

PUBLIC REPORT PROMTPRESS

Channel audit

Mi.BY - Xiaomi в Беларуси



@XiaomiStore_MiBY

Official Telegram channel Mi.BY Mi.BY - official Xiaomi retail chain in Belarus. Visit store <https://clck.ru/3EpfT6> Our socials: ↗ • Instagram:...

SUBSCRIBERS

9 271

-245 per month

ERR (% SEE POSTS)

46.0%

daily 18.5%

REACH/POST

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 shows the period.

 SUBSCRIBERS 9 271 —	 SUBSCRIBER REACH 43.12% avg % subs see post	 VIEWS/POST 4K median 4K · 27 days	 POSTS/WEEK 4.6 over period
 7D TREND -40.8% vs previous week	 REACTIONS/POST 18.6 only 334 reactions, 28 reposts, 0 comments	 POST LENGTH 698 chars. median 712 · 27 days	 POSTS ANALYZED 18 27 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -245 last month	 CITATION RATE 0 citation index · 5 channels mentioned all time	 CHANNEL AGE 11 months 18 days created 10.06.2025

AI EDITOR SUMMARY

Channel «Mi.BY - Xiaomi in Belarus» — 9 271 subs. Each post averages 4K people (43% of subs), wide reach for a channel this size. Publishes 5 posts/week (~1/day) — rare posts. For week May 25–31, reach dropped -40.8% to week May 18–24 — 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **18** posts in 27 days.
- 02 Dominant format — **Photo** (17/18 posts).
- 03 Avg post length — **698** chars (median 712).
- 04 Peak audience activity — **Thursday**, 19:00 MSK.
- 05 Top posts get **3x** more views than the weakest (5.9K avg top vs 2.1K worst) — among 18 posts in 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.04 · 16:25 PHOTO ☑ Got plans for the long weekend? ☑May holidays are the perfect time to switch gears: head out on a new...	VIEWS 7 644 REPOSTS 1	REACTIONS 18 ER 82.5%
Nº2 05.05 · 09:56 PHOTO All May at Mi.BY: Xiaomi tech with installments up to 20 months from 0.001% ☑ Smartphones, TVs, robot vacuums & home appliances —...	VIEWS 5 209 REPOSTS —	REACTIONS 19 ER 56.2%
Nº3 08.05 · 13:37 PHOTO ☑ 450 RUB off REDMI Note 14 Pro REDMI Note 14 Pro 8/256GB — from 79.08 RUB/mo (949 1399 RUB) ☑Key specs...	VIEWS 4 829 REPOSTS 1	REACTIONS 13 ER 52.1%

Nº4 06.05 · 14:57 PHOTO 🔗Xiaomi Air Fryer – quick dinners at home & dacha If you don't want to spend much time at the stove, the Xiaomi Air Fryer will...	VIEWS 4 802 REPOSTS 2	REACTIONS 16 ER 51.8%
Nº5 29.04 · 08:02 PHOTO Clean at a great price!🔗 Xiaomi Robot Vacuum S40 – from 29.95 BYN/mo (599,729 BYN) Robot vacuum takes over daily chores...	VIEWS 4 740 REPOSTS 1	REACTIONS 20 ER 51.1%

