

PUBLIC REPORT BY PROMTPRESS

Channel audit



FINANCE.kz



@financekaz

Author channel of independent financial analyst Andrey Chebotaryov. 🇰🇿 I believe in the bright economic future of Kazakhstan! Made with love for finance! Feedback and ads @FKAZanswerbot

SUBS

63 667

-3598 per month

ERR (% SEE POSTS)

11.0%

per day 9.1%

REACH/POST

7K

ad reach 5.8K/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 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economy» 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.

 SUBS 63 667 —	 SUB REACH 11.04% avg % subs see post	 VIEWS/POST 7K median 6.9K · 28 days	 POSTS/WEEK 33.0 over period
 7D TREND -18.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 754 chars median 999 · 28 days	 POSTS ANALYZED 134 28 days
 AD REACH 5.8K 24h avg	 CHURN / MONTH -3598 last month	 CITATION RATE 259 citation index · 684 channels mentioned all time	 CHANNEL AGE 7 years 7 months created 08.11.2018

AI EDITOR SUMMARY

Channel « FINANCE.kz» – 63 667 subs. Avg views per post: 7K people (11% of subs), low reach – needs audience growth. Publishes 33 posts/week (~5/day) – active. Jun 22–28 reach dropped -18.8% to week Jun 15–21 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **134** posts in 28 days.
- 02 Dominant format – **Photo** (94/134 posts).
- 03 Avg post length – **754** chars (median 999).
- 04 Peak audience activity – **Wed**, 15:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (10.5K avg top vs 5.5K worst) – among 134 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 10:23 PHOTO 👉 SpaceX pre-market launched. Stock up 40% from IPO price. #SPCX @FINANCEkaz	VIEWS 11 422 REPOSTS 84	REACTIONS — ER 17.9%
Nº2 06.06 · 06:33 PHOTO 👁️ ENPF UPDATED MINIMUM SUFFICIENCY THRESHOLDS Significantly increased —...	VIEWS 10 671 REPOSTS 125	REACTIONS — ER 16.8%
Nº3 15.06 · 14:21 PHOTO 👉 Day ended flat, but volumes up. 489.35 KZT/USD, 6.77 KZT/...	VIEWS 9 346 REPOSTS 5	REACTIONS — ER 14.7%

Nº4 06.06 · 08:23 PHOTO 👉 ENPF THRESHOLDS RAISED – RIGHT MOVE From June, Kazakhstan changes pension sufficiency calculation...	VIEWS 9 342 REPOSTS 38	REACTIONS — ER 14.7%
Nº5 06.06 · 15:26 PHOTO 👤 TURLOV OFFERED PEACE TO KAZTAG. AGAIN Freedom Finance issued a statement regarding the litigation with the news...	VIEWS 9 328 REPOSTS 17	REACTIONS — ER 14.7%

|

WORST 3

↓ 24.06 · 06:44 PHOTO #ANTIHYPE. KAZAKHSTAN TAKES ON DEBT. IS THIS A DISASTER? Every time the Ministry of Finance announces a new loan from the World Bank or ADB, in...	VIEWS 5 573 REPOSTS 10	REACTIONS — ER 8.8%
↓ 26.06 · 08:43 PHOTO 👉 LARGEST FX RESERVES (ex-gold) Spoiler: Kazakhstan in top 30, including National Fund. IMF data and...	VIEWS 5 558 REPOSTS 10	REACTIONS — ER 8.7%
↓ 24.06 · 06:28 PHOTO ⚡ GLOBAL SOLAR MARKET TO SHRINK 8% FIRST TIME IN 20 YEARS Biggest solar energy review —...	VIEWS 5 379 REPOSTS 9	REACTIONS — ER 8.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

