

PROMTPRESS PUBLIC REPORT

Channel audit

Branch

"Zhlobinautotrans"



@zhlobinauto

Channel about transport and transport workers. Latest news, operational info, instantly and reliably. For service inquiries: @ZhlobinautotransBot

SUBSCRIBERS

14 552

-143 per month

ERR (% SEE POSTS)

21.0%

per day 16.5%

REACH/POST

3K

ad reach 2.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 14 552 —	 SUBS REACH 20.41% avg % subs see post	 VIEWS/POST 3K median 3K · 29 days	 POSTS/DAY 28.1 ~196 per week
 7D TREND -6.3% vs prev week	 REACTIONS/POST 5.0 only 4,190 reactions, 1,773 reposts, 0 comments	 POST LENGTH 205 chars median 41 · 29 days	 POSTS ANALYZED 841 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -143 last month	 QUOTABILITY 4 citation index · 18 channels mentioned ever	 CHANNEL AGE 4 years 15 days created 17.06.2022

AI EDITOR SUMMARY

Channel «Branch "Zhlobinautotrans"» – 14 552 subs. Each post avg views 3K people (20% from subs), avg reach – room to grow. Publishes 196 posts/week (~28/day) – very active. Week Jun 15–21 reach dropped -6.3% to week Jun 8–14 – worth analyzing reasons.

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 **841** posts in 29 days.
- 02 Dominant format — **Text** (574/841 posts).
- 03 Avg post length — **205** chars (median 41).
- 04 Peak audience activity — **Tue**, 10:00 MSK.
- 05 Top posts get **10x** more views than weakest (7.1K avg top vs 678 worst) — among 841 posts in 29 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 10:39 TEXT  Attention passengers! 17 From July 1 to August 31, 2026, some trips on city bus routes are temporarily canceled. 	VIEWS 7 789 REPOSTS 25	REACTIONS 17 ER 53.5%
Nº2 19.06 · 13:25 PHOTO Attention passengers! Due to temporary closure (repairs) on Kozlova Street near Tsentralnaya Street intersection From 8:00 AM 23...	VIEWS 6 897 REPOSTS 30	REACTIONS 5 ER 47.4%
Nº3 19.06 · 13:28 PHOTO Attention passengers! Due to temporary closure (repairs) on Kozlova Street near Tsentralnaya Street intersection From 8:00 AM 23...	VIEWS 6 673 REPOSTS 20	REACTIONS 2 ER 45.9%

Nº4

22.06 • 11:37

PHOTO

———— Turnkey offices in our branch Looking for a cozy and functional office for a small team? In our branch, some have become available...

VIEWS

5 506

REPOSTS

12

REACTIONS

12

ER

37.8%

Nº5

05.06 • 08:15

PHOTO

(post without caption – photo)

VIEWS

4 640

REPOSTS

12

REACTIONS

8

ER

31.9%

WORST 3

↓ 24.06 • 03:15 PHOTO

Attention passengers! Due to temporary closure (repairs) on Kozlova Street near Tsentralnaya Street intersection From 8:00 AM 23...

VIEWS

775

REPOSTS

1

REACTIONS

2

ER

5.3%

↓ 24.06 • 03:15 TEXT

 Attention passengers! Due to temporary closure of Kozlova St. (near the junction with Tsentralnaya St.) due to...

VIEWS

681

REPOSTS

3

REACTIONS

3

ER

4.7%

↓ 21.06 • 15:16 PHOTO

Attention passengers! Due to temporary closure (repairs) on Kozlova Street near Tsentralnaya Street intersection From 8:00 AM 23...

VIEWS

578

REPOSTS

2

REACTIONS

6

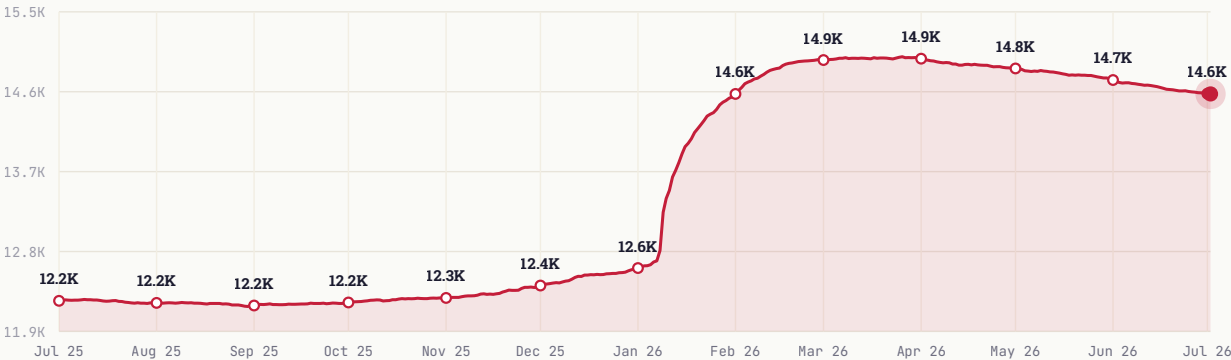
ER

4.0%

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 grew and which lost subs.