|

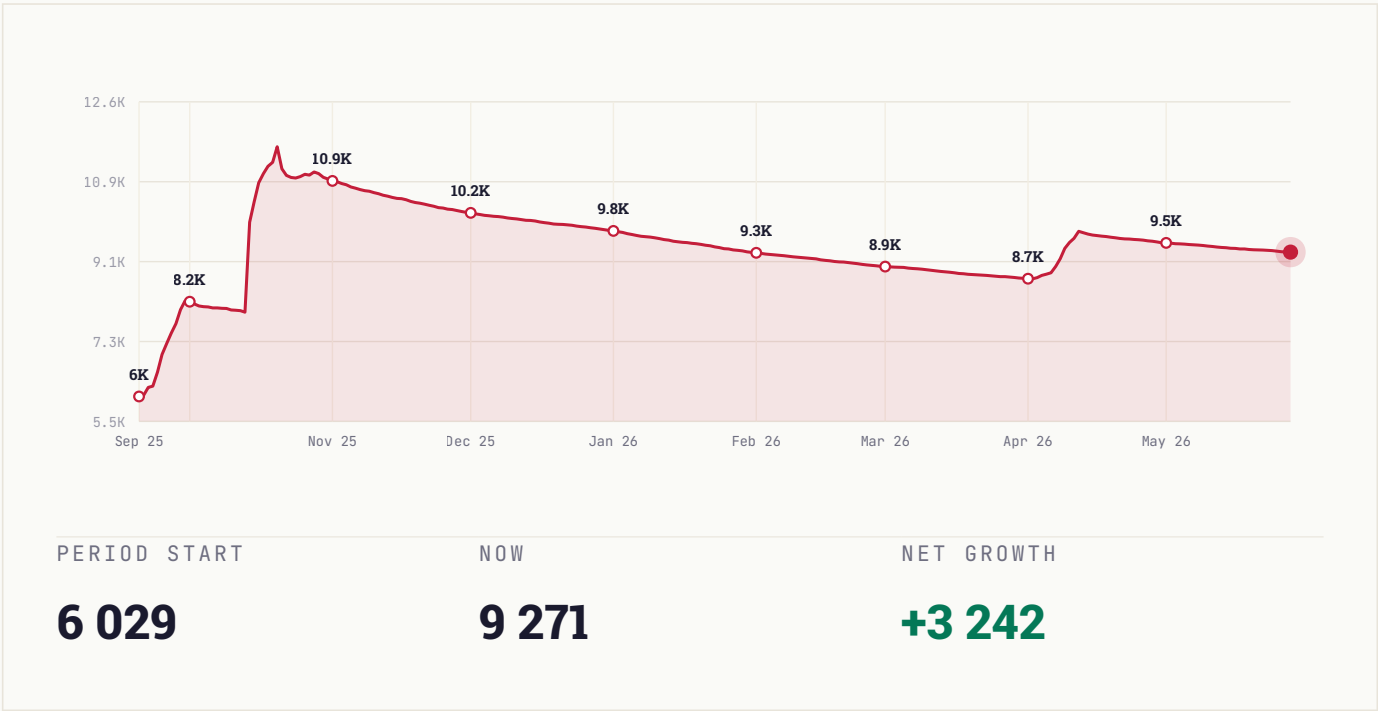
WORST 3

↓ 25.05 · 16:41 PHOTO 🔗Xiaomi Air Fryer from 33.25 RUB/mo Until end of May, Xiaomi appliances at Mi.BY have 12-month installment plans from...	VIEWS 2 322 REPOSTS 3	REACTIONS 15 ER 25.0%
↓ 26.05 · 15:18 PHOTO Xiaomi vacuums with easy installments 🔗 🔗 Until June 1, Mi.BY offers extended installments up to 20 months at 0.001% on select...	VIEWS 1 950 REPOSTS —	REACTIONS 12 ER 21.0%
↓ 26.05 · 15:24 VIDEO Xiaomi 17T series is almost here! 🔗 The global launch is coming soon – we'll share more about the camera, design...	VIEWS 1 939 REPOSTS 3	REACTIONS 22 ER 20.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

