

— PROMTPRESS PUBLIC REPORT

Channel audit

Freedom | Banks of Kazakhstan - NEWS



@ffin_kz_news
Chat news @ffin_global_chat

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
11 878	77.0%	8.3K
+76 per month 04.07.2026	per day 38.5%	ad reach 4.6K/24h

HTTPS://PROMTPRESS.COM/AUDIT/FFIN_KZ_NEWS

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 11 878 —	SUBS REACH 69.51% avg % of subs see post	VIEWS/POST 8.3K median 7.3K · 23 days	POSTS/WK 1.8 over period
7D TREND — no data for period	REACTIONS/POST 54.3 only 326 reactions, 339 reposts, 0 comments	POST LENGTH 444 chars. median 388 · 23 days	POSTS ANALYZED 6 23 days
AD REACH 4.6K 24h average	CHURN / MONTH +76 last month	CITATION RATE 6 citation index · 28 channels mentioned all time	CHANNEL AGE 3 years 4 months created 19.02.2023

AI EDITOR SUMMARY

Channel «Freedom | Banks of Kazakhstan - NEWS» – 11 878 subs. Each post averages 8.3K people (70% of subs), this is wide reach for a channel of this size. Publishes 2 posts per week (~0 per day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 23 days.
- 02 Dominant format – Photo (3/6 posts).
- 03 Avg post length – 444 chars (median 388).
- 04 Peak audience activity – Monday, 12:00 ALMT.
- 05 Top posts get 2× more views than the weakest (11.4K avg top vs 5.1K worst) – among 6 posts in 23 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 07:10 PHOTO  Freedom Bank launches referral program! Now existing customers can invite friends directly from the app. For each...	VIEWS 13 894 REPOSTS 130	REACTIONS 118 ER 117.0%
Nº2 15.06 · 08:04 TEXT  Reminder about Freedom Banker Bug Bounty program If you find an error, incorrect function behavior or anything else in the Banker app...	VIEWS 11 070 REPOSTS 20	REACTIONS 33 ER 93.2%
Nº3 18.06 · 09:30 PHOTO  Freedom Banker app now supports opening current non-card accounts in Uzbek soums (UZS) and Tajik somoni...	VIEWS 9 139 REPOSTS 25	REACTIONS 42 ER 76.9%

Nº4 30.06 · 09:11 TEXT  Kaspi Gold now supports Apple Pay. Kaspi.kz customers can now add Kaspi Gold to Apple Pay and pay for purchases with...	VIEWS 5 525 REPOSTS 99	REACTIONS 46 ER 46.5%
Nº5 30.06 · 09:31 TEXT  Kaspi now also supports Google Pay. Add your card right in the Kaspi.kz app: My Bank → Kaspi Gold → 'Add to Google...	VIEWS 5 282 REPOSTS 32	REACTIONS 32 ER 44.5%

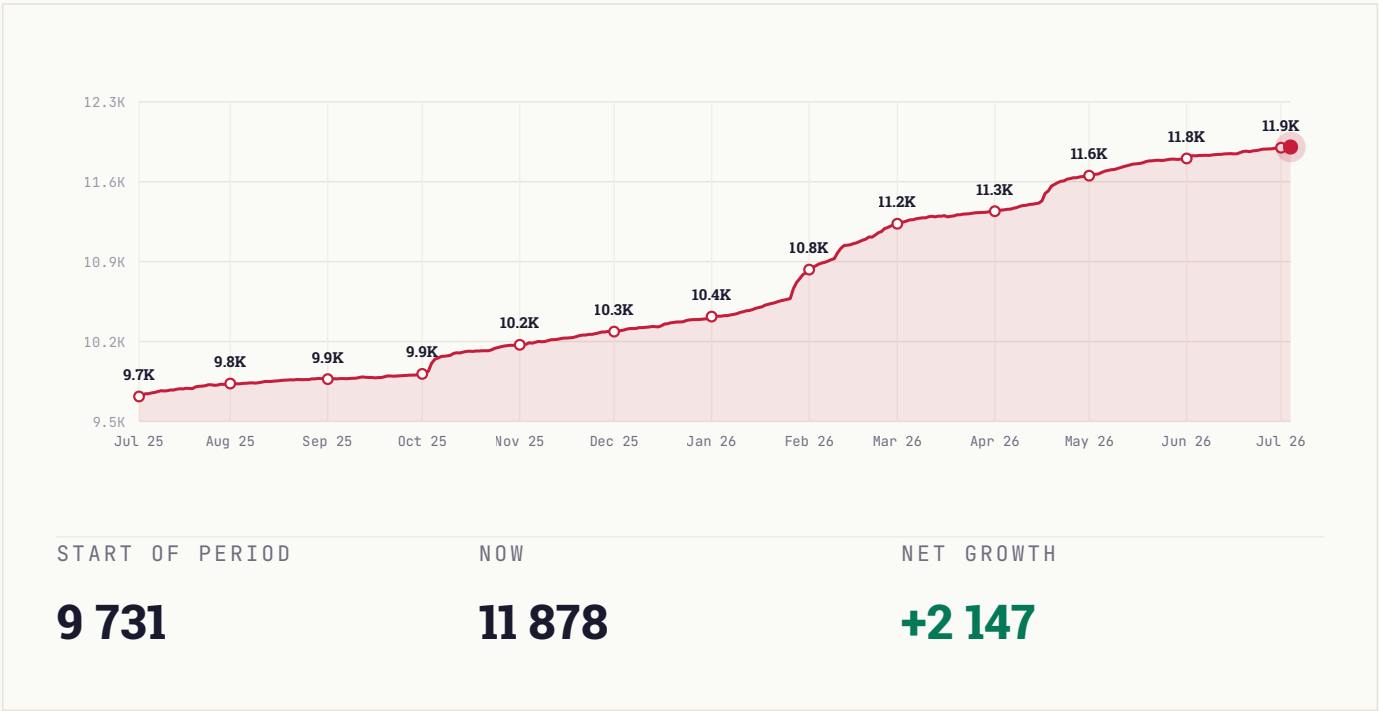
WORST 3

↓ 30.06 · 09:11 TEXT  Kaspi Gold now supports Apple Pay. Kaspi.kz customers can now add Kaspi Gold to Apple Pay and pay for purchases with...	VIEWS 5 525 REPOSTS 99	REACTIONS 46 ER 46.5%
↓ 30.06 · 09:31 TEXT  Kaspi now also supports Google Pay. Add your card right in the Kaspi.kz app: My Bank → Kaspi Gold → 'Add to Google...	VIEWS 5 282 REPOSTS 32	REACTIONS 32 ER 44.5%
↓ 01.07 · 12:34 PHOTO  Deposit Card and SuperCard now support linking additional card accounts in new currencies. Now you can open...	VIEWS 4 625 REPOSTS 33	REACTIONS 55 ER 38.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

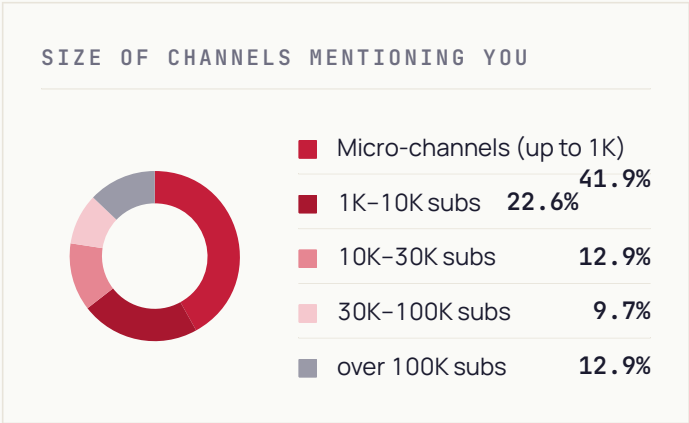
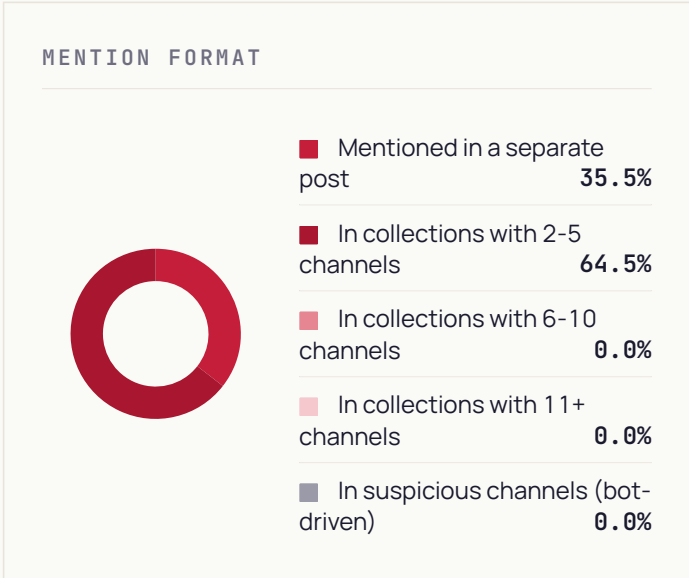
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

