

PROMTPRESS PUBLIC REPORT

Channel audit

Halyk Bank

Official | Resmi



@halykbankkaz

✓ The only official account of Kazakhstan's largest bank ҚНРДА
Банк операцияларын және өзге де операцияларды жүзеге
асыруға арналған Әмбебап банктік лицензия № 1.1.601.130
берілген күні...

SUBSCRIBERS

12 690

-114 per month

ERR (% SEE POSTS)

9.0%

per day 8.9%

REACH/POST

1.3K

ad reach 1.1K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 12 690 —	 SUBS REACH 9.9% avg % of subs see post	 VIEWS/POST 1.3K median 1.3K · —	 POSTS/DAY 17.9 ~125 per week
 7D TREND — no data for period	 REACTIONS/POST 7.0 total 28 reactions, 11 reposts, 0 comments	 POST LENGTH 578 chars. median 572 · —	 POSTS ANALYZED 4 —
 AD REACH 1.1K 24h avg	 CHURN / MONTH -114 last month	 CITATION RATE 8 citation index · 25 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 17.04.2020

AI EDITOR SUMMARY

Channel «Halyk Bank Official | Resmi» – 12 690 subs. Each post gets avg 1.3K people (10% of subs), reach is low – consider expanding audience. Publishes 125 posts/week (~18/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts for —.
- 02 Dominant format — **Photo** (4/4 posts).
- 03 Avg post length — **578** chars (median 572).
- 04 Audience peak — **Friday**, 12:00 ALMT.
- 05 Top posts get **1x** more views than the weakest (1.3K avg top vs 1.2K worst) — among 4 posts for —. Analyze commonalities: topic, format, timing.

TOP 4 POSTS

Nº1 17.07 · 07:12 PHOTO →📱 Interbank QR will soon be available nationwide. Starting July 19, paying via QR will become even easier: just open your...	VIEWS 1 415 REPOSTS 1	REACTIONS 6 ER 11.2%
Nº2 17.07 · 12:35 PHOTO Interbank QR — a convenient way to accept payments • One QR code for payments via different bank apps. • If you have...	VIEWS 1 286 REPOSTS 3	REACTIONS 8 ER 10.1%
Nº3 17.07 · 07:14 PHOTO →📱 Межбанковский QR уже скоро станет доступен по всей стране. С 19 июля оплачивать покупки по QR станет еще проще: достаточно открыть...	VIEWS 1 272 REPOSTS 7	REACTIONS 12 ER 10.0%

Nº4 17.07 · 12:34 PHOTO Bank QR — convenient payment method • Pay with one QR code via different bank apps. • If you have...	VIEWS	REACTIONS
	1 054	2
	REPOSTS	ER
	—	8.3%

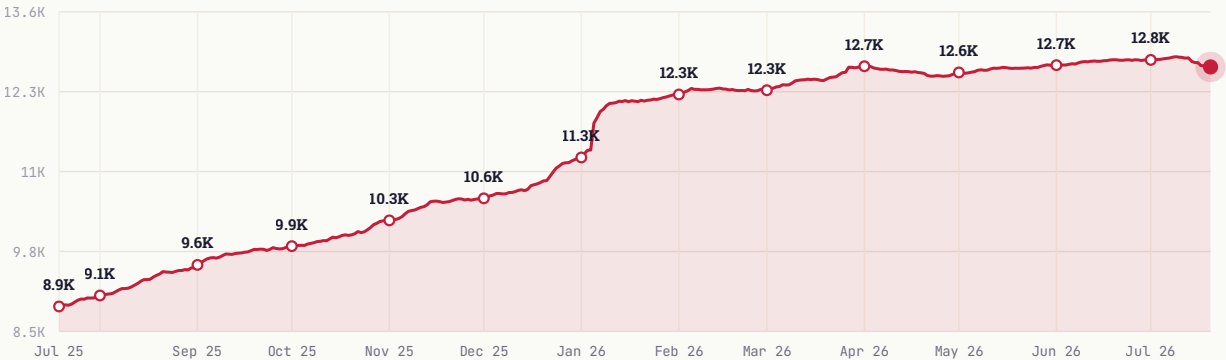
WORST 3

↓ 17.07 · 12:35 PHOTO Interbank QR — a convenient way to accept payments • One QR code for payments via different bank apps. • If you have...	VIEWS	REACTIONS
	1 286	8
	REPOSTS	ER
	3	10.1%
↓ 17.07 · 07:14 PHOTO →📱 Межбанковский QR уже скоро станет доступен по всей стране. С 19 июля оплачивать покупки по QR станет еще проще: достаточно открыть...	VIEWS	REACTIONS
	1 272	12
	REPOSTS	ER
	7	10.0%
↓ 17.07 · 12:34 PHOTO Bank QR — convenient payment method • Pay with one QR code via different bank apps. • If you have...	VIEWS	REACTIONS
	1 054	2
	REPOSTS	ER
	—	8.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