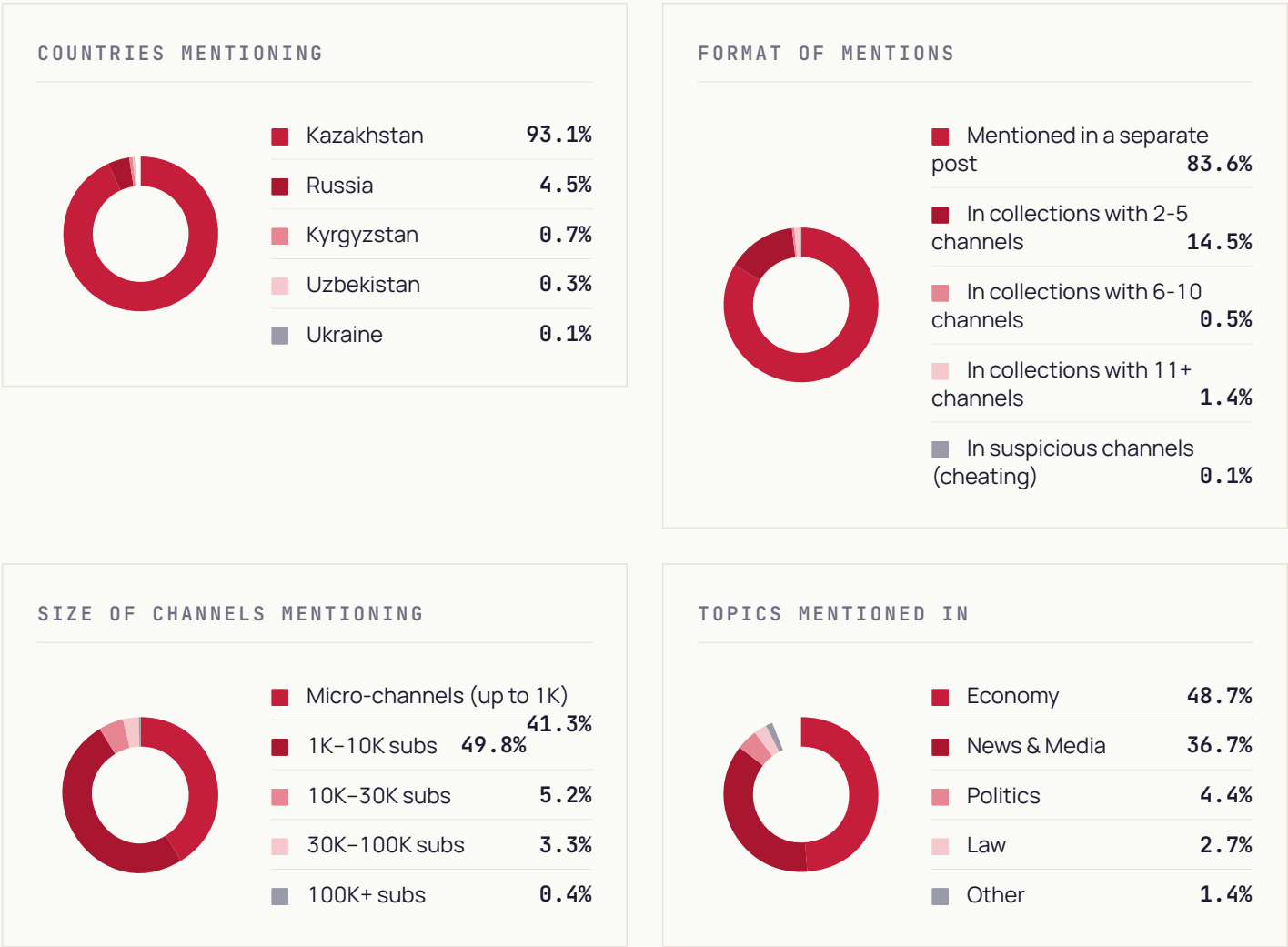
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