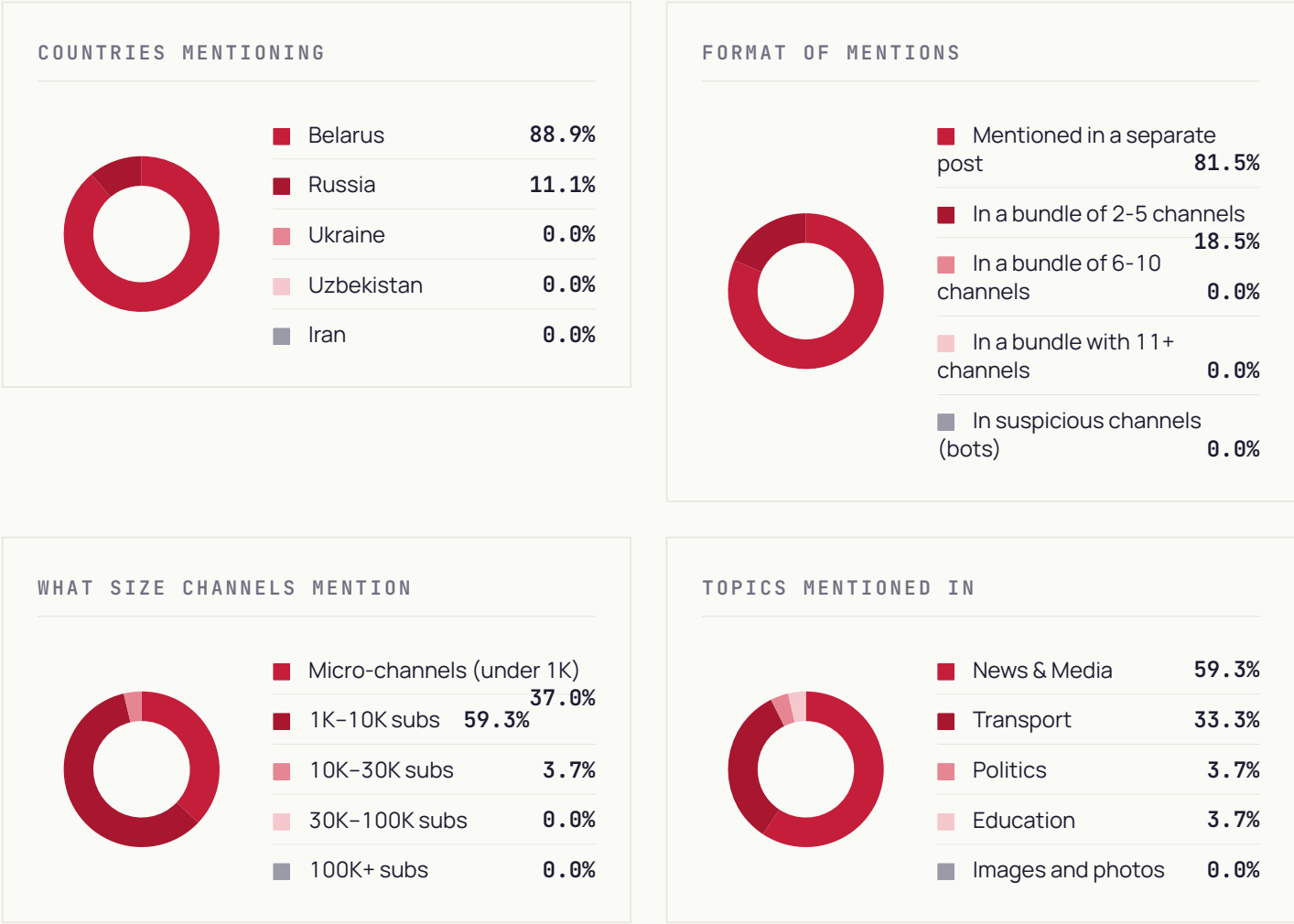


START DATE	NOW	NET GROWTH
12 232	14 552	+2 320

SECTION 04 · MENTIONS

Who and how mentions the channel

