

PUBLIC REPORT PROMTPRESS

Channel audit

Банк ВТБ (Belarus)



@vtbbelarus

30 years of your trust ■ All for business and life in one place. Latest news in our feed ■

SUBSCRIBERS

2 497

-18 per month

ERR (% SEE POSTS)

34.0%

daily 14.8%

REACH/POST

865

ad reach 369/24h

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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 2 497 —	 SUBSCRIBER REACH 34.63% avg % subs see post	 VIEWS/POST 865 median 876 · 25 days	 POSTS/WEEK 4.7 for the period
 7D TREND — no data for period	 REACTIONS/POST 12.2 total 208 reactions, 30 reposts, 0 comments	 POST LENGTH 545 chars median 483 · 25 days	 POSTS ANALYZED 17 25 days
 AD REACH 369 24h avg	 CHURN / MONTH -18 last month	 CITATION RATE 1 citation index · 14 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 30.08.2022

AI EDITOR SUMMARY

Channel 'Bank VTB (Belarus)' — 2 497 subs. Each post averages 865 people (35% of subs), good reach. Publishes 5 posts per week (~1/day) — infrequent.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts in 25 days.
- 02 Dominant format – **Photo** (10/17 posts).
- 03 Avg post length – **545** chars (median 483).
- 04 Peak audience activity – **Monday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1.1K avg top vs 645 worst) – among 17 posts in 25 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.04 · 13:43 PHOTO Together with SKYLINE Cinema we open the May season of 'Line of Art' ☒ Settle in a cozy hall, enjoy...	VIEWS 1 191 REP. 1	REACTIONS 10 ER 47.7%
Nº2 30.04 · 11:15 POLL (post without caption – poll)	VIEWS 989 REP. —	REACTIONS 2 ER 39.6%
Nº3 09.05 · 06:56 PHOTO Happy Victory Day! ☒ Every spring we remember the heroes of the Great Patriotic War, who in May 1945 defended...	VIEWS 987 REP. 2	REACTIONS 26 ER 39.5%

Nº4 15.05 • 09:34 PHOTO Results of the business award 'People's Choice' are out – and we're on top ☑ Got a special award for supporting Belarusian...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>979</td><td>28</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>4</td><td>39.2%</td></tr> </table>	VIEWS	REACTIONS	979	28	REP.	ER	4	39.2%
VIEWS	REACTIONS								
979	28								
REP.	ER								
4	39.2%								
Nº5 07.05 • 11:01 PHOTO We strive to make your life easier every day. Including with our online services ☑ Here are the top features for managing...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>969</td><td>12</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>38.8%</td></tr> </table>	VIEWS	REACTIONS	969	12	REP.	ER	1	38.8%
VIEWS	REACTIONS								
969	12								
REP.	ER								
1	38.8%								

WORST 3

↓ 14.05 • 11:02 PHOTO Learn from mistakes: ☑ To save you the trouble, we've put together a ready-made set of solutions from VTB Bank (Belarus) for foreign trade ☑ Alternative...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>745</td><td>8</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>2</td><td>29.8%</td></tr> </table>	VIEWS	REACTIONS	745	8	REP.	ER	2	29.8%
VIEWS	REACTIONS								
745	8								
REP.	ER								
2	29.8%								
↓ 18.05 • 11:21 PHOTO Our bank is always with you – in the mobile app ☑ We work to make it better: faster, more convenient, and intuitive...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>716</td><td>12</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>28.7%</td></tr> </table>	VIEWS	REACTIONS	716	12	REP.	ER	1	28.7%
VIEWS	REACTIONS								
716	12								
REP.	ER								
1	28.7%								
↓ 22.05 • 15:10 PHOTO Remember the piggy bank? How much patience it took to fill it, and then wait for it to be opened ☑ With the «Daily...» deposit...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>476</td><td>19</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>19.1%</td></tr> </table>	VIEWS	REACTIONS	476	19	REP.	ER	1	19.1%
VIEWS	REACTIONS								
476	19								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

