

PUBLIC REPORT BY PROMTPRESS

Channel audit

WhiteBird.io



@whitebirdio

Official news channel of the first legal crypto exchange in the CIS (Belarus) - Whitebird.io Official chat (admins never DM first): <https://t.me/WhiteBirdChat> Support...

SUBS

43 839

+1491 per month

ERR (% WHO SEE POSTS)

45.0%

per day **22.3%**

REACH/POST

24.1K

ad reach **9.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Crypto» category

09 Strategy

5 priority actions

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.

 SUBS 43 839 —	 SUB REACH 54.89% avg % of subs see post	 VIEWS/POST 24.1K median 22.5K · 24 days	 POSTS/WEEK 4.2 over period
 7D TREND -4.3% vs previous week	 REACTIONS/POST 272.3 total 4,084 reactions, 1,948 reposts, 0 comments	 POST LENGTH 686 chars median 707 · 24 days	 POSTS ANALYZED 15 24 days
 AD REACH 9.7K 24h avg	 CHURN / MONTH +1491 last month	 CITATION RATE 25 citation index · 88 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 12.01.2023

AI EDITOR SUMMARY

Channel «WhiteBird.io» — 43 839 subs. Each post averages 24.1K people (55% of subs), this is wide reach for a channel of this size. Publishes 4 posts per week (~1/day) — rare publications. For the week of June 1–7, reach stable (-4.3% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 24 days.
- 02 Dominant format – Photo (10/15 posts).
- 03 Avg post length – 686 chars (median 707).
- 04 Peak audience activity – Monday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (34.9K avg top vs 14.4K worst) – among 15 posts over 24 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 18:27 PHOTO 📎 Dear clients and partners! Today, the internet is actively discussing the 20th EU sanctions package, which...	VIEWS 39 469 REPOSTS 455	REACTIONS 681 ER 90.0%
Nº2 20.05 · 14:27 PHOTO !! WHITEBIRD operations will not be affected by sanctions under the 20th package. "If the company is not registered under EU law, does not conduct activities...	VIEWS 33 078 REPOSTS 355	REACTIONS 310 ER 75.5%
Nº3 20.05 · 14:27 TEXT (post without caption – text)	VIEWS 32 265 REPOSTS 229	REACTIONS 152 ER 73.6%

Nº4 21.05 • 08:38 **VIDEO**
(post without caption – video)

VIEWS
29 032

REACTIONS
387

REPOSTS
66

ER
66.2%

Nº5 19.05 • 11:05 **VIDEO**
(post without caption – video)

VIEWS
27 656

REACTIONS
550

REPOSTS
152

ER
63.1%

WORST 3

↓ 28.05 • 12:05 **VIDEO**
(post without caption – video)

VIEWS
19 040

REACTIONS
394

REPOSTS
66

ER
43.4%

↓ 10.06 • 08:24 **PHOTO**
♥ Whatever strategy you follow – WHITEBIRD provides safe tools for everyone Digital tokens are not a means...

VIEWS
13 561

REACTIONS
120

REPOSTS
44

ER
30.9%

↓ 12.06 • 13:30 **PHOTO**
✂ Ethereum: Top-2 coin by market cap, but do we really know everything about it? We've gathered 5 facts about the main altcoin...