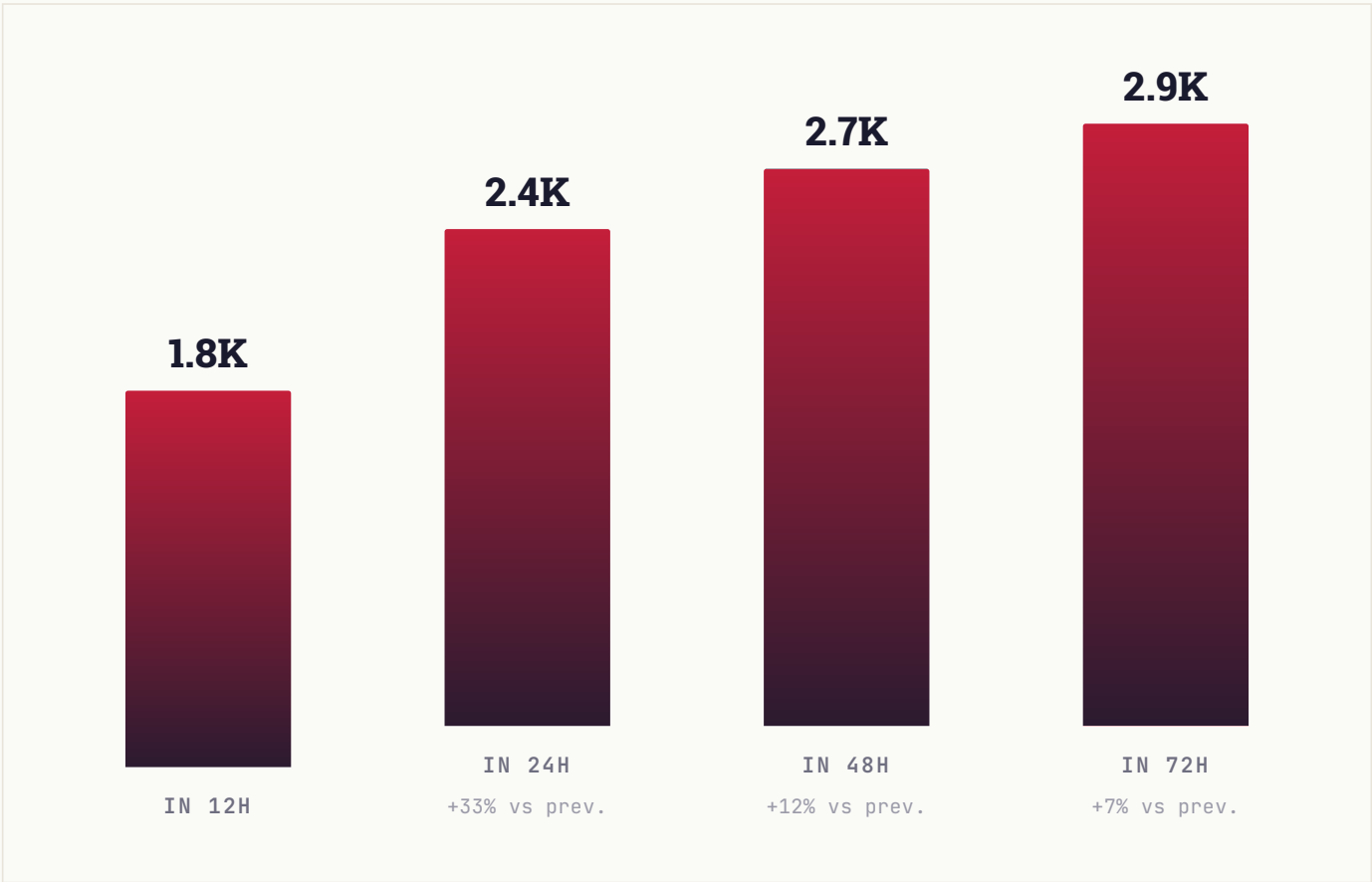
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 18 different channels.