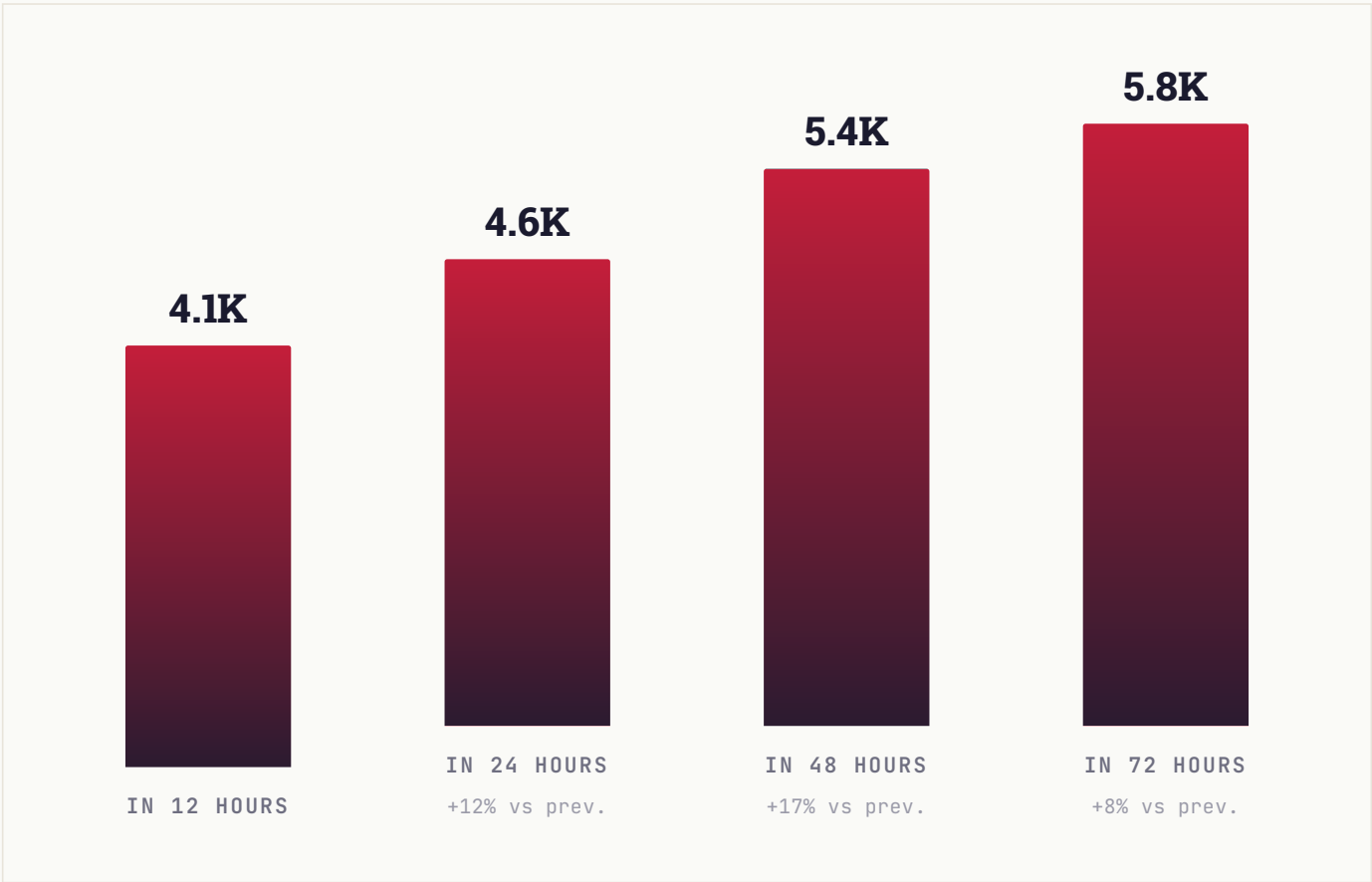
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 28 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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 - Новости Kazakhstana	47.1K
B  Bugin.info 	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AJ Алибек Жалгаспаев Про инвестиции в РК 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
VI Freedom Banks of Kazakhstan - NEWS YOU	11.9K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#21 of 99). Leader — TENGONOMIKA (72K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6**, they brought **1 003** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	3	3	394	
December 2025	1	1	117	
November 2025	0	0	123	
October 2025	2	2	255	
September 2025	0	0	57	
August 2025	0	0	57	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
6	6	1 003