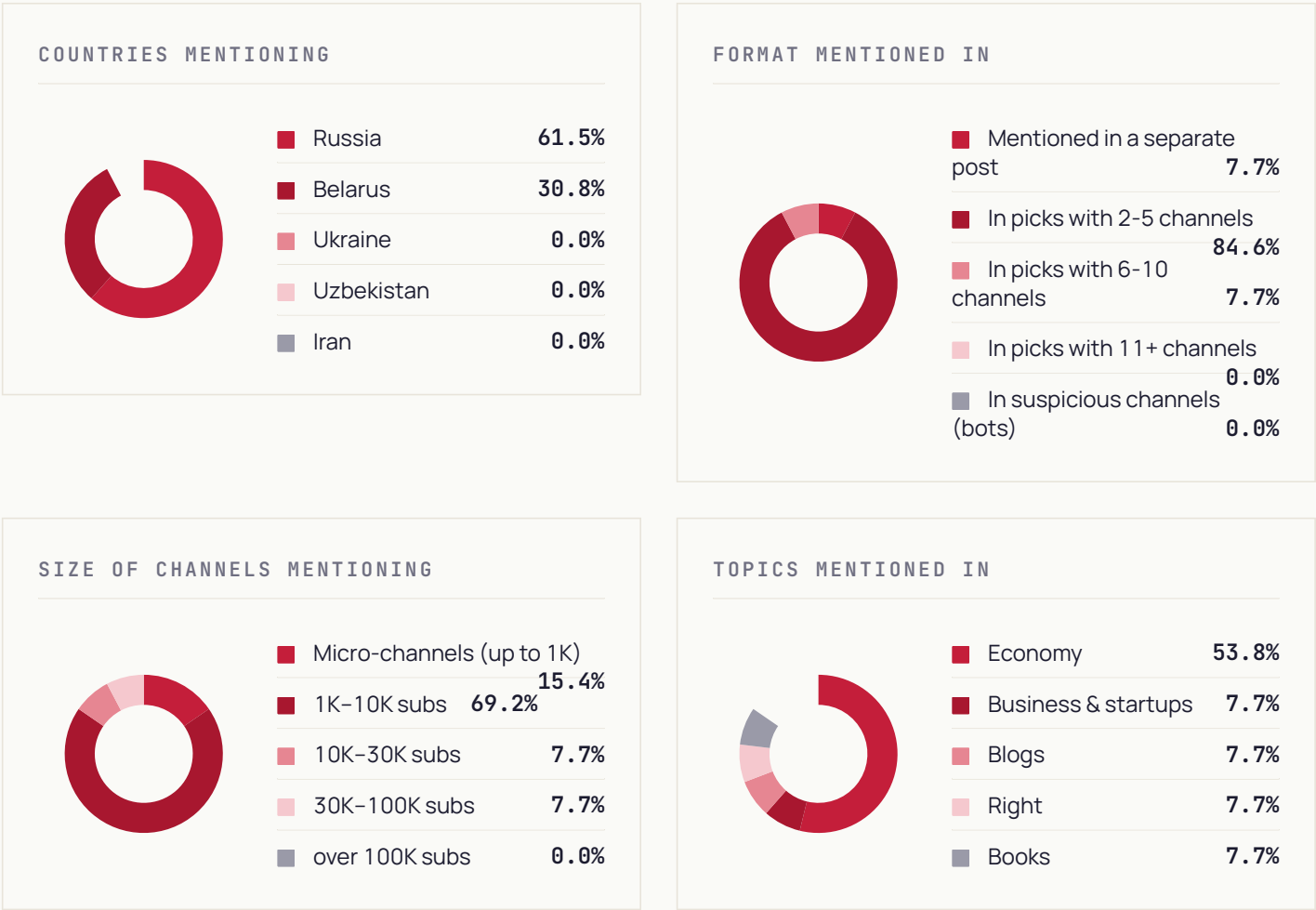


START OF PERIOD	NOW	NET GROWTH
2 695	2 498	-197

SECTION 04 · CITATIONS

Who mentions the channel and how

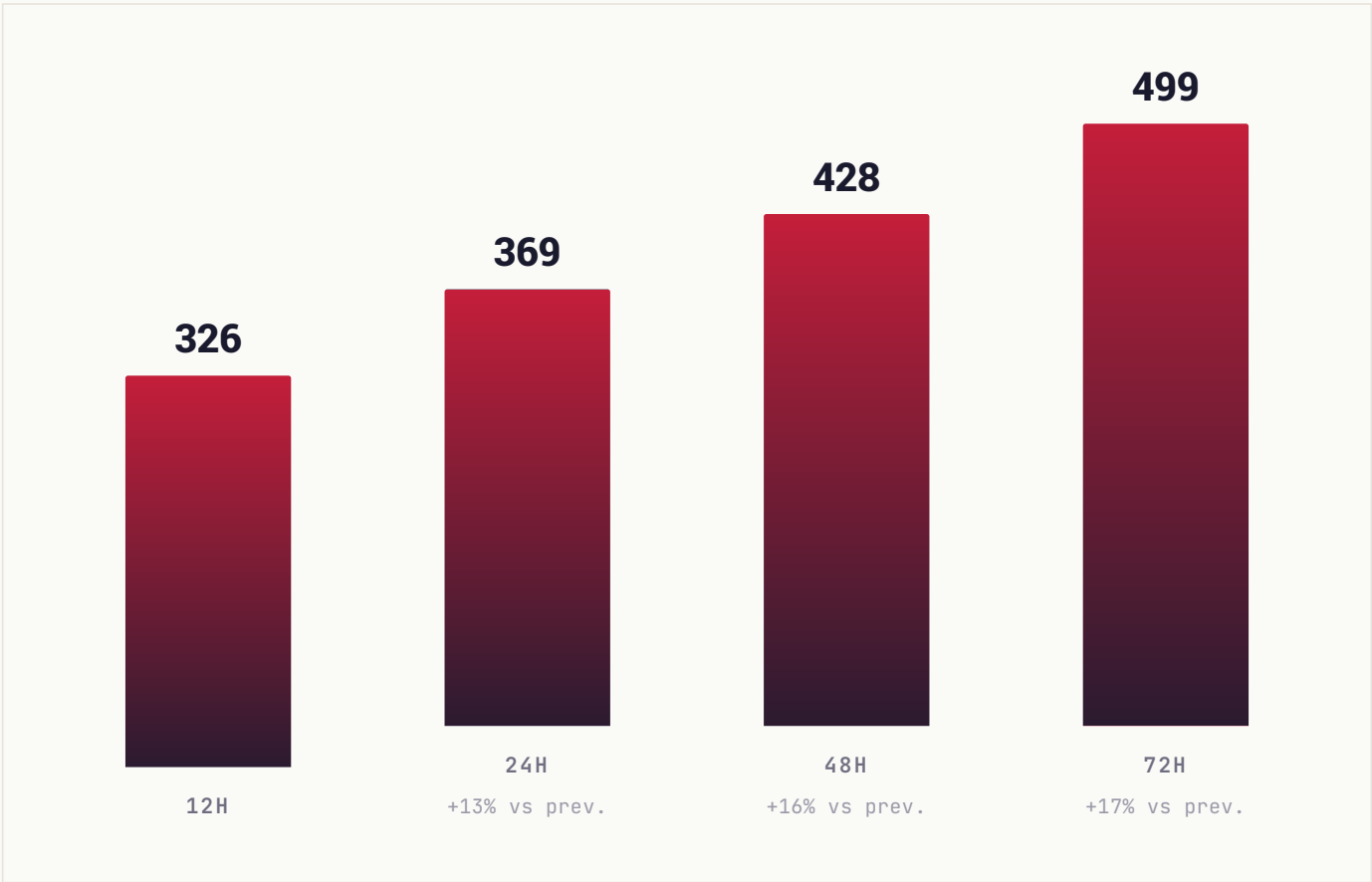
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **14** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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
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 and Duties of Belarus	15.1K
UA Operational Management Department of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
BV Банк ВТБ (Belarus) YOU	2.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#30 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **156** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
November 2025	1	1	27	
October 2025	0	0	18	
September 2025	0	0	26	
August 2025	0	0	32	
July 2025	0	0	18	
June 2025	0	0	35	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
1	6	156