8 930

NOW

12 690

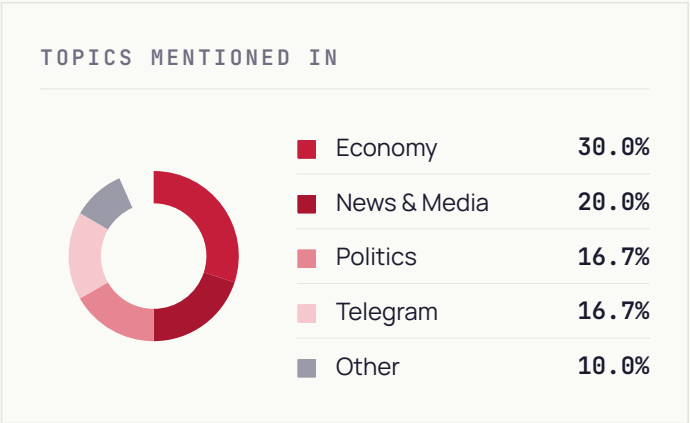
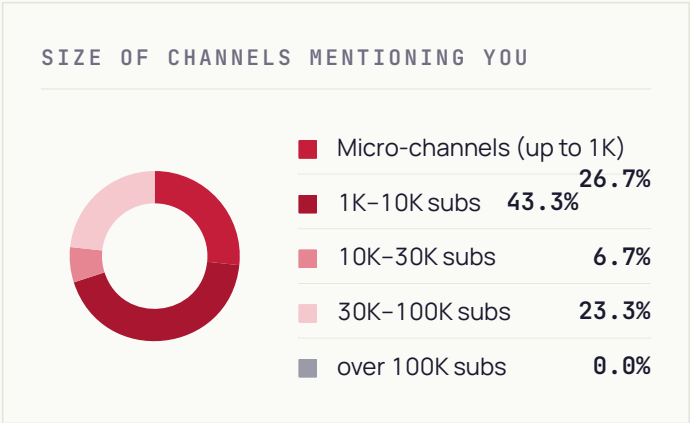
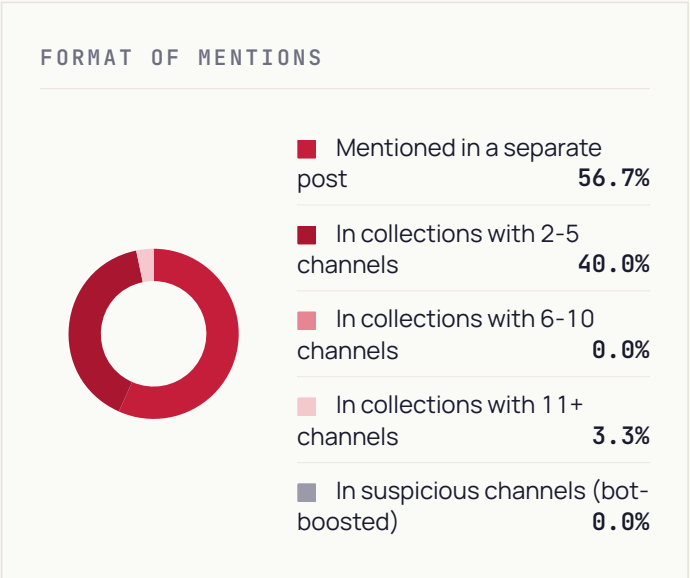
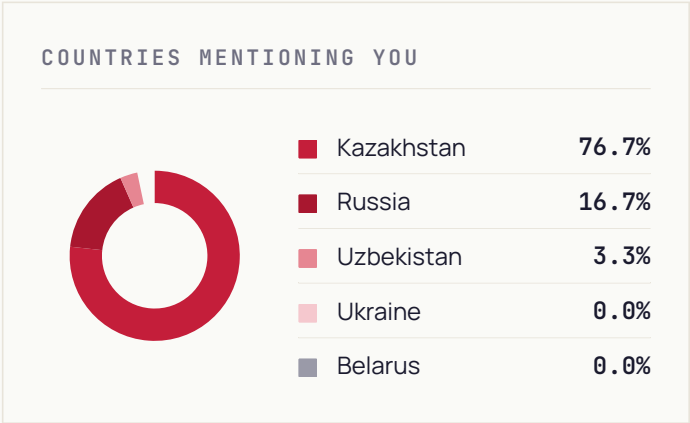
NET GROWTH