— 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.

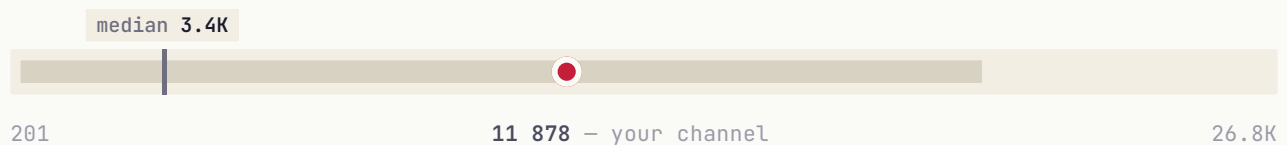
#21/100

RANK IN NICHE

Channel in top 21% – strong position

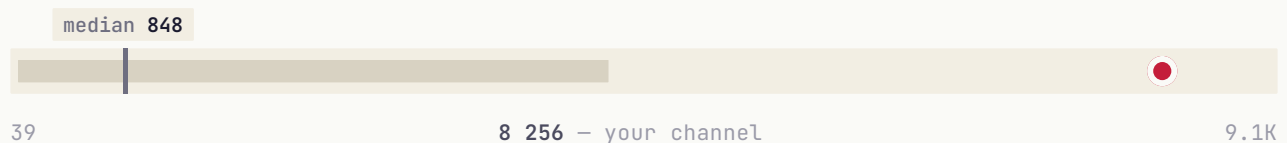
SUBSCRIBERS

better than 69% of niche



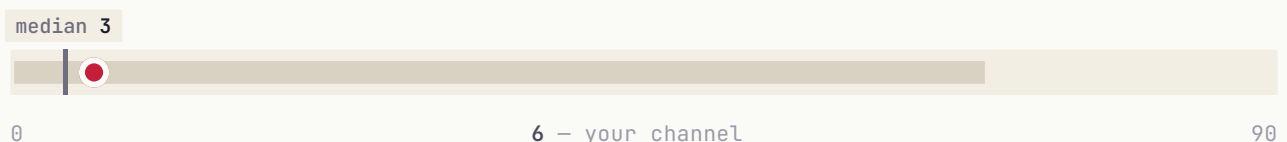
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 51% of niche



— 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 1.8 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Best post day — Monday
Audience is most active on this day at 12:00 ALMT. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
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 (organic integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | 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 |

★ WHAT'S NEXT

Want us to do this **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 on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