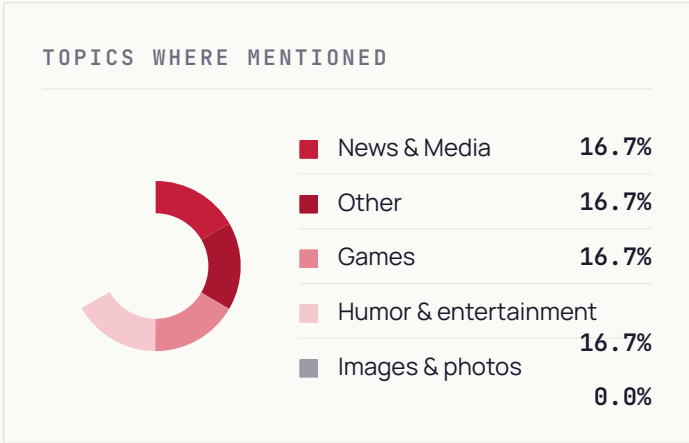
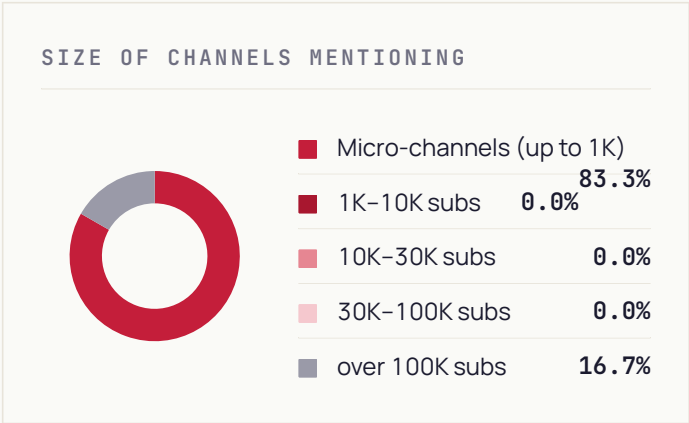
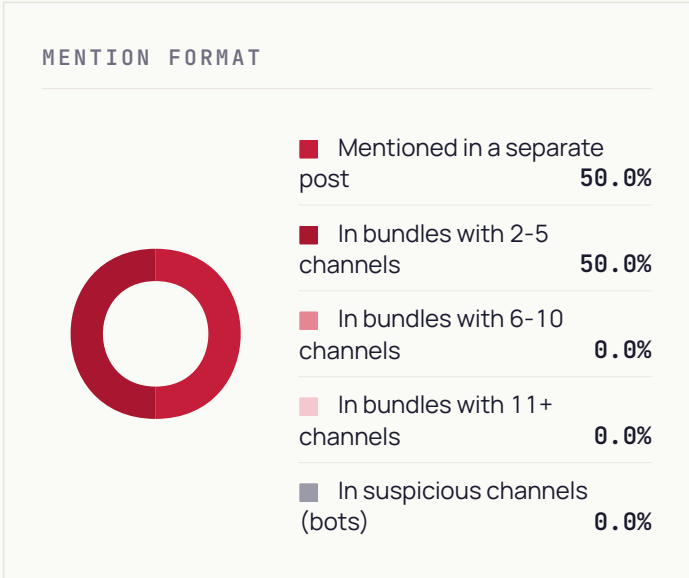
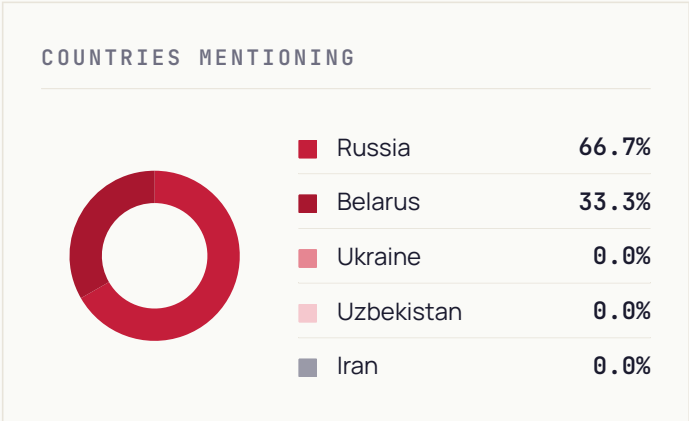
Subscriber growth chart over the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who & how mentions the channel

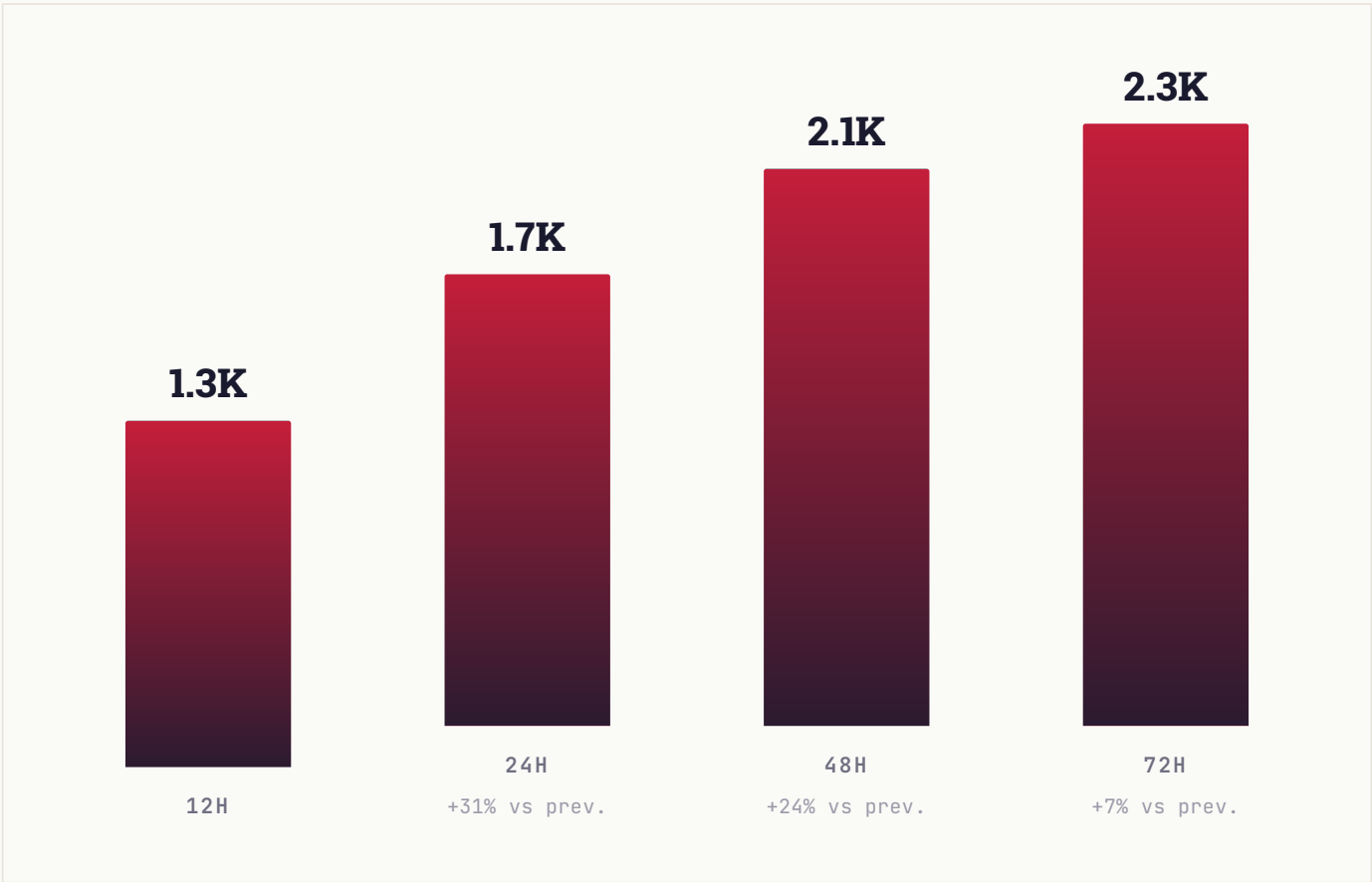
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 5 different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	106.1K
Sat Belarus discounts	75.2K
F- Flatty - Apartment rental Real estate Belarus Housing without agents	43.2K
PI Promocodes & Discounts Belarus	41.4K
Sun Belarus deals & new arrivals	36.7K
H2 Findings 21vek.by	35.1K
RE Realt	32.4K
SI SMARTECH luxury tech	27.8K
K- Kupon.by – promo codes Belarus	26.4K
KO Onliner Catalog	21.7K
M- Mi.BY - Xiaomi в Беларуси YOU	9.3K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#19 of 100). Leader — 5 element | 5element.by (106.1K). Goal for coming months: enter 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 **4**, they brought **6 020** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Nov 2025	0	0	0
Oct 2025	3	3	3 872
Sep 2025	0	0	2 148
August 2025	0	0	0
July 2025	0	0	0
June 2025	1	1	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
4	6	6 020

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category «Sales» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#25/100

POSITION IN NICHE

Channel in top 25% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01**Increase posting frequency**

Now 4.6 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

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

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for key posts****03****Increase video posts share**

Video in Telegram holds audience longer & is favored by
the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better****04****System 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 give +5-15% ER. 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. To go further — run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager