

PROMTPRESS PUBLIC REPORT

Channel audit

AFM Channel



@afm_rk

ҚР Қаржылық мониторинг агенттігі/Агентство РК по финансовому мониторингу ♦ Хроника деятельности АФМ по противодействию теневой экономике и ОД/ФТ ♦ Телеграм бот: @BAIQapiramidaBOT ♦ Call-центр:...

SUBSCRIBERS

11 929

-51 per month

ERR (% SEE POSTS)

23.0%

per day 12.0%

REACH/POST

2.6K

ad reach 1.4K/24h

— TABLE OF 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 **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**

Position in «Economy» category

09 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 11 929 —	 SUBS REACH 21.97% avg % subs see post	 VIEWS/POST 2.6K median 2.4K · 25 days	 POSTS/WEEK 9.2 over period
 7D TREND +11.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 980 chars median 1K · 25 days	 POSTS ANALYZED 33 25 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -51 last month	 CITATION RATE 127 citation index · 377 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 30.04.2020

AI EDITOR SUMMARY

Channel «AFM Channel» — 11 929 subs. Each post averages 2.6K people (22% of subs), average reach — room to grow. Publishes 9 posts/week (~1/day) — regular schedule. For week 22–28 Jun reach grew +11.7% by week 15–21 Jun — positive trend.

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 **33** posts over 25 days.
- 02 Dominant format — **Video** (22/33 posts).
- 03 Avg post length — **980** chars (median 1000).
- 04 Peak audience activity — **Monday**, 15:00 ALMT.
- 05 Top posts get **3x** more views than the weakest (5.7K avg for top vs 1.8K for worst) — among 33 posts in 25 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 10:03 PHOTO  Coordinated with the Presidential Administration of Kazakhstan, by order of the Financial Monitoring Agency Chairman, appointed...	VIEWS 10 217 REPOSTS 13	REACTIONS — ER 85.6%
Nº2 12.06 · 04:14 VIDEO  Capital AFM Department uncovered and stopped an illegal scheme of obtaining individual identification numbers...	VIEWS 3 503 REPOSTS 33	REACTIONS — ER 29.4%
Nº3 18.06 · 04:42 VIDEO  В Алматинской области вынесен приговор по делу о хищении субсидий и незаконной выписке фиктивных счетов-фактур Расследование проведено...	VIEWS 3 241 REPOSTS 11	REACTIONS — ER 27.2%

Nº4 24.06 • 05:06 **VIDEO**

 **AFM Department in East Kazakhstan Region investigates head of 'Vostok Engineering' LLP..**

VIEWS
3 083

REACTIONS
—

REPOSTS
24

ER
25.8%

Nº5 16.06 • 04:10 **VIDEO**

 **В г.Павлодар состоялся приговор по делу о незаконном обороте наркотических средств и легализации преступных доходов Расследование...**

VIEWS
3 030

REACTIONS
—

REPOSTS
16

ER
25.4%

WORST 3

↓ 26.06 • 12:19 **PHOTO**

 **Алматыда AFM AI Hackathon 2026 қаржылық қылмыстарға қарсы технологиялар атты іс-шара өтті 2026 жылғы 24–25 маусым аралығы Қазақстан...**

VIEWS
1 892

REACTIONS
—

REPOSTS
1

ER
15.9%

↓ 01.07 • 06:00 **VIDEO**

 **Mangystau Regional Department of FMA investigates embezzlement of Social Medical Insurance Fund funds by two private...**

VIEWS
1 778

REACTIONS
—

REPOSTS
4

ER
14.9%

↓ 01.07 • 11:01 **PHOTO**

 **At the Financial Monitoring Agency, Deputy Chairman Kairat Bizhanov and 'Social Medical Insurance Fund' JSC...**

VIEWS
1 679

REACTIONS
—

REPOSTS
—

ER
14.1%

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 or lost subs.



