

PUBLIC REPORT PROMTPRESS

Channel audit

Zadarom Belarus



@zadaromby

Freebies & discounts on goods in Belarus online stores Store flyers:
<https://zadarom.by>

SUBSCRIBERS

16 913

+257 per month

ERR (% SEE POSTS)

18.0%

daily 11.1%

REACH/POST

2.8K

ad reach 1.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 16 913 —	 SUBS REACH 16.48% avg % subs see post	 VIEWS/POST 2.8K median 2.8K · 29 days	 POSTS/WEEK 26.2 over period
 7D TREND +7.3% vs previous week	 REACTIONS/POST 21.4 only 2,358 reactions, 746 reposts, 0 comments	 POST LENGTH 240 chars median 172 · 29 days	 POSTS ANALYZED 110 29 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH +257 last month	 CITATION RATE 17 citation index · 18 channels mentioned ever	

AI EDITOR SUMMARY

Channel «Zadarom Belarus» — 16 913 subs. Each post averages 2.8K people (16% of subs), average reach — room to grow. Publishes 26 posts/week (~4/day) — active publishing. Week Jun 1–7 reach up +7.3% vs week May 25–31 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 110 posts over 29 days.
- 02 Dominant format – Photo (105/110 posts).
- 03 Avg post length – 240 chars (median 172).
- 04 Peak audience activity – Friday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.7K avg top vs 2.5K worst) – among 110 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 09:52 PHOTO #emall_by 📍 On EMALL.BY marketplace, up to 30% off BELOR DESIGN cosmetics Promo runs through June 10 ❤️Zadarom Belarus	VIEWS 3 799 REP. 5	REACTIONS 20 ER 22.5%
Nº2 29.05 · 05:35 PHOTO We're giving away an Huter electric lawnmower 📍 Want a smooth, neat lawn 📍 without extra effort? We're raffling an electric...	VIEWS 3 719 REP. 185	REACTIONS 232 ER 22.0%
Nº3 08.06 · 10:26 PHOTO 📍📍📍 Giving away an immersion blender for berry season📍 Summer is here. That means fresh berries, fruits, and cold smoothies every day. 📍 We...	VIEWS 3 658 REP. 166	REACTIONS 243 ER 21.6%

Nº4 06.06 • 11:57 VIDEO 1000 BYN for shopping at 2lvek.by – grab yours! Want a big purchase? ☺ Time to try your luck Promokods.BY is giving away 2...	VIEWS 3 642 REACTIONS 56 REP. 3 ER 21.5%
Nº5 04.06 • 09:28 PHOTO #5element_by In 5 ELEMENT stores, travel & vacation items up to 48% off Pay in installments from 0.001% with...	VIEWS 3 547 REACTIONS 14 REP. 2 ER 21.0%

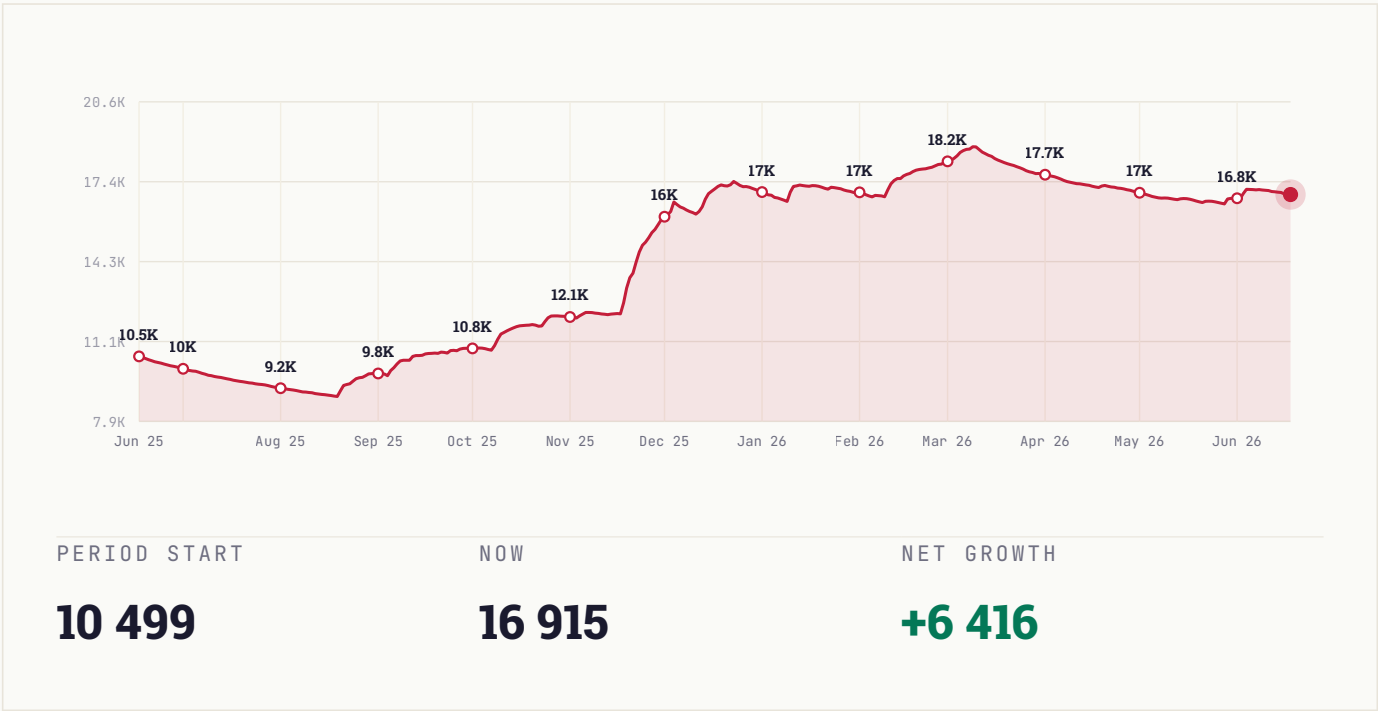
WORST 3

↓ 27.05 • 09:02 PHOTO #email_by On EMALL.BY marketplace HOT CHILI prices 26.0 Fierce price competition on top items When: through June 07 ♥Zadarom...	VIEWS 2 505 REACTIONS 15 REP. 1 ER 14.8%
↓ 24.05 • 12:50 PHOTO #optikaprosvet_by ☺ At PROSVET optical chain, 50% off second pair of sunglasses. Promo runs through May 31. ♥ Zadarom...	VIEWS 2 452 REACTIONS 15 REP. 2 ER 14.5%
↓ 14.06 • 12:46 PHOTO #oz_by At OZ! online store, 20% off Andrzej Sapkowski books Author of the hit "The Witcher" ♥Zadarom Belarus	VIEWS 2 396 REACTIONS 17 REP. 2 ER 14.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

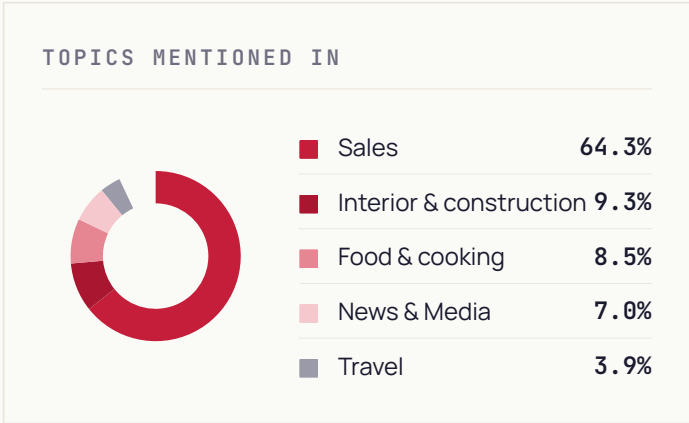
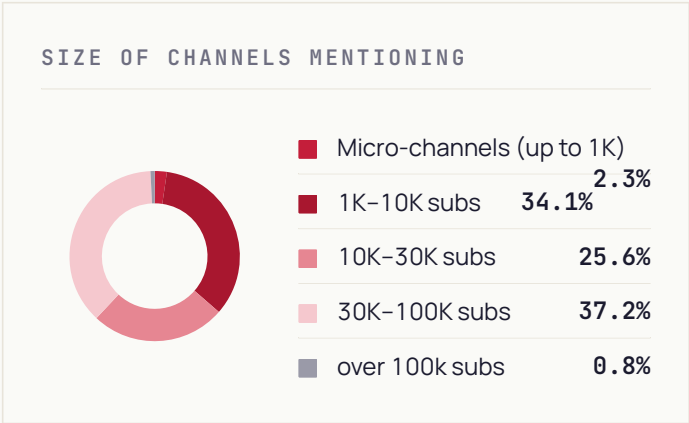
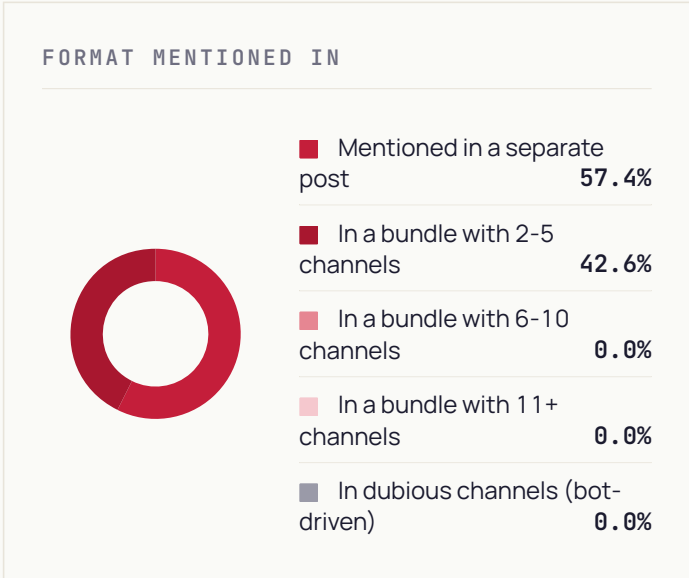
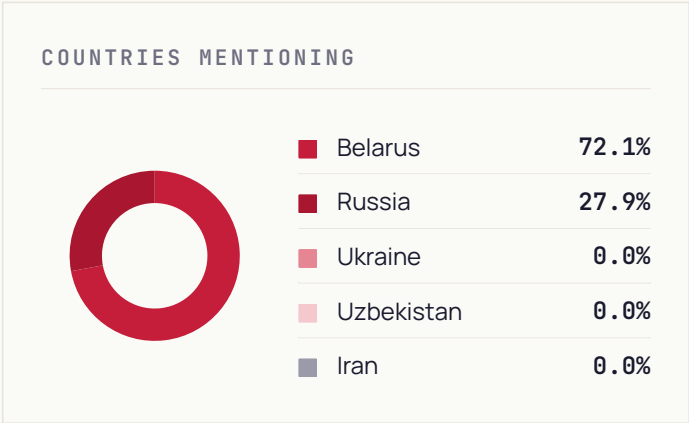
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel & how

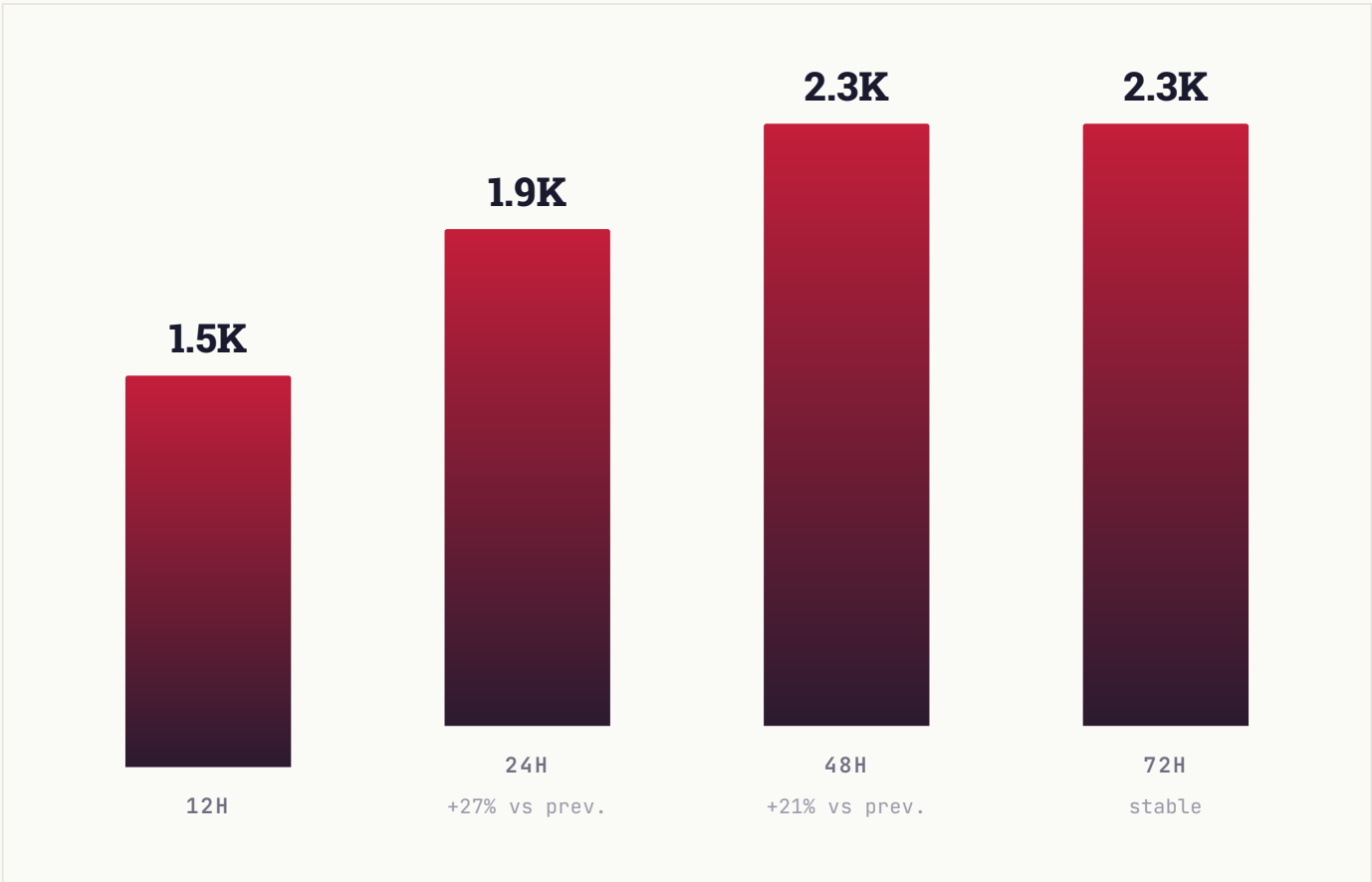
Citation index **17** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel «weighs» more than from 1K subs. All-time channel mentioned **18** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus discounts	75.2K
F- Flatty - Apartment rentals in Minsk Direct from owners	43.6K
PI Promocodes & discounts Belarus	41.4K
SI Belarus deals & new	36.2K
H2 Findings 21vek.by	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner Catalog	21.5K
ZB Zadarom Belarus YOU	16.9K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#13 of 100). Leader — 5 element | 5element.by (105.2K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **43**, they brought **9 562** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5	3	2 051
Nov 2025	10	5	4 009
Oct 2025	5	4	1 442
Sep 2025	16	6	1 152
August 2025	7	6	908
July 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
43	6	9 562

SECTION 08 · NICHE COMPARISON

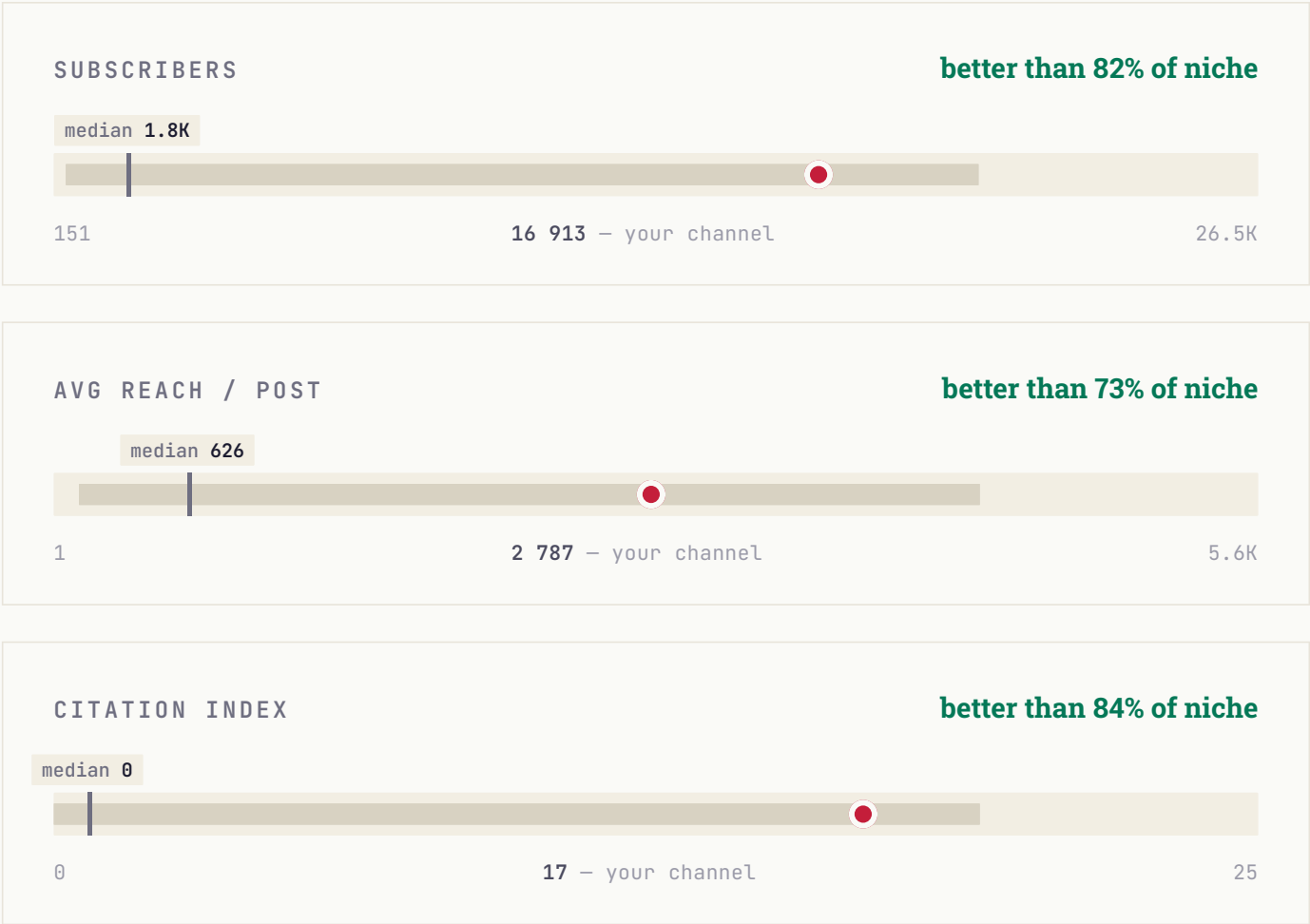
Where the channel stands in its league

Took top-100 channels in category "Sales» (Belarus) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#13/100

POSITION IN NICHE

Channel in top 13% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday

Audience is most active on this day at 08:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend a share of 15-25%.

EFFECT

Video retains audience better
- 03

System traffic buy

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 — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with nearby channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. 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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