VIEWS
10 586

REACTIONS
123

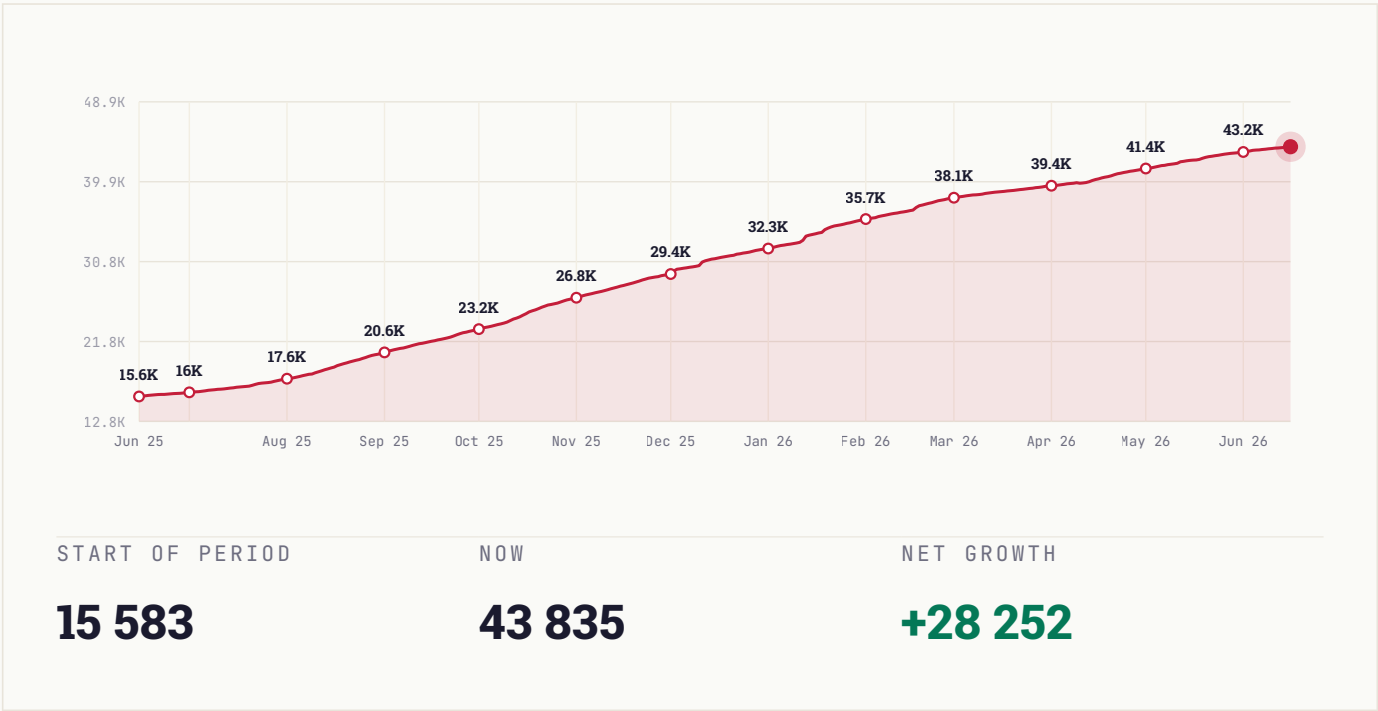
REPOSTS
10

ER
24.1%

SECTION 03 · SUB GROWTH