START OF PERIOD

NOW

NET GROWTH

11 298

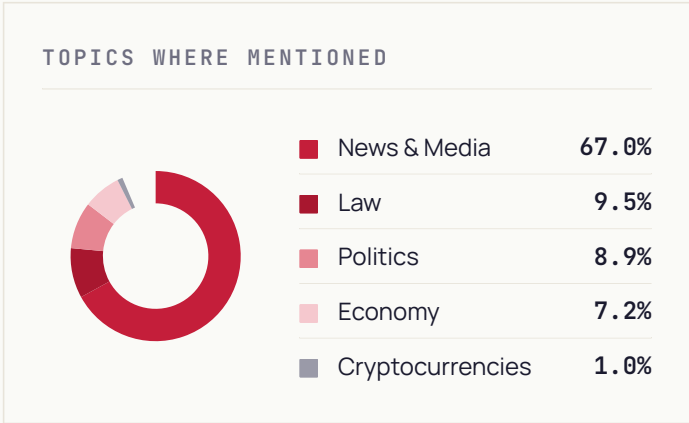
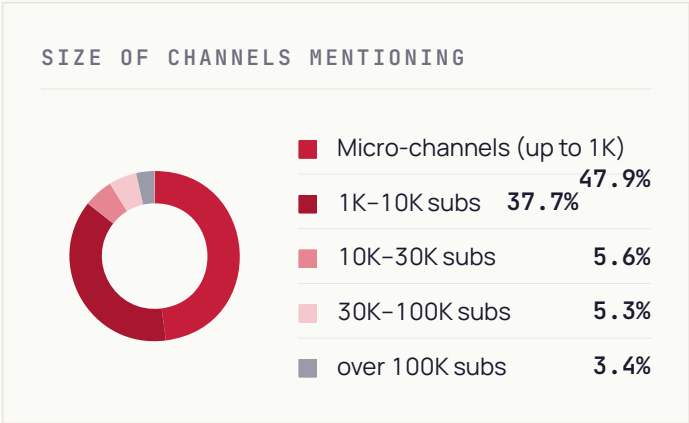
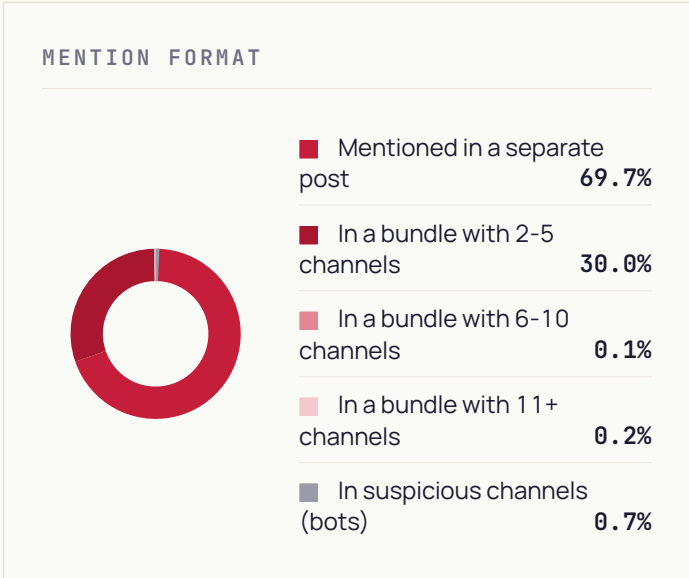
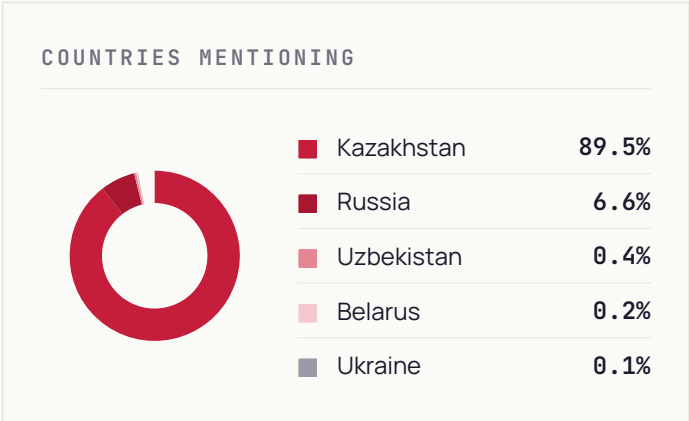
11 929