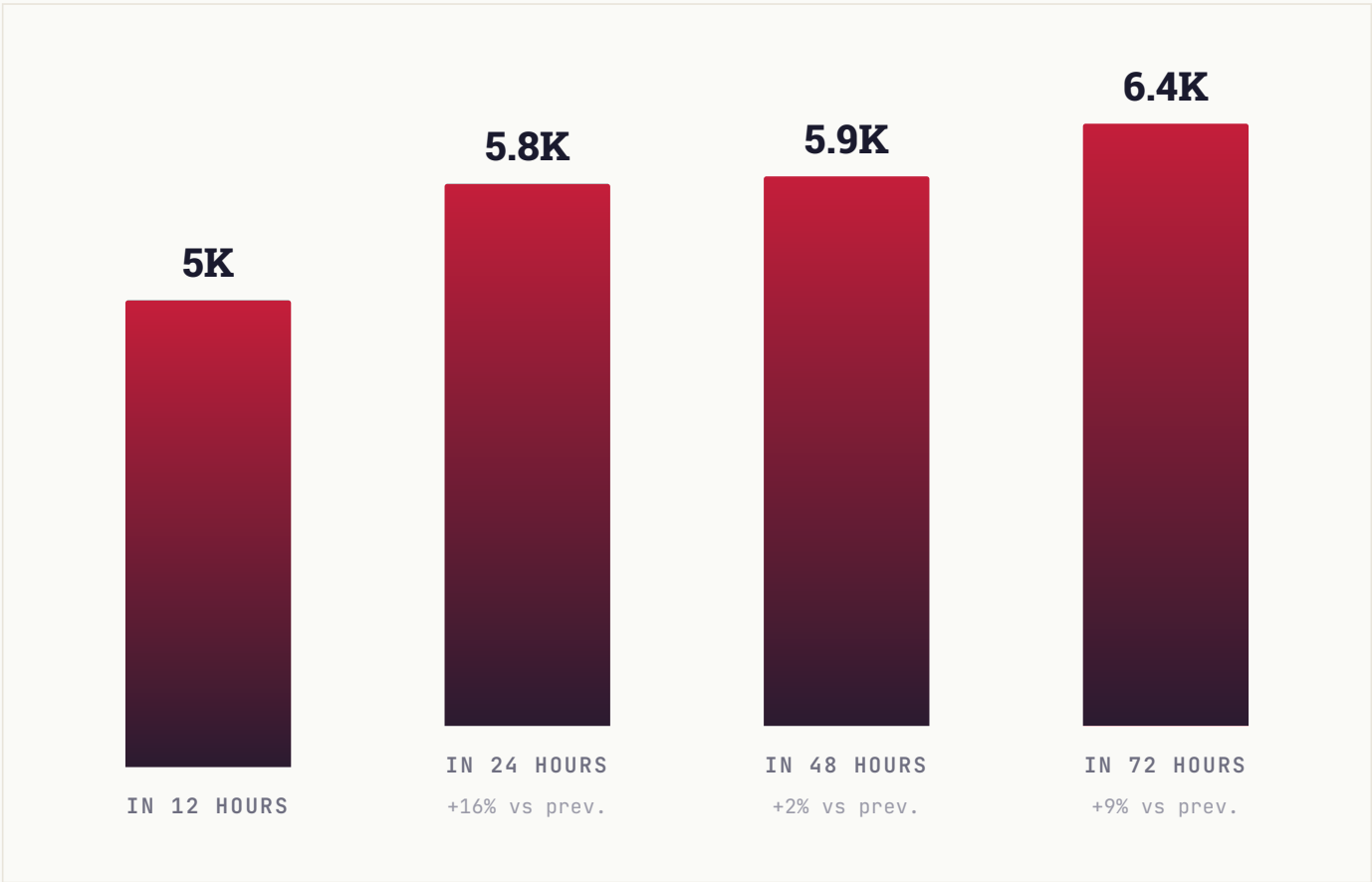
Citation index **259** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All time the channel was mentioned **684** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — you can see its rank among niche peers.

CHANNEL	SUBS
TE TENGONOMIKA	72K
KF FINANCE.kz YOU	63.7K
TL Tengri Live - Kazakhstan News	47.1K
B Bugin.info	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AJ Alibek Zhalgaspayev About investments in RK	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
ҚЕ Қаржылық Еркіндік	20.6K

COMPARATIVE INSIGHT

Channel in top 2 niches (#2 of 99 channels in category). One of the leaders — client-partners can go for cross-promo with equals, for PR/reach you are a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **263**, they brought **4 113** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	39	11	423
December 2025	61	24	644
November 2025	51	23	64
October 2025	53	15	207
September 2025	40	18	1 598
August 2025	19	11	1 177

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
263	6	4 113

SECTION 08 · NICHE COMPARISON

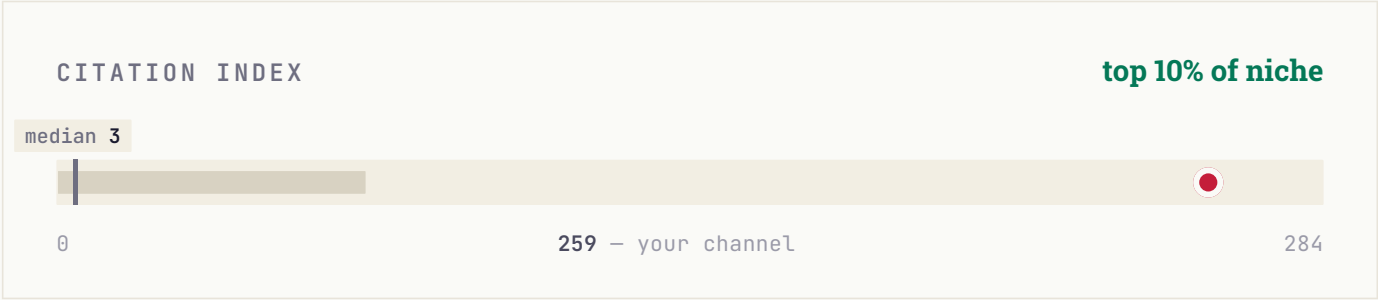
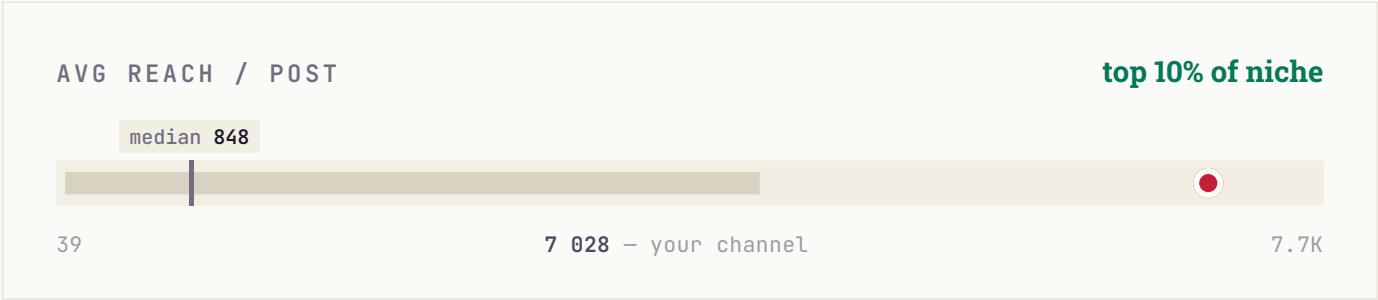
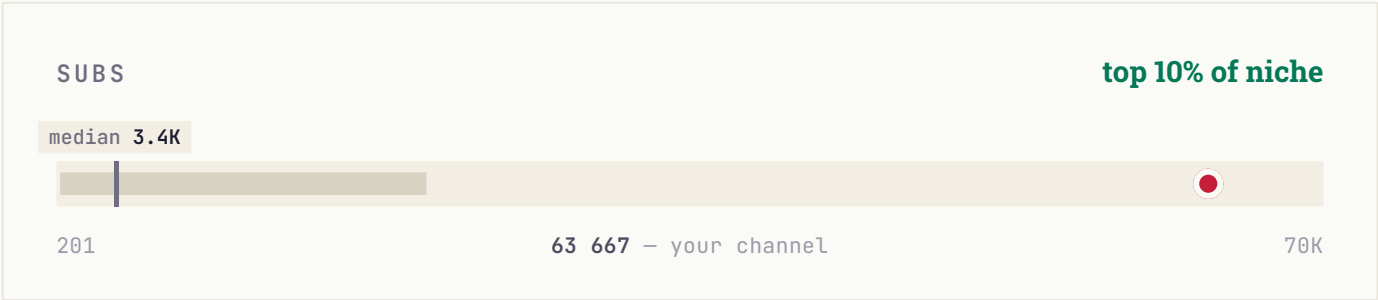
Where channel stands in its league

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

#2/100

RANK IN NICHE

Channel in top 2% economy



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a checklist and return to this report in a month.

01

Top post of the week — on Wednesday

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

EFFECT

**Best window
for important
post**

02

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**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ NEXT STEPS

Want us to do this **PromptPress?**

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