

PUBLIC REPORT BY PROMTPRESS

Channel audit

Finmentor.kz



@finmentorkz

Telegram channel on financial literacy and capital movement in Kazakhstan. Author — Arman Batayev. My other projects: • OD Consulting - <https://odc.kz/> • GWM Capital - <https://gwmcapital.kz/> More...

SUBSCRIBERS

10 540

+138 per month

ERR (% SEE POSTS)

14.0%

per day 10.9%

REACH/POST

1.4K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 540 —	 SUBS REACH 13.24% avg % subs see post	 VIEWS/POST 1.4K median 1.4K · 28 days	 POSTS/WEEK 48.7 for the period
 7D TREND +1.9% vs previous week	 REACTIONS/POST 10.9 only 2,151 reactions, 837 reposts, 17 comments	 POST LENGTH 835 chars median 1000 · 28 days	 POSTS ANALYZED 198 28 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +138 over the last month	 CITATION RATE 47 citation index · 153 channels mentioned ever	 CHANNEL AGE 7 years 2 months created 08.04.2019

AI EDITOR SUMMARY

Channel «Finmentor.kz» – 10 540 subs. Avg views per post: 1.4K people (13% of subs), low reach – expand audience. Posts 49 posts/week (~7/day) – active. Week Jun 22–28 reach stable (+1.9% vs week of June 15–21).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **198** posts in 28 days.
- 02 Dominant format – **Text** (99/198 posts).
- 03 Avg post length – **835** chars (median 1000).
- 04 Peak audience activity – **Monday**, 00:00 ALMT.
- 05 Top posts get **3×** more views than the weakest (2.9K avg for top vs 1K for worst) – among 198 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 29.06 · 19:19 TEXT Who pays for cheap gas Oil companies pay – through lost margins (even at \$120/barrel they sold at \$25–30/barrel, in terms of...	VIEWS 4 868 REPOSTS 22	REACTIONS 52 ER 46.2%
Nº2 05.06 · 10:44 TEXT Kazakh startups raised \$209M in 2025 MOST Holding reports this in a new study on the venture ecosystem...	VIEWS 1 988 REPOSTS 8	REACTIONS 12 ER 18.9%
Nº3 09.06 · 05:42 PHOTO In Astana, at the National Bank of Kazakhstan building, P2PFISY 2026 is underway – an international workshop on the future of the financial system, digital...	VIEWS 1 890 REPOSTS 8	REACTIONS 13 ER 17.9%

Nº4 05.06 • 05:58 TEXT Timur Turlov's company accumulated a loss of 27B tenge TOO Freedom Mobile, solely owned by businessman Timur Turlov...	VIEWS 1 815 REACTIONS 25 REPOSTS 14 ER 17.2%
Nº5 26.06 • 05:41 PHOTO Ablazimov's company raises funds for a plant in Mangystau As I assumed in the post about TOO's yuan bond issue...	VIEWS 1 787 REACTIONS 12 REPOSTS 6 ER 17.0%

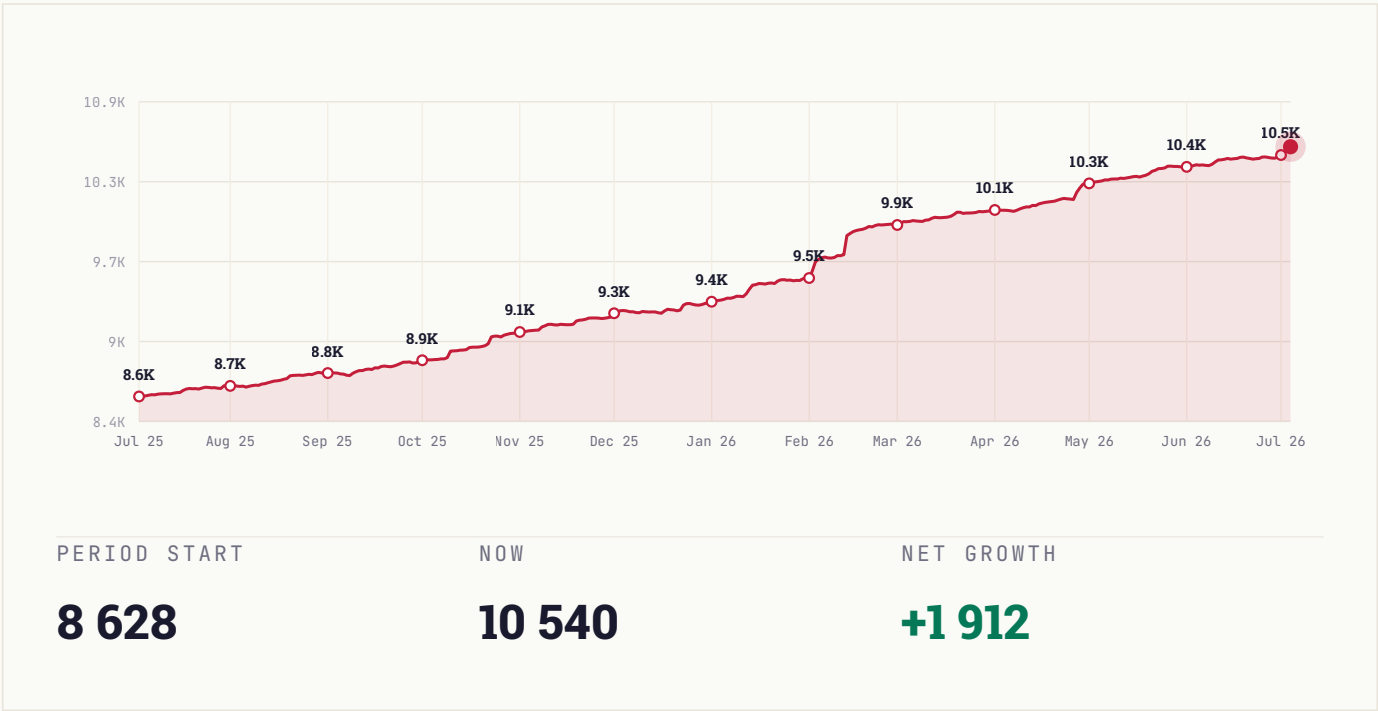
WORST 3

↓ 20.06 • 11:04 VIDEO Below will be a series of posts reviewing TIIF-2026. Presidential Forum Over the past years I've attended quite a few investment forums...	VIEWS 1 056 REACTIONS 10 REPOSTS 2 ER 10.0%
↓ 20.06 • 11:46 TEXT What's discussed in the corridors and at side events!? The most interesting part of any forum is the corridors. From conversations with participants...	VIEWS 1 054 REACTIONS 6 REPOSTS 2 ER 10.0%
↓ 20.06 • 11:25 VIDEO Kazakh PM Olzhas Bektenov also spoke at the plenary session. What stood out: like Albania's President...	VIEWS 997 REACTIONS 14 REPOSTS 5 ER 9.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

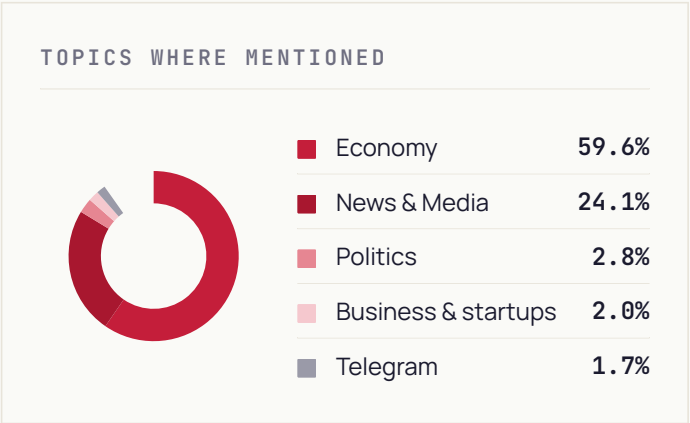
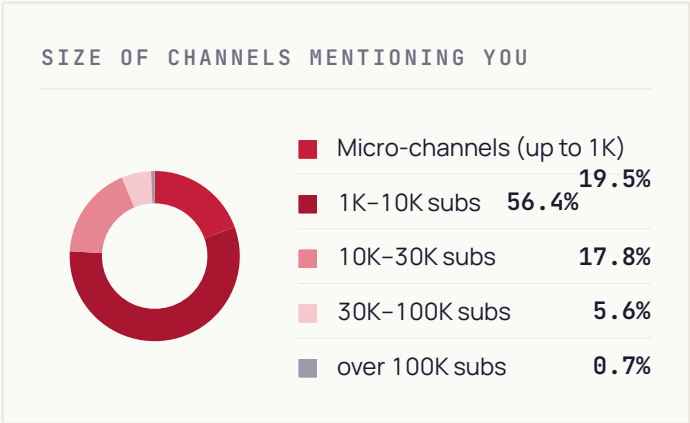
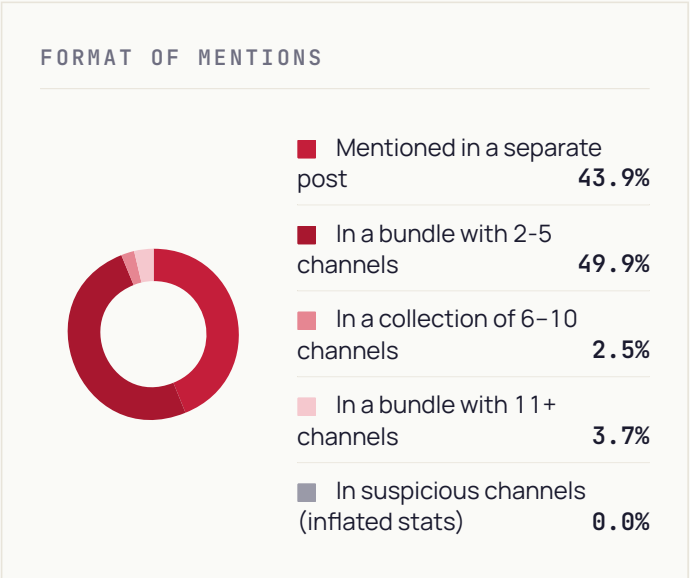
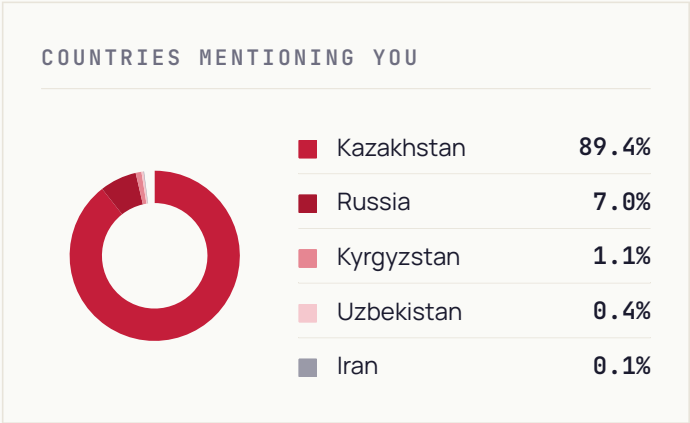
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

