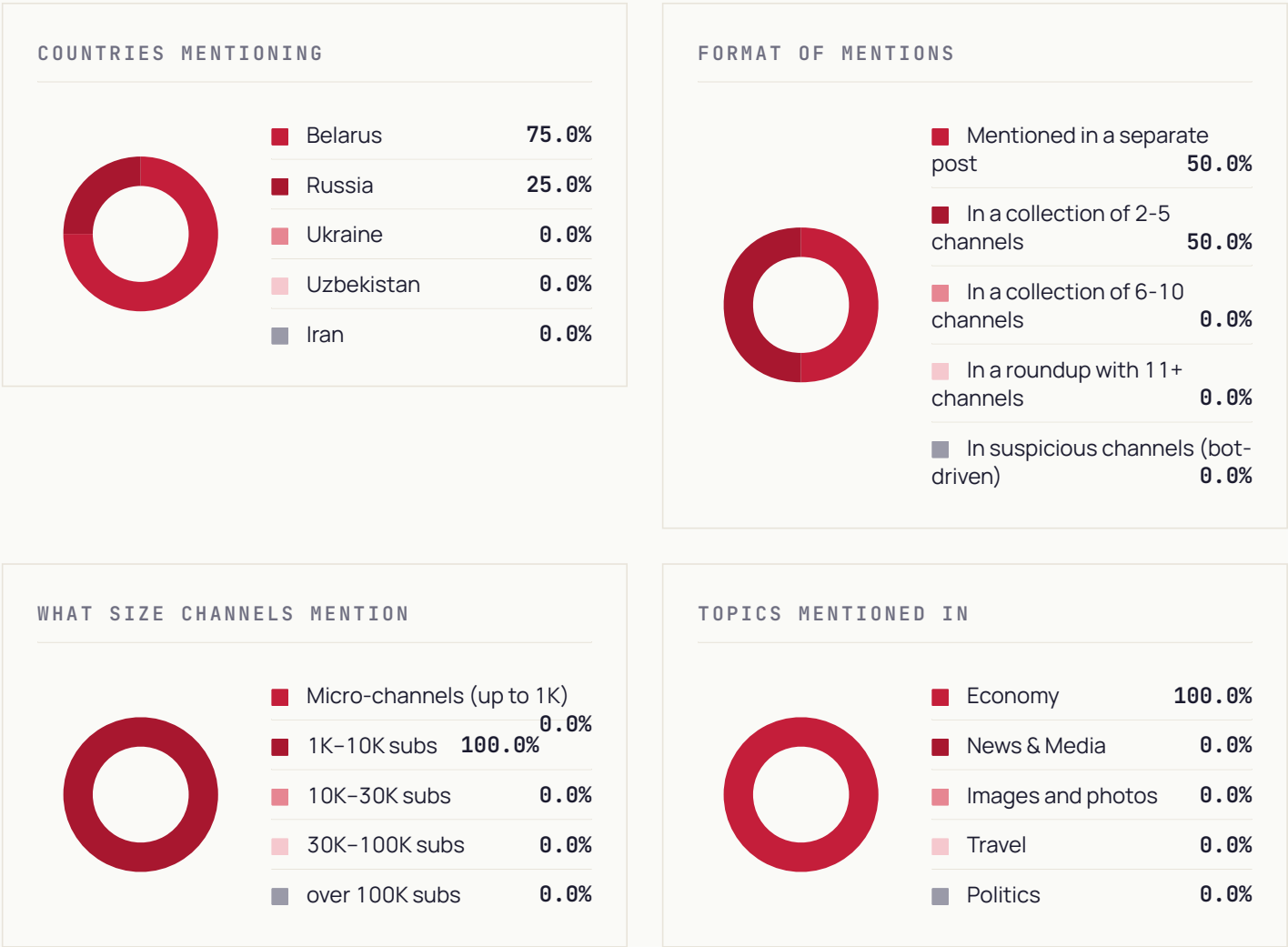
Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

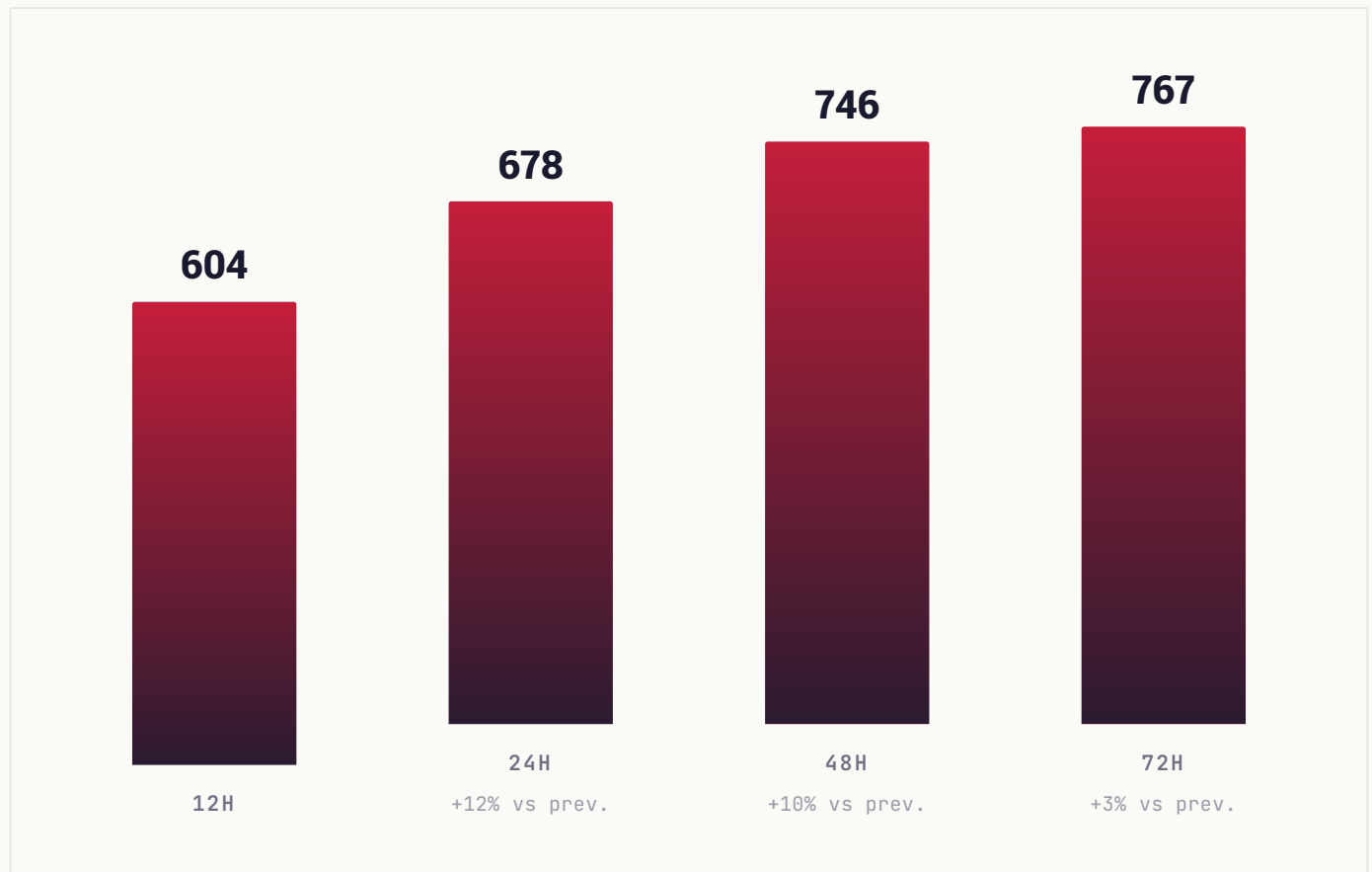
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 2 different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
UO Operational Events Department of the Minsk City Tax Inspectorate	14.6K
BE Belagroprombank	11.1K
DM Two Marshmallows Investments Belarus	1.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#37 of 67). Niche median — 1.7K subs.
First growth KPI — reach median. Leader: Alfa-Bank (Belarus) (79.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **1**, they brought **209** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	39	
Nov 2025	1	1	48	
Oct 2025	0	0	42	
September 2025	0	0	21	
August 2025	0	0	24	
July 2025	0	0	35	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
1	6	209

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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#37

/67

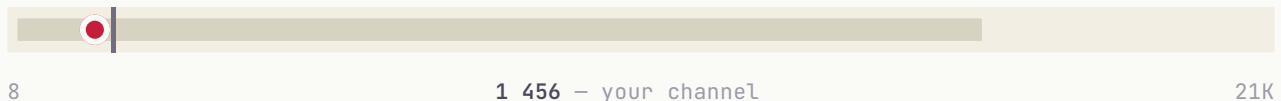
RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

worse than median by 16%

median 1.7K



AVG REACH / POST

better than 55% of niche

median 896



CITATION INDEX

worse than median by 99%

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**Increase posting frequency**

Now 1.9 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Monday**

On this day at 16:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****03****Increase video posts share**

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

EFFECT

**Video retains
audience
better****04****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****05****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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