+631

SECTION 04 · MENTIONS

Who mentions the channel and how

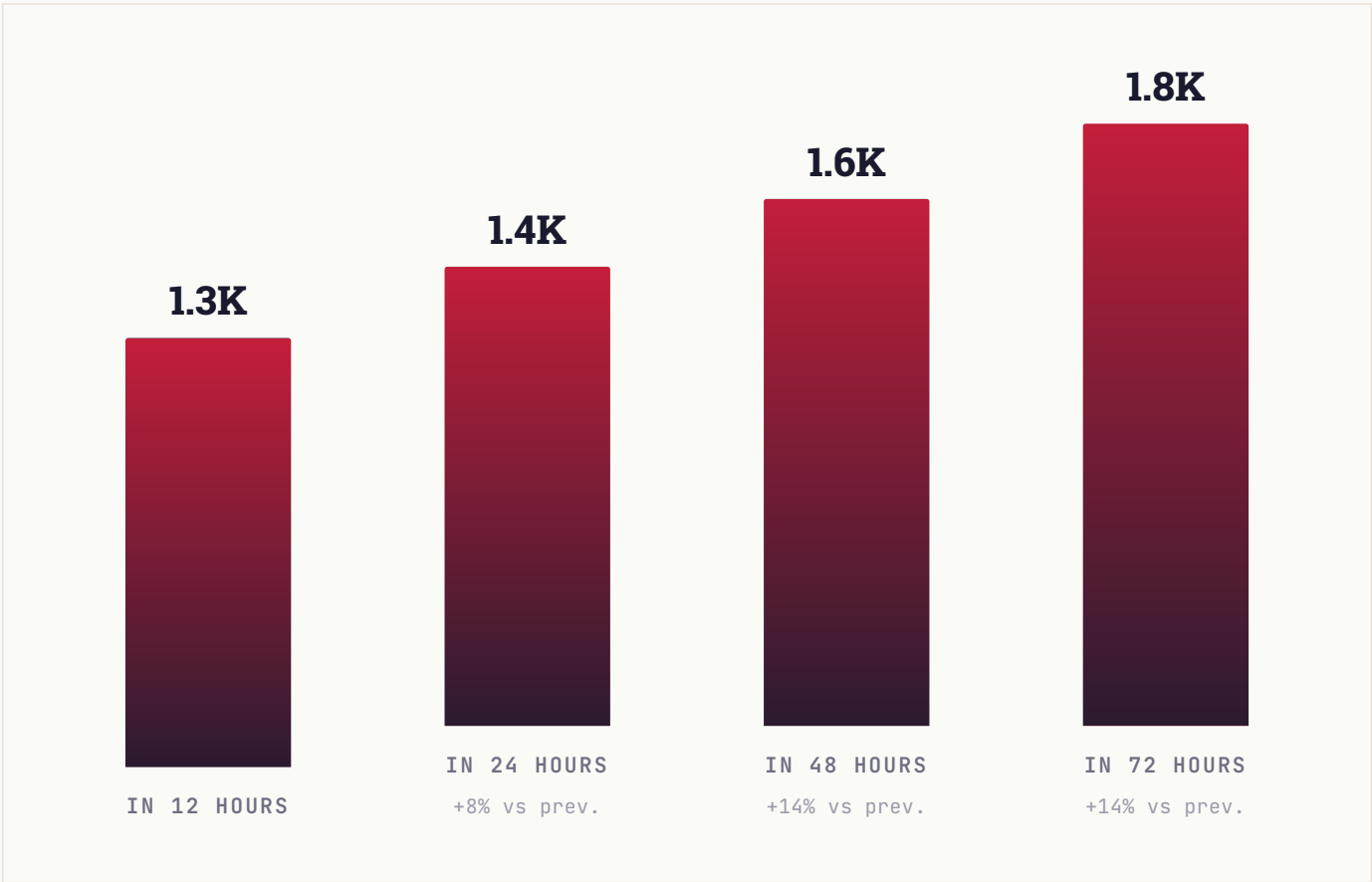
Citation index **127** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **377** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TE TENGENOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - Kazakhstan News	47.1K
B  Bugin.info   	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AZ Alibek Zhalgaspayev Investing in Kazakhstan 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
AC AFM Channel YOU	11.9K

COMPARATIVE INSIGHT

Channel in top 25% of niche (#20 of 99). Leader — TENGENOMIKA (72K). 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **510**, they brought **1 058** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	58	26	152
December 2025	86	38	347
Nov 2025	86	34	108
Oct 2025	95	23	199
Sep 2025	84	29	101
August 2025	101	25	151

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
510	6	1 058

SECTION 08 · NICHE COMPARISON

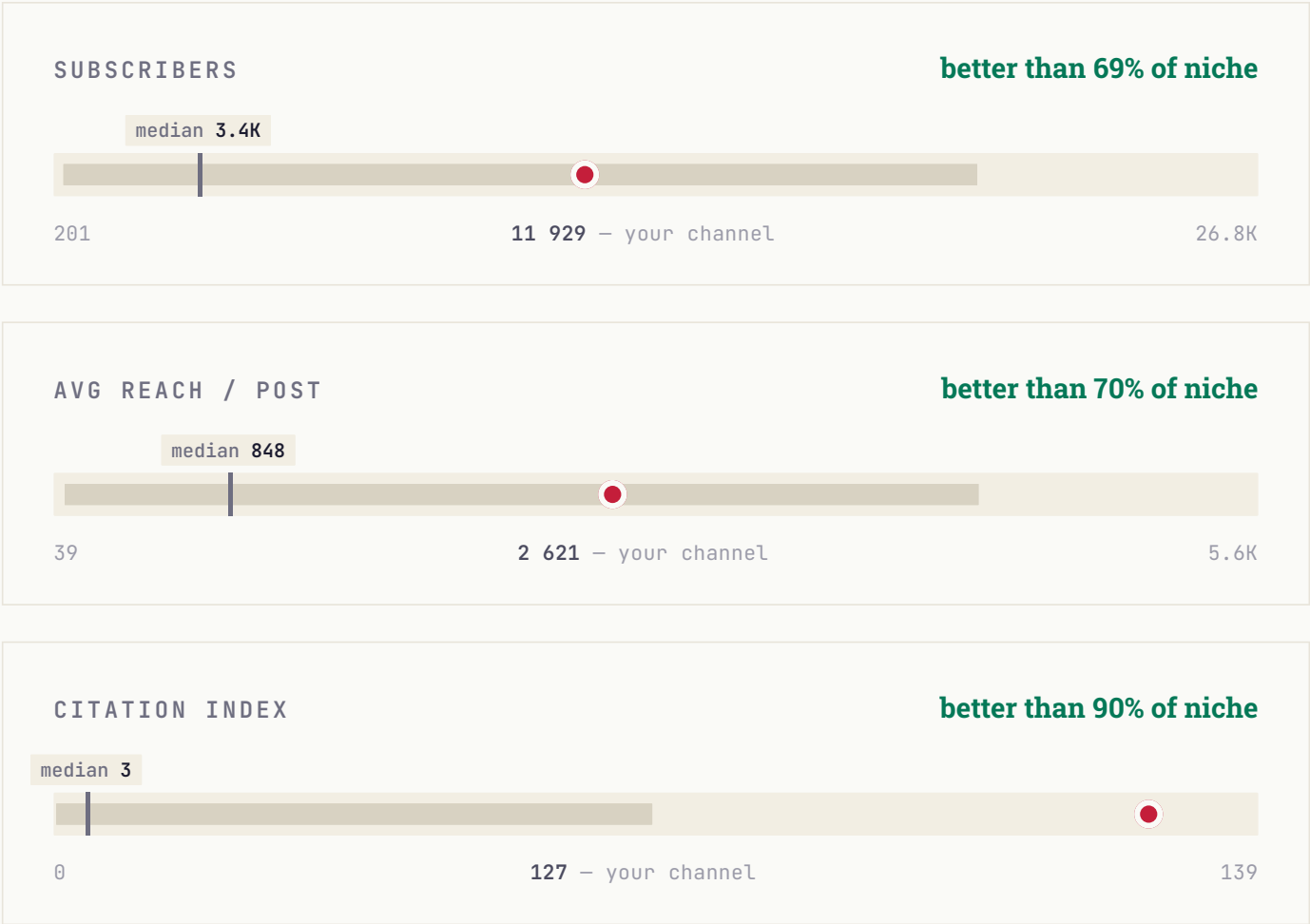
Where the channel stands in its league

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

#20/100

POSITION IN NICHE

Channel in top 20% – strong position



— 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

Best post day — Monday

Audience is most active on this day at 15:00 ALMT.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
