

PUBLIC REPORT BY PROMTPRESS

Channel audit

Xistore.Халява



@xistoreofficial

Official channel of Xistore.by! Only tasty deals here: 🔥 Super discounts 🔥 Discounted gadgets 🔥 Sweet promos Our site 👉 https://xistore.by/?utm_source=telegram&utm_medium=social
For questions...

SUBSCRIBERS

130 595

-1265 per month

ERR (% SEE POSTS)

37.0%

in 24 hours **13.6%**

REACH/POST

41.5K

ad reach **17.8K**/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 was calculated for.

 SUBSCRIBERS 130 595 —	 SUBSCRIBER REACH 31.8% avg % subs see post	 VIEWS/POST 41.5K median 42K · 28 days	 POSTS/WEEK 4.5 for the period
 7D TREND -27.7% vs previous week	 REACTIONS/POST 174.6 only 3,143 reactions, 583 reposts, 0 comments	 POST LENGTH 675 chars median 700 · 28 days	 POSTS ANALYZED 18 28 days
 AD REACH 17.8K 24h avg	 CHURN / MONTH -1265 last month	 CITATION RATE 26 citation index · 71 channels mentioned all time	 CHANNEL AGE 9 years 1 month created 23.05.2017

AI EDITOR SUMMARY

Channel «Xistore.Халява» – 130 595 subs. Each post averages 41.5K people (32% of subs), good reach. Posts 4 posts per week (~1/day) – rare. For week 15–21 Jun reach dropped -27.7% to week 8–14 Jun – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 18 posts in 28 days.
- 02 Dominant format — Text (18/18 posts).
- 03 Avg post length — 675 chars (median 700).
- 04 Peak audience activity — Friday, 14:00 MSK.
- 05 Top posts get 2× more views than the weakest (63.5K avg for top vs 37.1K for worst) — among 18 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 11:31 TEXT Secret Sale 📺 Exclusive discounts on nearly ALL roome TVs for telegram channel subs! 🔥 Enter secret promo code "TELEGA" ...	VIEWS 64 682 REPOSTS 14	REACTIONS 117 ER 49.5%
Nº2 05.06 · 08:30 TEXT 🏡 COOL weekends 🏡☀️ Kicking off the first summer weekend with an exclusive offer — extra discounts up to 30% on garden gear...	VIEWS 63 282 REPOSTS 4	REACTIONS 123 ER 48.5%
Nº3 10.06 · 12:51 TEXT Whoosh, a new Trouver gadget is now at your home 😊 We're launching a big giveaway of 6 cool prizes for home, kitchen, beauty and small...	VIEWS 62 595 REPOSTS 85	REACTIONS 948 ER 47.9%

Nº4

11.06 · 09:40

TEXT

Olé Olé Olé  Today the 2026 FIFA World Cup kicks off. And it's never been like this: • 48 teams • Round of 16 • 109 matches • 39 days • 5...

VIEWS

60 683

REPOSTS

15

REACTIONS

151

ER

46.5%

Nº5

04.06 · 08:25

TEXT

 Summer closer, prices lower  Not only the weather is heating up, but also our prices on smart devices. Up to 50% off on a curated selection...

VIEWS

60 638

REPOSTS

6

REACTIONS

93

ER

46.4%

WORST 3

↓ 23.06 · 11:12 TEXT  A gift for those who pick champions! Some tech just works. Other tech plays in the top league. That's why...	VIEWS 39 471 REPOSTS 2 REACTIONS 133 ER 30.2%
↓ 25.06 · 09:54 TEXT  Exclusive offer  Even in the heat, your workspace should be comfy. Only until June 29 and only for subs...	VIEWS 37 602 REPOSTS 102 REACTIONS 110 ER 28.8%
↓ 28.06 · 08:00 TEXT Feeling the heat?  ⬇️ Reminder of our hottest deals:  Smart Saros ACs from 999 RUB  Climate discounts up to...	VIEWS 34 328 REPOSTS 8 REACTIONS 87 ER 26.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