+3 760

SECTION 04 · MENTIONS

Who mentions the channel and how

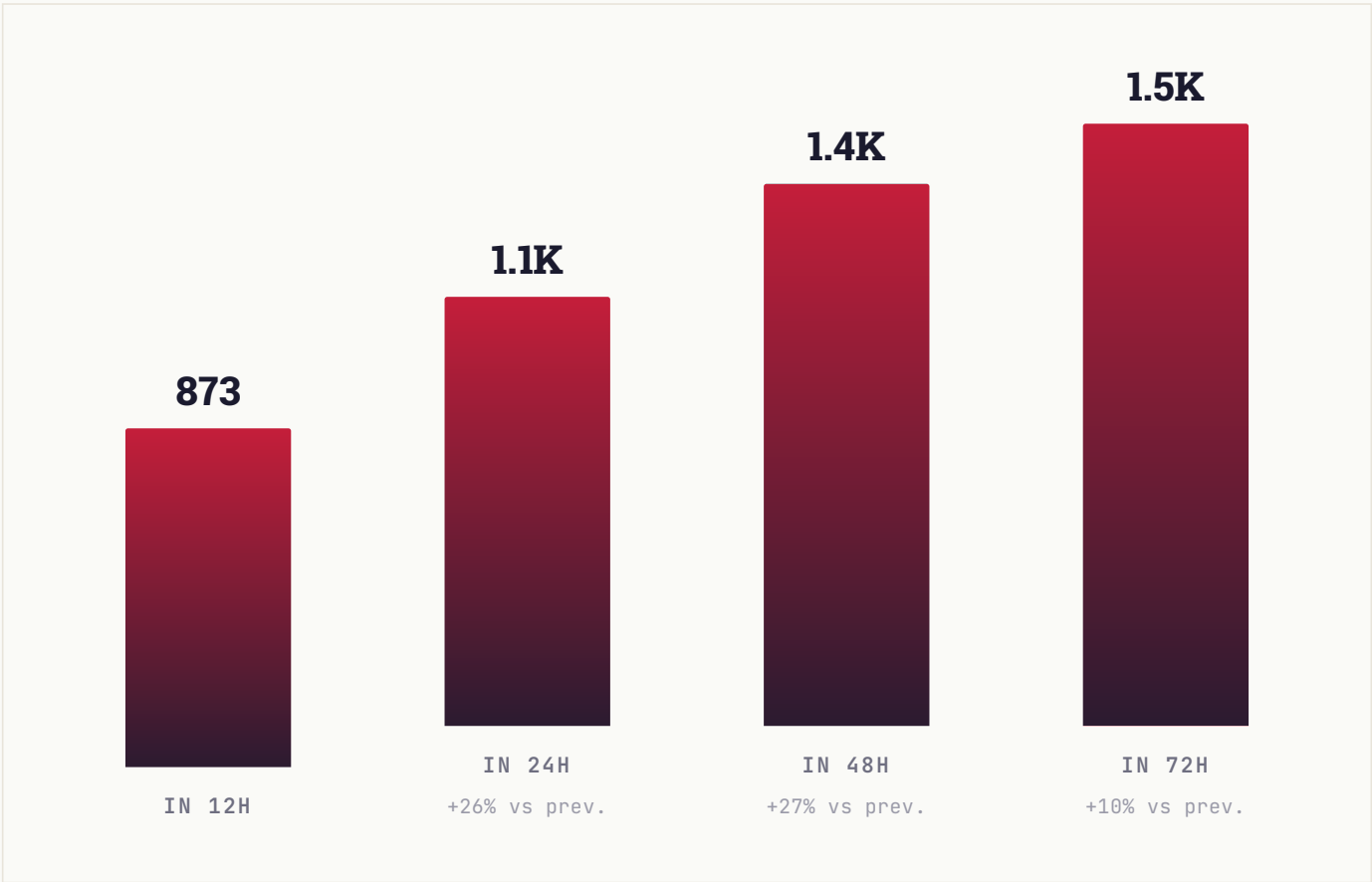
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned 25 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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	60.8K
TL Tengri Live - Kazakhstan News	47.9K
PA Paydabar	32.2K
B  Bugin.info   	31.5K
KA Kaspi.kz	27.3K
AZ Alibek Zhalgaspayev Investments in Kazakhstan 	25.1K
ҚС Қаржылық сауаттылық	24.5K
ҚЕ Қаржылық Еркіндік	22.9K
FB Freedom Broker	21.3K
HB Halyk Bank Official Resmi YOU	12.7K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#19 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