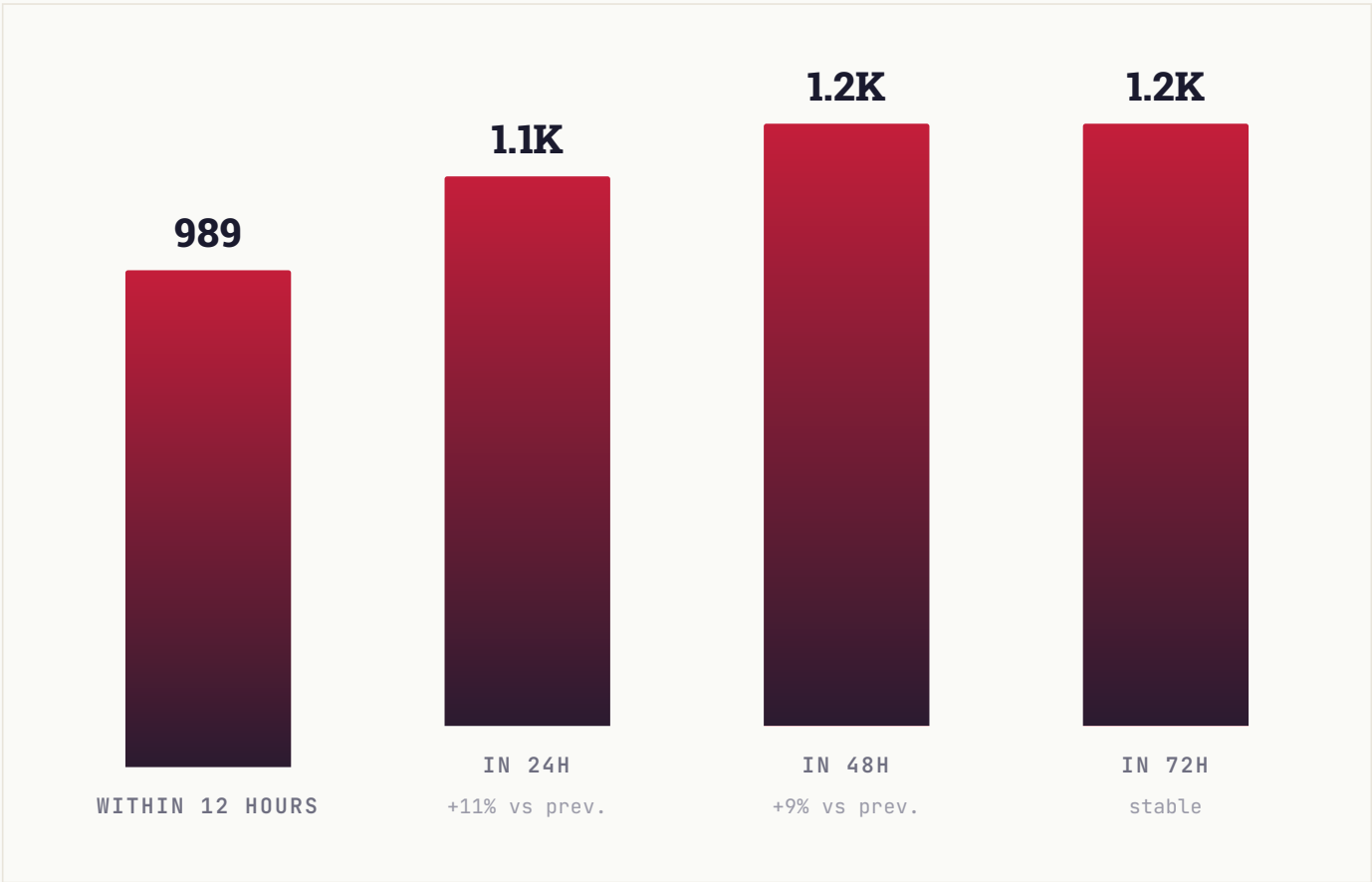
Citation index **47** — channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **153** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place 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
NO	Finance news	21K
FI	Finmentor.kz YOU	10.5K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#26 of 99). Niche leader: TENGENOMIKA (72K), median subs 3.5K. Aiming for top quartile is realistic within 6–12 months.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **191**, they brought **989** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	17	10	213
December 2025	47	29	161
Nov 2025	31	19	133
Oct 2025	35	14	233
Sep 2025	27	12	127
August 2025	34	19	122
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
191	6	989	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

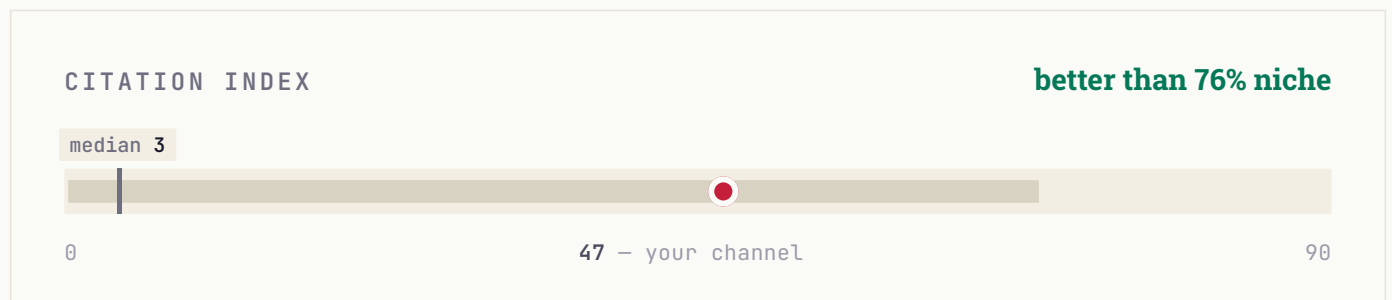
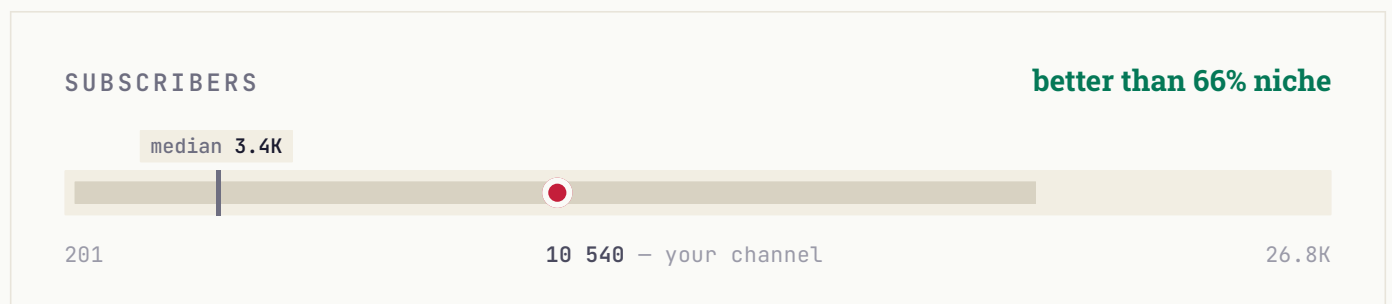
Took top-100 channels in «Economy» and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#26

/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

- 01

Top post of the week — on Monday
 Audience is most active on this day at 00:00 ALMT.

EFFECT
Best window for an important post
- 02

Increase share of video posts
 Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15–25% share.

EFFECT
Video retains audience better
- 03

System 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
- 04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5–15%.
 One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. 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 a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan 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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