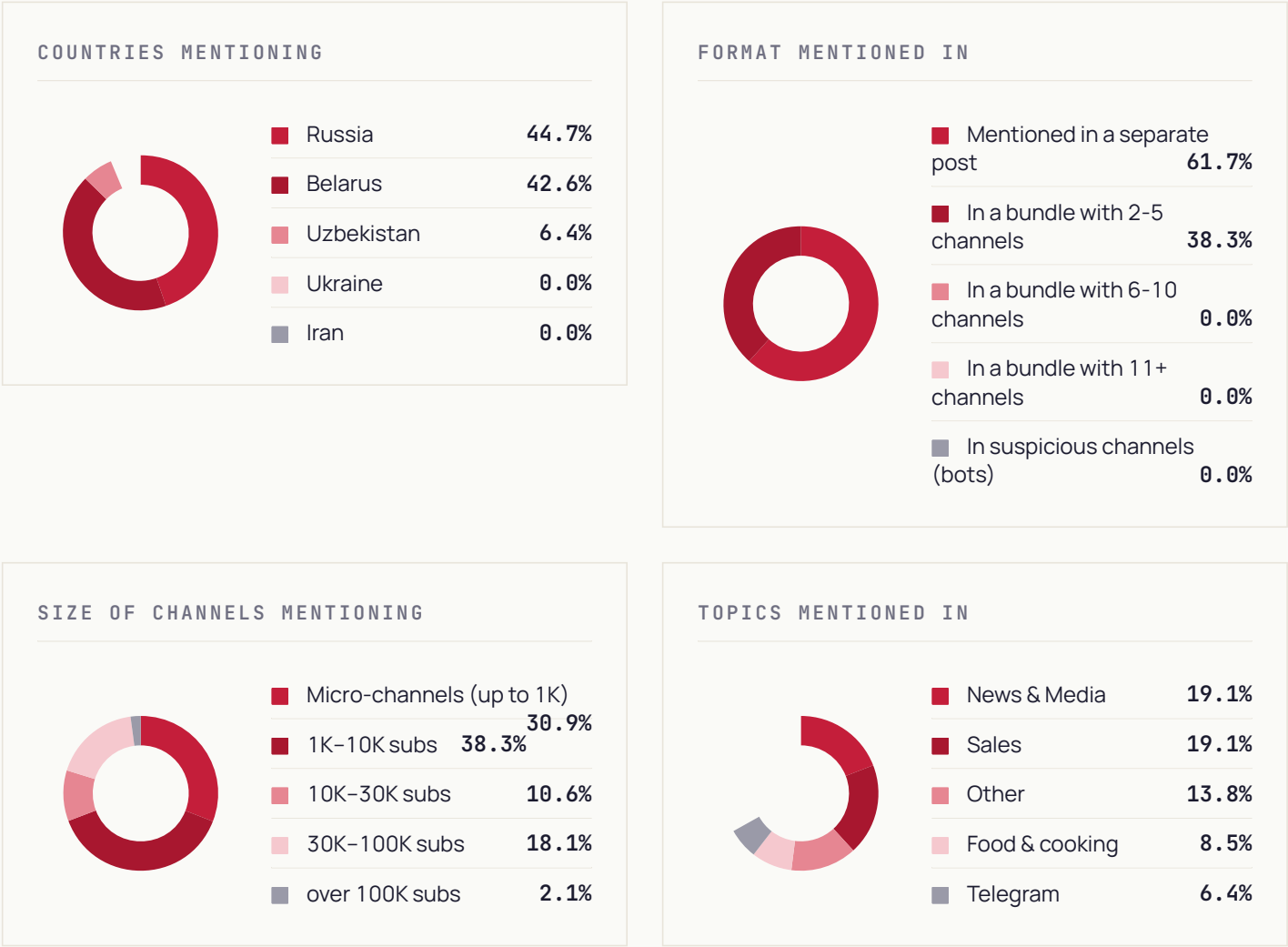
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel and how

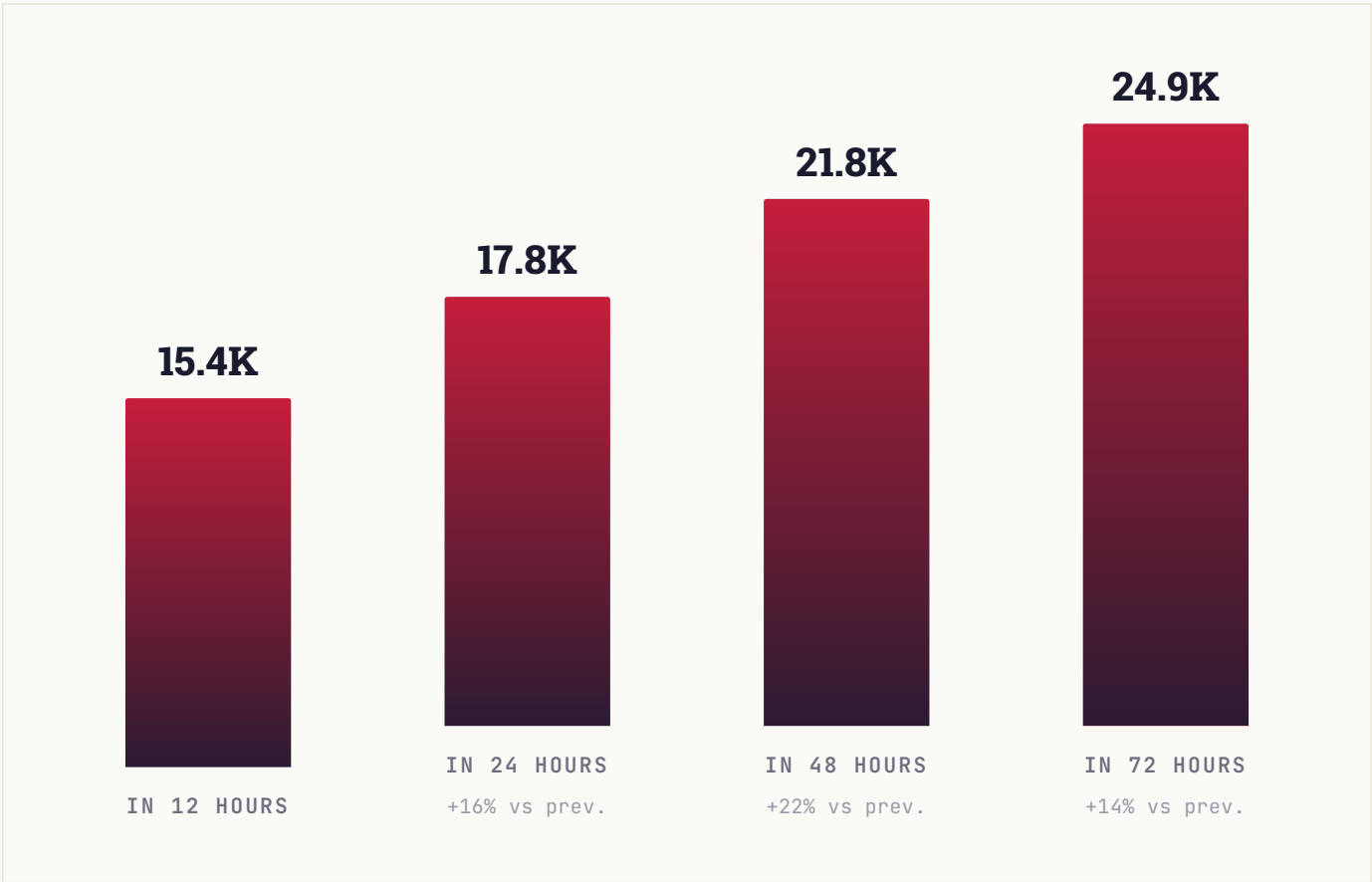
Citation index **26** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **71** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
MB MTS Belarus	170.4K
AB A1 Belarus	154.9K
XI Xistore.Халява YOU	130.6K
CY CyberSecurityTechnologies	35.6K
TE TechOutlet	32.5K
MO God-sent manager	25.5K
DT dev.by: top IT news of Belarus	25.5K
AY АйТиБорода	19.5K
CI CYBERFORTRESS	19.3K
KN K-Tech News	13K
In iPhones in Minsk Evgeniy_Apple	12.3K

COMPARATIVE INSIGHT

Channel in top 3 niches (#3 of 74 channels in category). One of the leaders — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

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 **31**, they brought **37 881** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	6	6	1 708
December 2025	1	1	12 951
Nov 2025	0	0	4 066
Oct 2025	1	1	5 894
September 2025	0	0	3 062
August 2025	23	23	10 200

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
31	6	37 881

SECTION 08 · NICHE COMPARISON

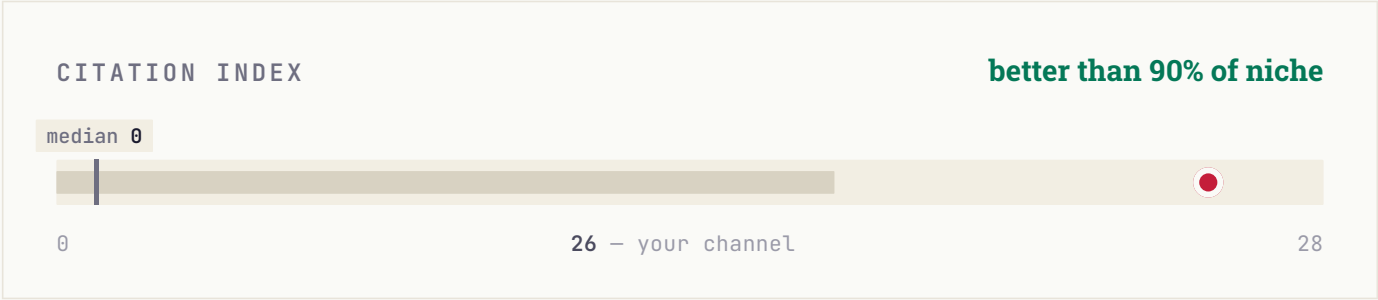
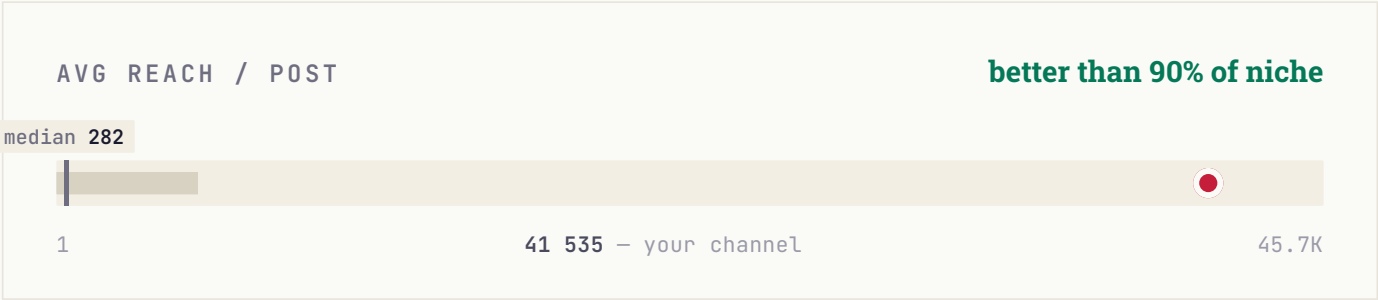
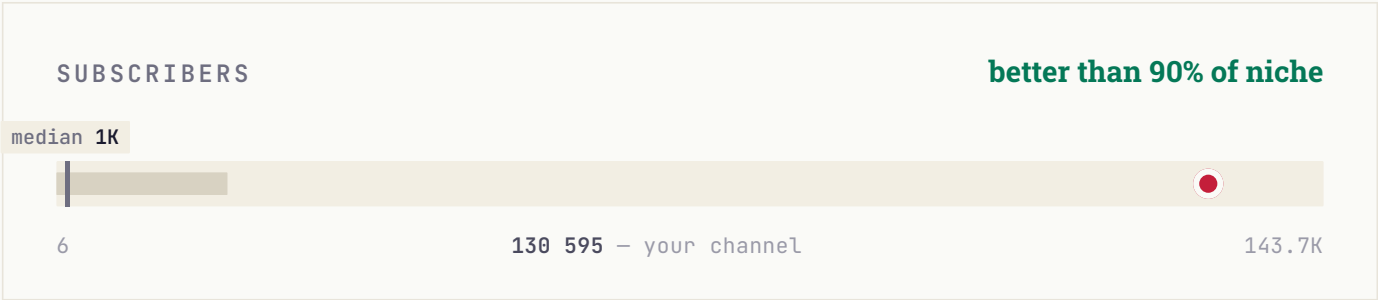
Where the channel stands in its league

Top-74 channels in category «Tech» (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.

#3/74

RANK IN NICHE

Channel in top 4% tech Belarus



— 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 4.5 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram holds 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 — an easy growth lever.

EFFECT

+5-15% ER

★ 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 with 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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