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-67 channels in category «**Economy**» (Belarus) and compared your channel against them. Gray band = range covering 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

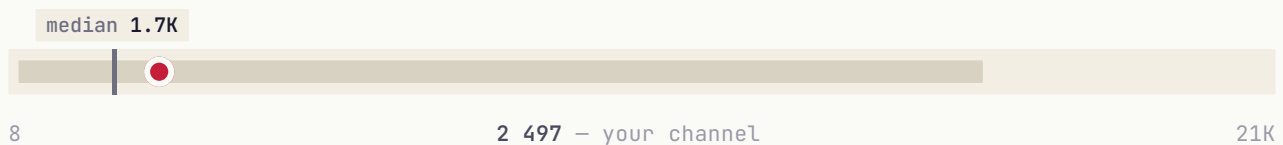
#1 / 67

POSITION IN NICHE

Channel in top 1% economy Belarus

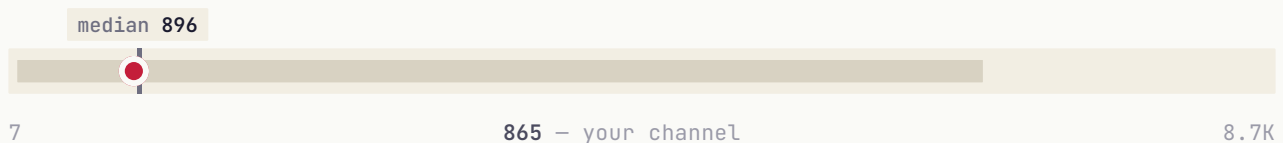
SUBSCRIBERS

better than 52% of niche



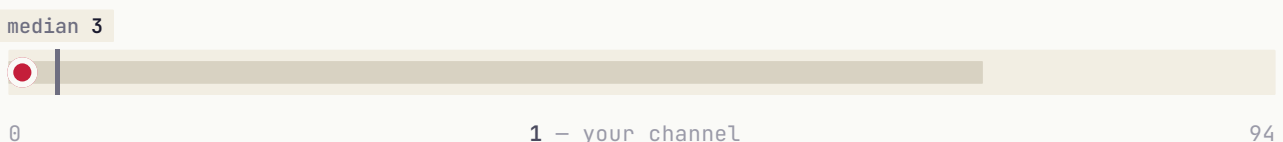
AVG REACH / POST

worse than median by 3%



CITATION INDEX

worse than median by 71%



— 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 4.7 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency matters more than volume |
| 02 | Main post of the week — on Monday
Audience most active on this day at 16:00 MSK. | EFFECT
Best window for an important post |
| 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 weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it 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 using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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