How the channel grew over the year

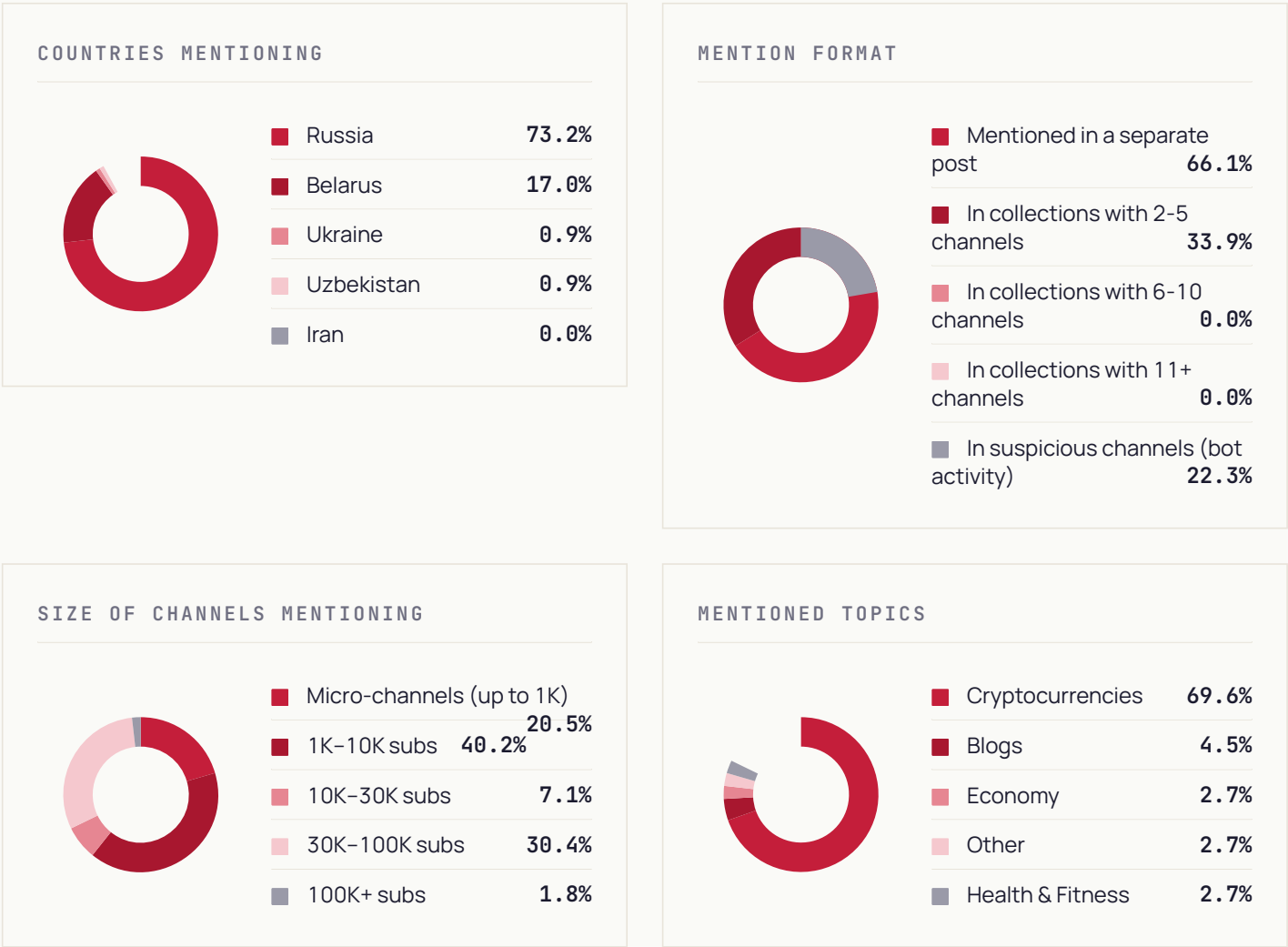
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

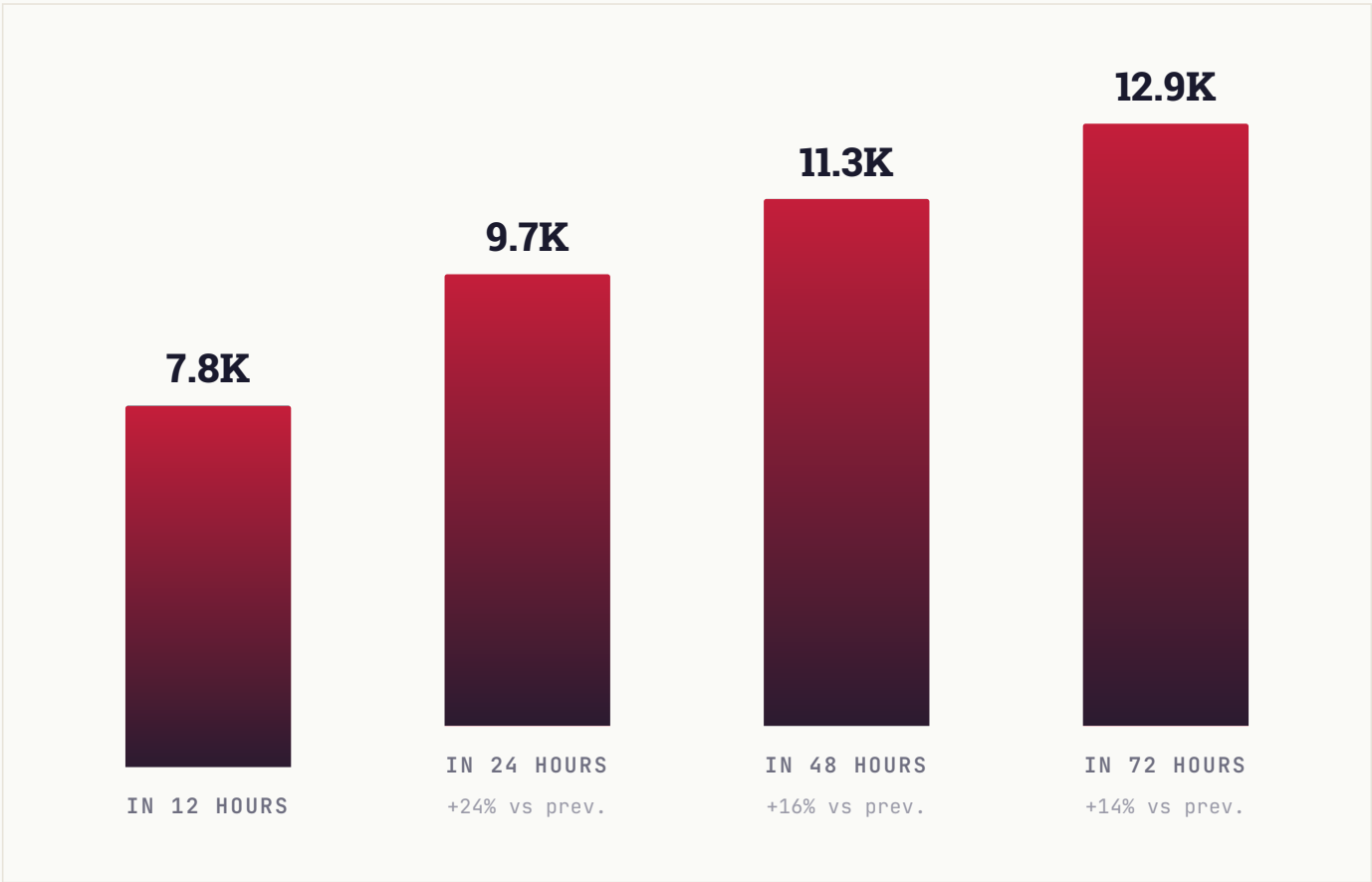
Citation index **25** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **88** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBS
ER Penny in the wallet	56.4K
WH WhiteBird.io YOU	43.8K
BL Blessed labs	25.3K
AO AGE OF CRYPTO	16.3K
TC TDM Crypto	14.4K
CH Crypto HITLIST	12.2K
NA Nft Afrom	9.8K
CW Crypto World	7.9K
FU FUTUREBY	7.3K
CM Cifra Markets	4.7K
VI vincerid	4.7K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 68 channels in category). One of the leaders — client partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **50**, they brought **16 258** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	2 907
November 2025	12	10	2 680
October 2025	4	4	3 589
September 2025	6	5	2 601
August 2025	27	7	2 960
July 2025	0	0	1 521

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
50	6	16 258

SECTION 08 · NICHE COMPARISON

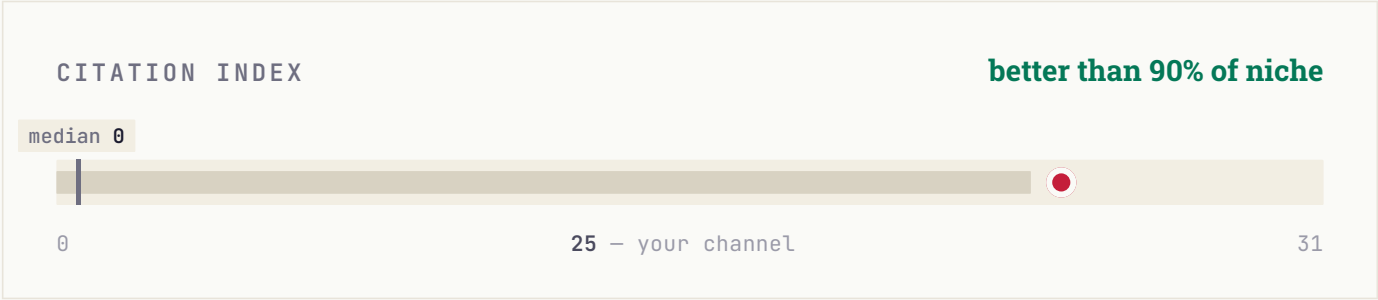
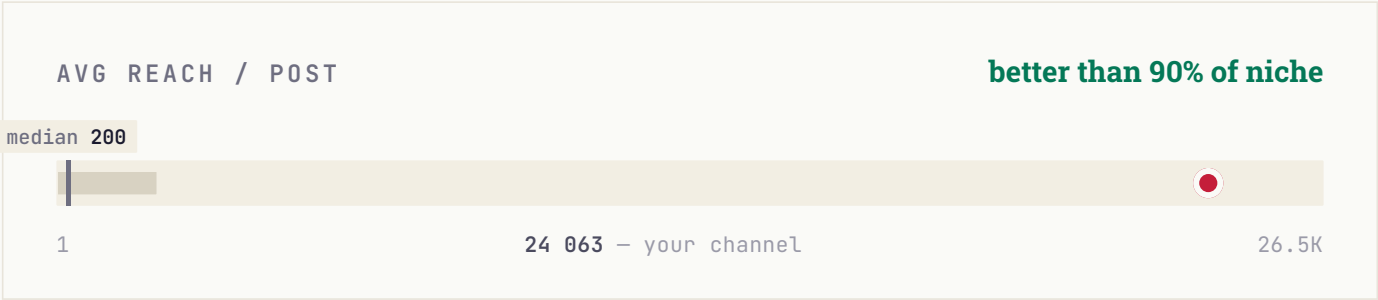
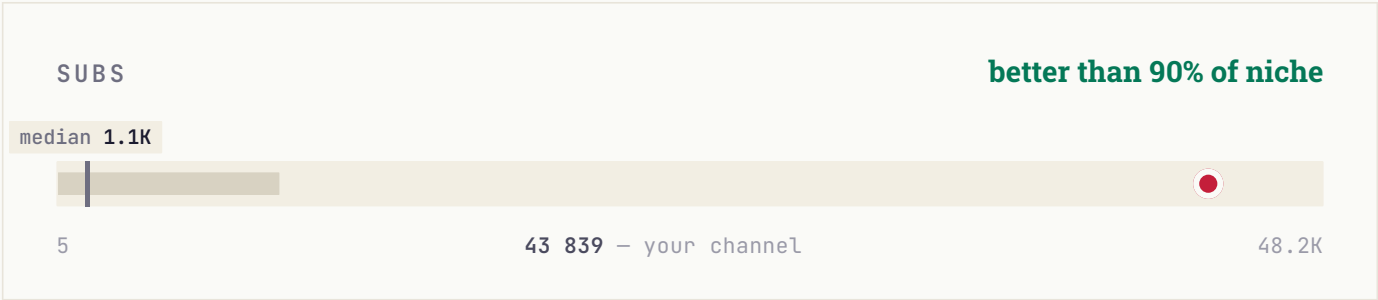
Where the channel ranks in its league

Took top-68 channels in category "Cryptocurrencies» (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.

#2/68

RANK IN NICHE

Channel in top 2% of crypto Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a to-do list and revisit this report in a month.

01**Increase posting frequency**

Now 4.2 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

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

Audience is most active on this day at 21:00 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 & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads with us and close 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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