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **3 436** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	1 056	
December 2025	0	0	671	
November 2025	2	1	394	
October 2025	0	0	452	
September 2025	0	0	380	
August 2025	0	0	483	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2	6	3 436

SECTION 08 · NICHE COMPARISON

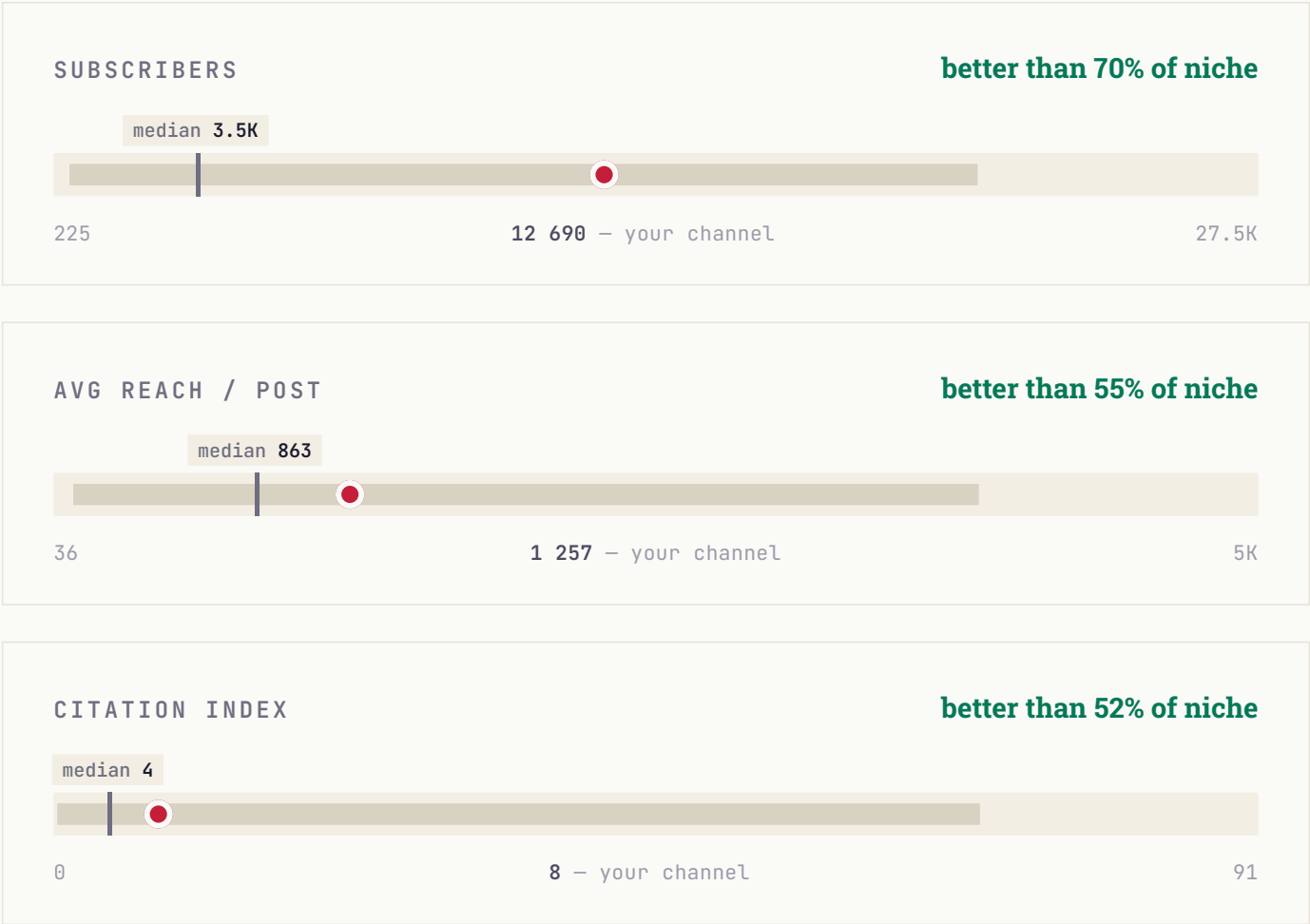
Where the channel stands in its league

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.

#19/100

RANK IN NICHE

Channel in top 19% — strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked 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 posts share

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

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

3 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 give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-niche channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us & 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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