

PUBLIC REPORT PROMTPRESS

Channel audit

DATA HUB



@datahub_fcbk

DATA HUB Powered by FCBK Analytical channel with the most relevant data on financial, near-financial and social topics. All market analytics here. In Kazakh:...

SUBSCRIBERS

11 425

+29 per month

ERR (% SEE POSTS)

19.0%

per day 9.6%

REACH/POST

2.1K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 11 425 —	 SUBS REACH 18.51% avg % of subs see post	 VIEWS/POST 2.1K median 2.2K · 28 days	 POSTS/WEEK 5.5 over period
 7D TREND -13.8% vs previous week	 REACTIONS/POST 13.7 301 reactions, 192 reposts, 35 comments total	 POST LENGTH 624 chars median 1K · 28 days	 POSTS ANALYZED 22 28 days
 AD REACH 1.1K 24h average	 CHURN / MONTH +29 last month	 CITATION RATE 126 citation index · 328 channels mentioned all time	 CHANNEL AGE 4 years 6 months created 30.12.2021

AI EDITOR SUMMARY

Channel «DATA HUB» – 11 425 subs. Each post averages 2.1K people (19% of subs), average reach – room to grow. Posts 6 posts per week (~1/day) – infrequent. For week of June 22–28 reach dropped -13.8% by week of June 15–21 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts over 28 days.
- 02 Dominant format – Text (11/22 posts).
- 03 Avg post length – 624 chars (median 1000).
- 04 Peak audience activity – Friday, 12:00 ALMT.
- 05 Top posts get 2x more views than the weakest (3K avg for top vs 1.3K for worst) – among 22 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 13:12 PHOTO Showing real revenue dynamics of Almaty hotels @DataHub_FCBK	VIEWS 3 089 REPOSTS 3	REACTIONS 21 ER 27.0%
Nº2 05.06 · 07:25 TEXT So, the base rate has been cut for the first time since summer 2024. What are the regulator's arguments? ♦ Main consideration: inflation in Kazakhstan is slowing – according to...	VIEWS 3 060 REPOSTS 7	REACTIONS 12 ER 26.8%
Nº3 10.06 · 13:11 TEXT  Almaty hotel revenues decline. Foreigners staying less often In Q1, Almaty accommodations* provided...	VIEWS 2 986 REPOSTS 9	REACTIONS 23 ER 26.1%

Nº4 05.06 • 07:00 TEXT ! National Bank cuts base rate to 17% @DataHub_FCBK	VIEWS 2 884 REPOSTS 14 REACTIONS 39 ER 25.2%
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Nº5 17.06 • 13:16 PHOTO The dynamics of production in recent years can be clearly seen in the illustration @DataHub_FCBK	VIEWS 2 863 REPOSTS 5 REACTIONS 13 ER 25.1%
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WORST 3

↓ 01.07 • 16:38 TEXT 💪 Tenge's June strengthening vs ruble strongest since Dec 2022 Over the month, the official Russian currency rate fell 10.1% – from...	VIEWS 1 336 REPOSTS 8 REACTIONS 12 ER 11.7%
↓ 01.07 • 11:25 TEXT 📈 Paid services price growth accelerates for first time in ten months In June, service inflation YoY was 9%...	VIEWS 1 324 REPOSTS 7 REACTIONS 7 ER 11.6%
↓ 01.07 • 11:27 PHOTO Accelerating price growth shown on chart @DataHub_FCBK	VIEWS 1 268 REPOSTS 4 REACTIONS 7 ER 11.1%

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 grew and which lost subs.

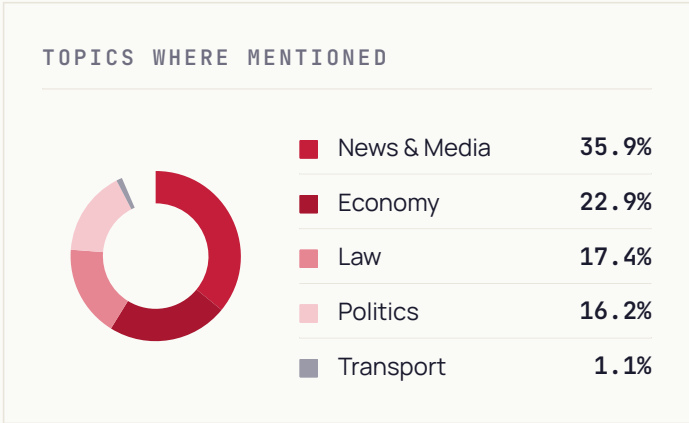
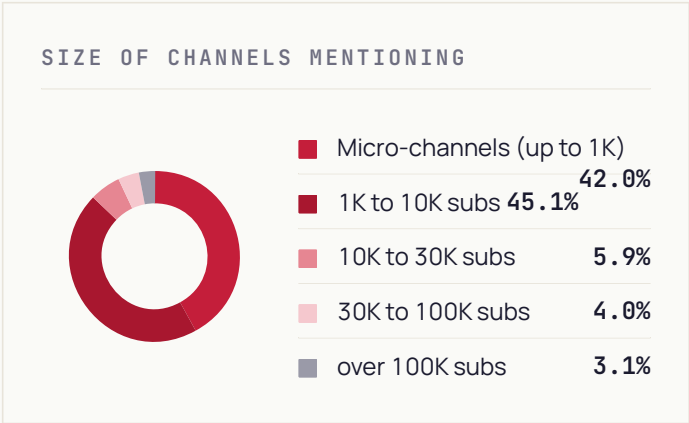
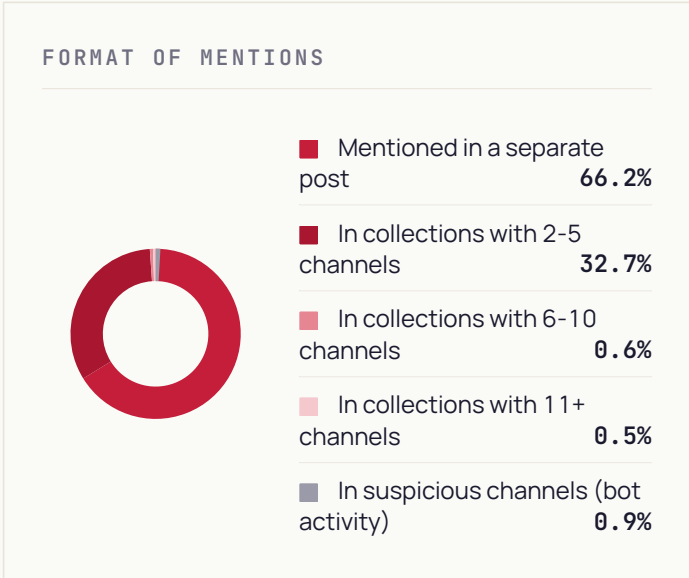
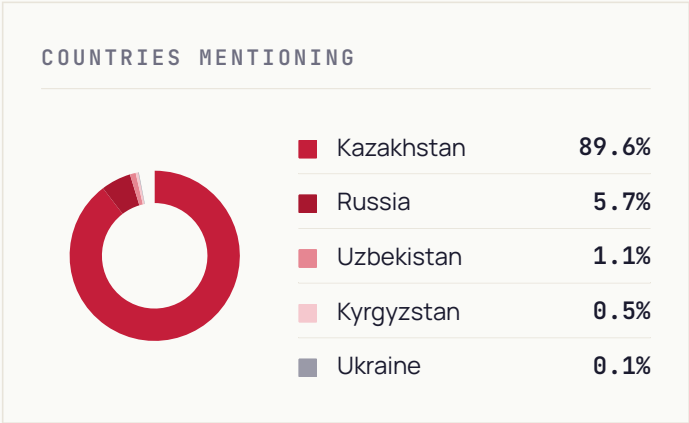


START OF PERIOD	NOW	NET GROWTH
11 850	11 425	-425

SECTION 04 · MENTIONS

Who and how mentions the channel

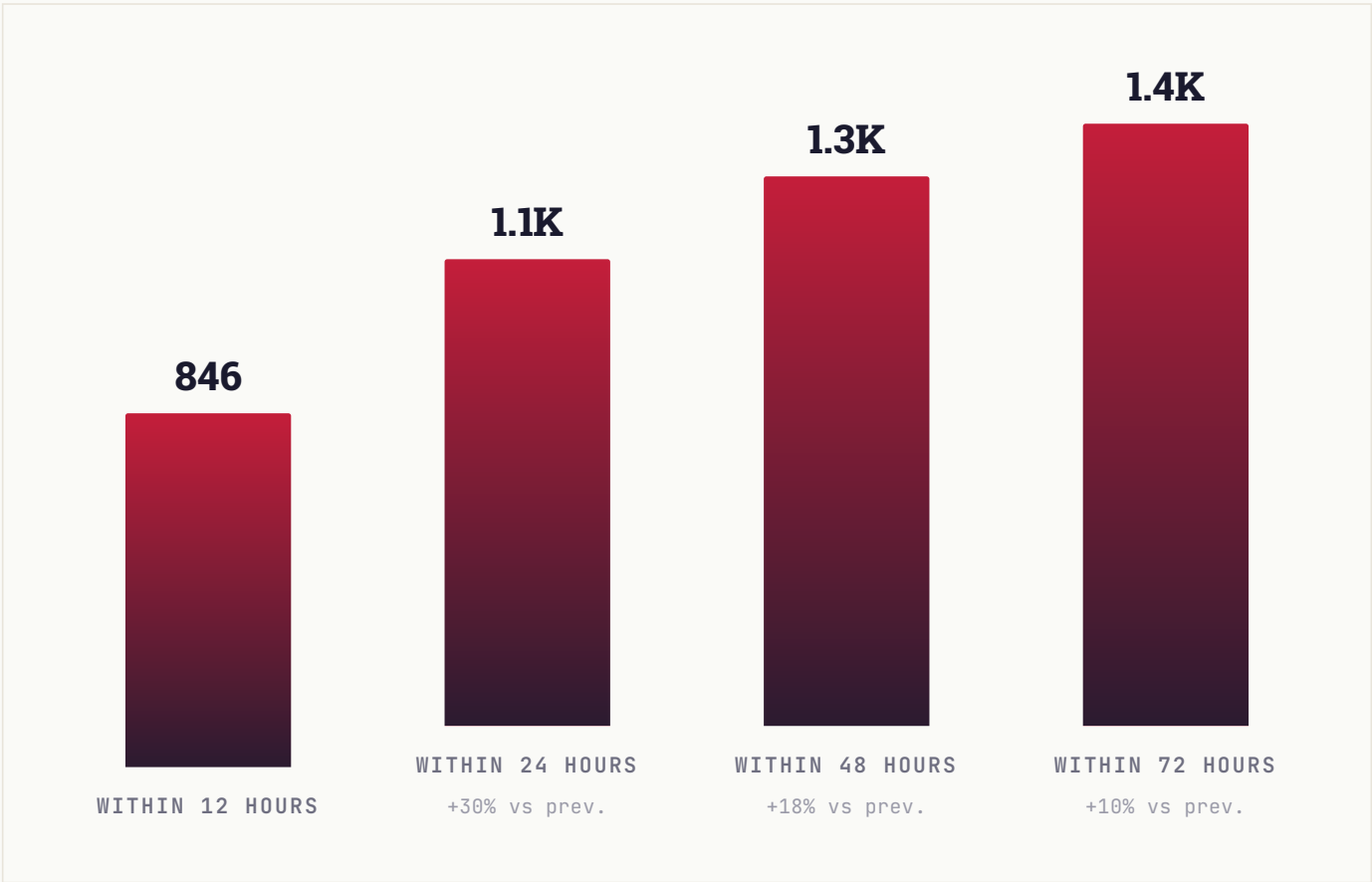
Citation index **126** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **328** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TE TENGONOMIKA	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 Investments in Kazakhstan 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
DH DATA HUB YOU	11.4K

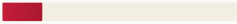
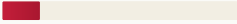
COMPARATIVE INSIGHT

Channel in top quarter of niche (#22 of 99). Leader — TENGONOMIKA (72K). Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **236**, they brought **413** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	45	25	111 
December 2025	33	19	10 
November 2025	19	12	31 
October 2025	38	20	30 
September 2025	47	25	52 
August 2025	54	31	179 
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
236	6		413

SECTION 08 · NICHE COMPARISON

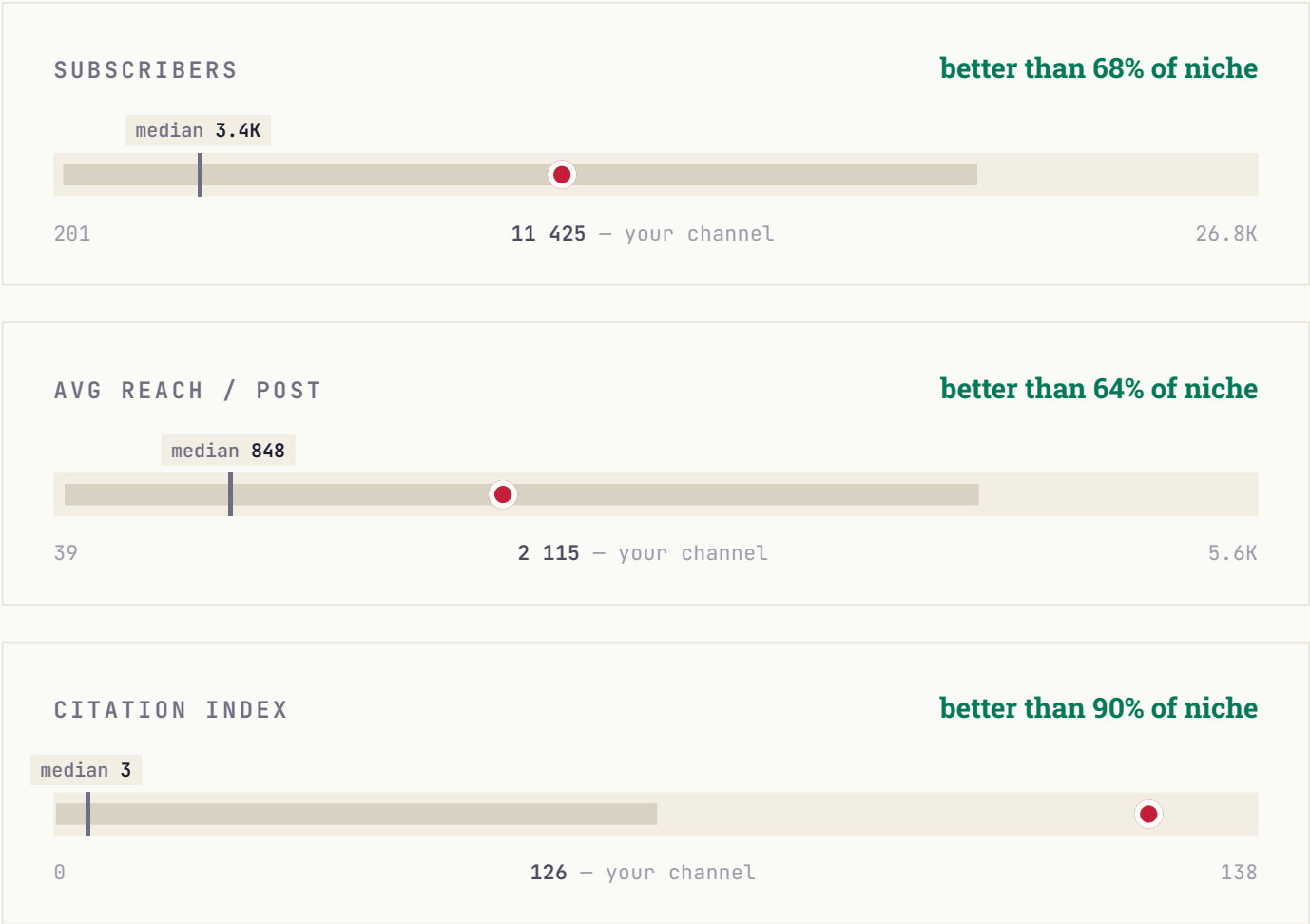
Where the channel stands in its league

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

#22/100

RANK IN NICHE

Channel in top 22% — 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

Main post of the week — on Friday
Audience is most active on this day at 12:00 ALMT.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. No need 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 from public data. Want to go further? Run ads through 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