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 relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
B- BELAVIA - Belarusian Airlines	56.2K
Ch PE Vitebsk	51.5K
UG UGAI GUVU Minsk City Executive Committee	36K
AN av.by news 🚚	20.7K
MM Minsktran.Intl routes	20.1K
AB AvtoGrodno	19.4K
LD Alloy wheels Belarus	18.9K
TR WHEELS RB UP TO \$500 🇷🇺	16.4K
PD PDD.by	15.9K
GM Golden Mile Auto 🇪🇺	15.9K
F" Branch "Zhlobinautotrans" YOU	14.6K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#12 of 100). Leader — BELAVIA - Belarusian Airlines (56.2K). 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 were **0**, they brought **2 467** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	1 931
December 2025	0	0	213
Nov 2025	0	0	145
Oct 2025	0	0	78
September 2025	0	0	60
August 2025	0	0	40

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	2 467

SECTION 08 · NICHE COMPARISON

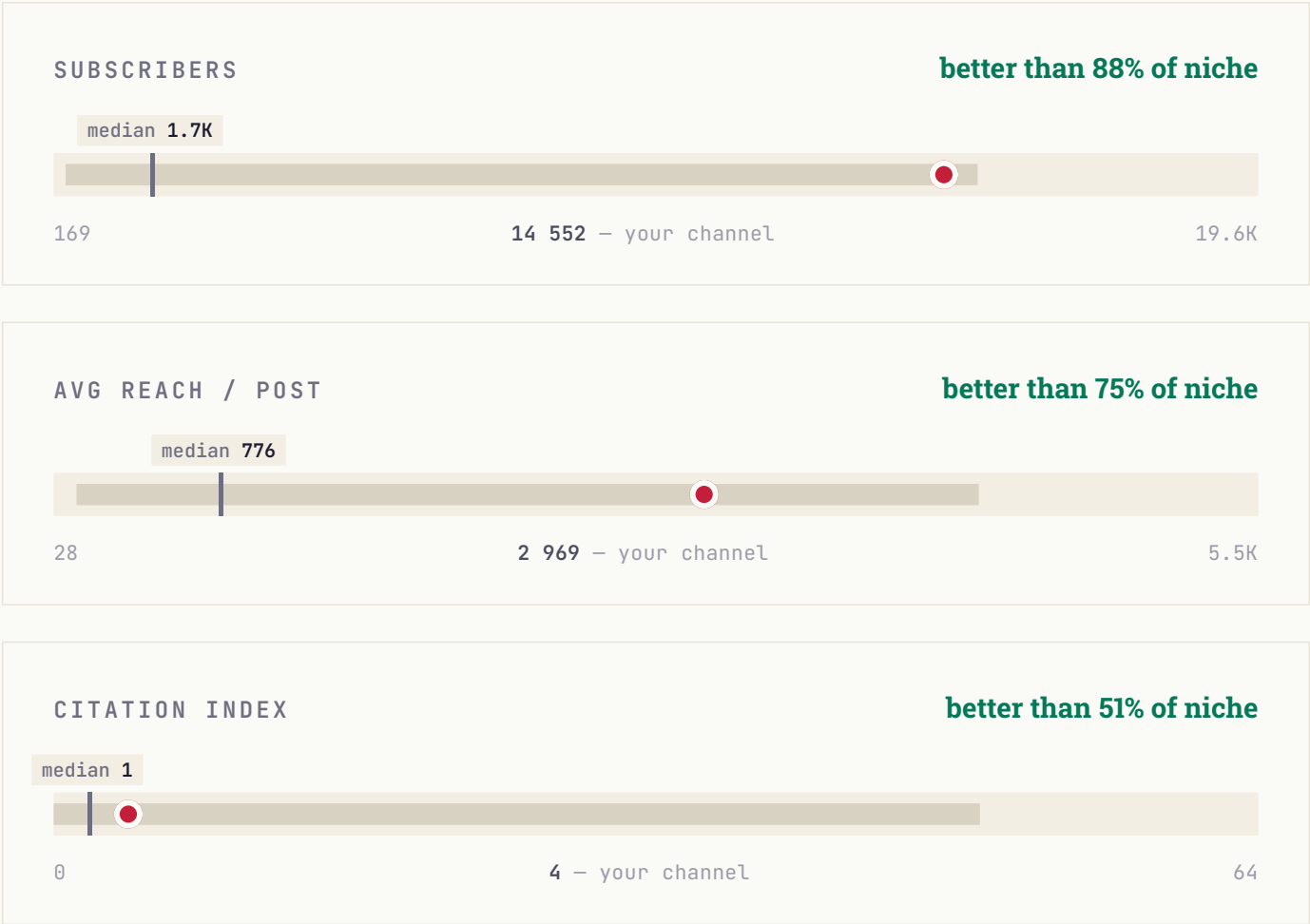
Where channel stands in its league

Took top-100 channels in category «Transport» (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.

#12/100

RANK IN NICHE

Channel in top 12% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

On this day at 10:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

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 holds audience better
- 03

System traffic purchase

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 give +5-15% ER. One weekly poll on a hot topic is an easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. Not 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 based on public data. To go further — run ads through us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager