

PUBLIC PROMTPRESS REPORT

Channel audit

VARKA | сеть кофеен в Беларуси



@varkacoffee_official

VARKA — варим впечатления ❤️ Здесь мы собрали уникальный контент: истории открытий, новости, бэкстейджи, лайфхаки, новинки, спешл-акции и все секреты нашей крутости! Ловите кешбэк в приложении, а...

SUBSCRIBERS

12 501

10.07.2026

+84 per month

ERR (% SEE POSTS)

28.0%

[HTTPS://PROMTPRESS.COM/AUDIT/VARKACOFFEE_OFFICIAL](https://promptpress.com/audit/varkacoffee_official)
per day **13.8%**

REACH/POST

3.4K

ad reach **1.7K/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 12 501 —	 SUBSCRIBER REACH 27.34% avg % subs see post	 VIEWS/POST 3.4K median 3.4K · 28 days	 POSTS/WEEK 9.2 for period
 7D TREND -29.5% vs previous week	 REACTIONS/POST 83.7 total 3,182 reactions, 730 reposts, 21 comments	 POST LENGTH 566 chars median 554 · 28 days	 POSTS ANALYZED 38 28 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH +84 last month	 CITATION RATE 9 citation index · 46 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 14.10.2022

AI EDITOR SUMMARY

Channel «VARKA | coffee shop chain in Belarus» — 12 501 subs. Each post avg views 3.4K people (27% of subs), good reach. Publishes 9 posts/week (~1/day) — regular. Week Jun 29–Jul 5 reach dropped -29.5% to week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts in 28 days.
- 02 Dominant format — **Photo** (20/38 posts).
- 03 Avg post length — **566** chars (median 554).
- 04 Audience peak activity — **Monday**, 09:00 MSK.
- 05 Top posts get **2x** more views than weakest (5.7K avg top vs 2.6K worst) — among 38 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 06:35 PHOTO Meet our summer collab  Summer is all about lightness, energy, and bold flavors. We've teamed up with EXPONENTA to...	VIEWS 6 248 REP. 141	REACTIONS 79 ER 50.0%
Nº2 23.06 · 09:10 POLL (post without caption — poll)	VIEWS 5 475 REP. 1	REACTIONS 24 ER 43.8%
Nº3 23.06 · 09:10 PHOTO TASTE OF SUMMER, POWER OF PROTEIN!  Just look at all the positive reviews and beautiful mentions our new products are getting! Thank you for...	VIEWS 5 471 REP. 17	REACTIONS 40 ER 43.8%

Nº4 25.06 · 09:05 VIDEO Light as a cloud! ☁️ That's exactly how to describe our seasonal drink Air Latte This is the drink of the air element. It's reflected through...	VIEWS 4 844 REP. 15	REACTIONS 40 ER 38.7%
Nº5 21.06 · 13:15 VIDEO 🍓 Absolute hit of this seasonal menu and the best-selling drink... Berry Iced Brew Perfect for warm summer days! It has...	VIEWS 4 532 REP. 20	REACTIONS 83 ER 36.3%

WORST 3

↓ 30.06 · 18:15 VIDEO (post without caption – video)	VIEWS 2 690 REP. 2	REACTIONS 44 ER 21.5%
↓ 04.07 · 13:45 PHOTO 💧 On weekends, the weather forecast promises us days of water element... But summer rain is not scary! Bright summer novelties await you in coffee shops...	VIEWS 2 634 REP. 3	REACTIONS 37 ER 21.1%
↓ 06.07 · 13:40 PHOTO Oh, on Ivan, on Kupala 🌿 On the night of July 6-7, Ivan Kupala is celebrated – one of the most atmospheric summer holidays... We've gathered for...	VIEWS 2 538 REP. 7	REACTIONS 79 ER 20.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

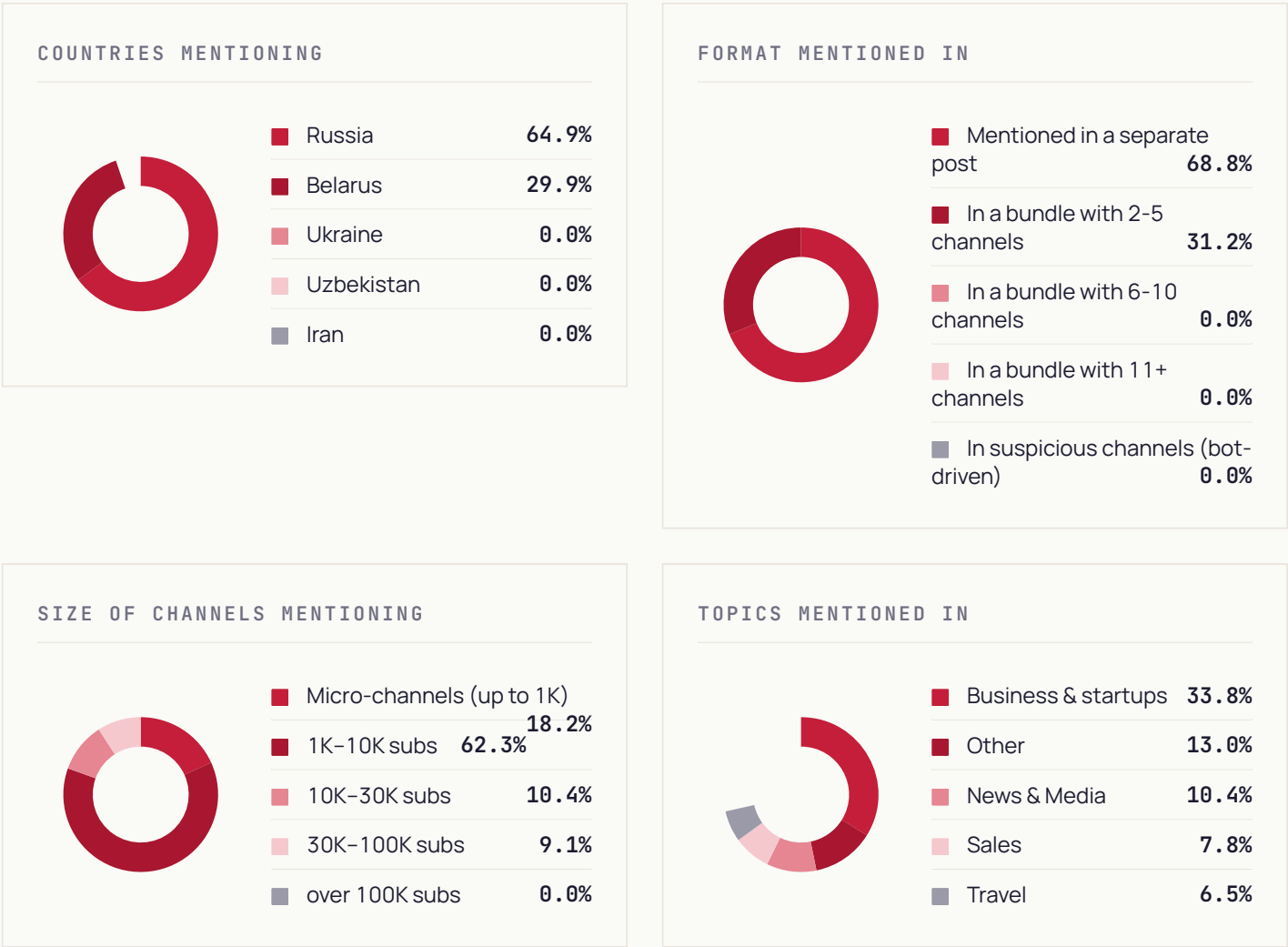
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

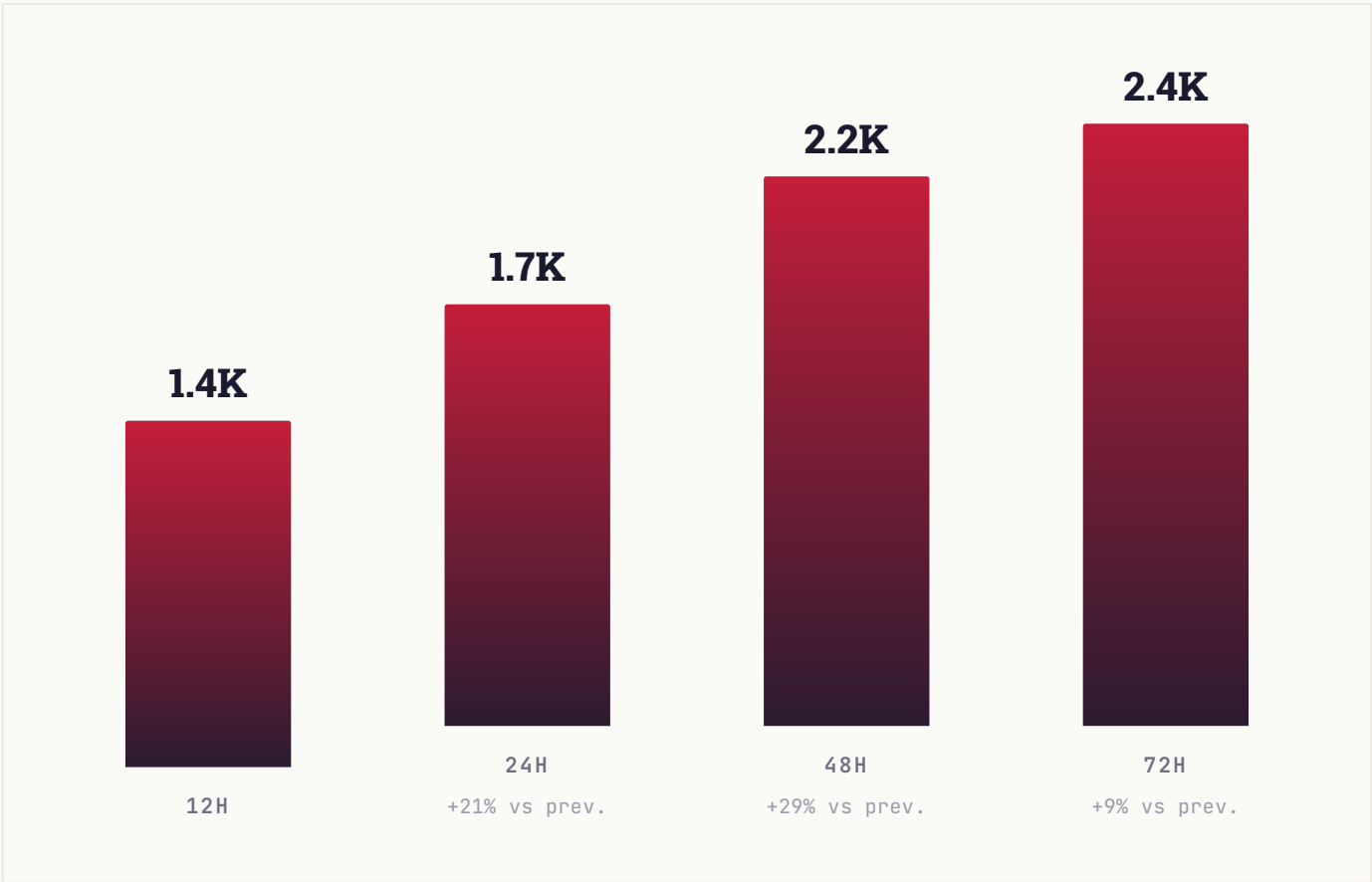
Citation index 9 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 46 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
K COUPONS 🍔 DEALS in Belarus	29.8K
G Groszyk Deals Finds Gifts	25.2K
C- Neighbors – store chain	17.1K
SM Santa store chain	14.9K
O- OBZOR.BY – ЕДА, ГОРОД, ШОПИНГ	13.4K
M mrgrittaa рецепты 🍳	13.3K
V VARKA сеть кофеен в Беларуси YOU	12.5K
GV Go to BK: Burger King Belarus channel	10.8K
Ch Chico Minsk	7K
VI VINO&VINO	6.8K
CB COFIX Belarus	6.4K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#7 of 50). Strong position. Niche leader — COUPONS | 🍔 | DEALS in Belarus (29.8K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **6**, they brought **3 579** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	397
December 2025	1	1	726
November 2025	3	3	946
October 2025	0	0	410
Sep 2025	1	1	171
August 2025	0	0	929

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
6	6	3 579

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-50 channels in category «**Food & cooking**» (Belarus) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#7 /50

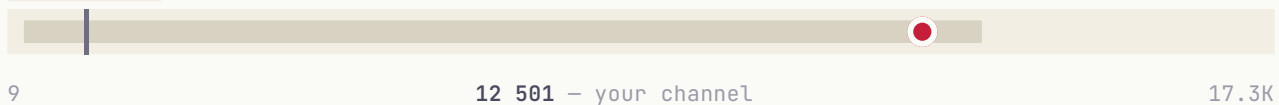
RANK IN NICHE

Channel in top 14% — strong position

SUBSCRIBERS

better than 87% of niche

median 1.1K



AVG REACH / POST

better than 81% of niche

median 478



CITATION INDEX

better than 79% of niche

median 1



— 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 is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with nearby 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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