

PROMTPRESS PUBLIC REPORT

Channel audit

HR MKBANK



@hrmkbank

■HR MKBANK – Qadriyatlar birlashtiradi! Instagram: <https://www.instagram.com/hrmkbank?igsh=NW5oMGpldml2YjVm>
Facebook: <https://www.facebook.com/hrmkbank> Rezyume qoldirish:...

SUBSCRIBERS

12 588

-259 per month

ERR (% SEE POSTS)

16.0%

per day 8.8%

REACH/POST

1.9K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 12 588 —	 SUBS REACH 15.41% avg % of subs see post	 VIEWS/POST 1.9K median 1.9K · 29 days	 POSTS/WEEK 13.6 over the period
 7D TREND -24.5% vs previous week	 REACTIONS/POST 10.0 total 578 reactions, 358 reposts, 0 comments	 POST LENGTH 439 chars median 434 · 29 days	 POSTS ANALYZED 58 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -259 over the last month	 CITATION RATE 15 citation index · 54 channels mentioned over all time	 CHANNEL AGE 4 years 2 months created 28.03.2022

AI EDITOR SUMMARY

Channel «HR MKBANK» — 12 588 subs. Each post averages 1.9K people (15% of subs), average reach — room to grow. Publishes 14 posts per week (~2/day) — regular schedule. For the week of June 1–7, reach dropped -24.5% vs week of May 25–31 — worth analyzing the reasons.

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 **58** posts over 29 days.
- 02 Dominant format – **Photo** (23/58 posts).
- 03 Avg post length – **439** chars (median 434).
- 04 Audience peak – **Wednesday, 05:00 UZT**.
- 05 Top posts get **3×** more views than the weakest (3.2K avg for top vs 1.2K for worst) – among 58 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 00:04 PHOTO #MKBANK #QurbonHayiti 📍 MKBANK Qurbon hayiti bayrami bilan samimiy muborakbod etadi! 📍 Ushbu qutlugʻ kunlarda xonadonlarga...	VIEWS 3 674 REPOSTS 19	REACTIONS 11 ER 29.2%
Nº2 13.05 · 10:34 PHOTO #MKBANKJamoasi 📍 Yangi faoliyatingizda ulkan zafarlar tilaymiz! 📍 Bugun Mikrokreditbank Boshqaruv raisi Orif Aliboyevich Butayev boshqa...	VIEWS 3 089 REPOSTS 70	REACTIONS 66 ER 24.5%
Nº3 27.05 · 07:01 VIDEO #MKBANK #QurbonHayiti 📍 MKBANK: Qurbon hayiti muborak boʻlsin! 📍 @hrmkbank	VIEWS 2 964 REPOSTS 6	REACTIONS 26 ER 23.5%

Nº4 19.05 • 09:02 VIDEO #KaryeraKuni2026 ✎ lavha ✎ MKBANK Toshkent viloyati HR jamoasi – “Karyera kuni”da faol ishtirok etdi. ✎ @hrmkbank	VIEWS 2 951 REACTIONS 9 REPOSTS 16 ER 23.4%
Nº5 14.05 • 10:18 PHOTO #YoshlarKuniHR ✎ Kelajak texnologiyalari va bank tizimi: Toshkent Xalqaro Universiteti talabalari bilan ochiq muloqot! ✎ MKBANKda...	VIEWS 2 547 REACTIONS 8 REPOSTS 7 ER 20.2%

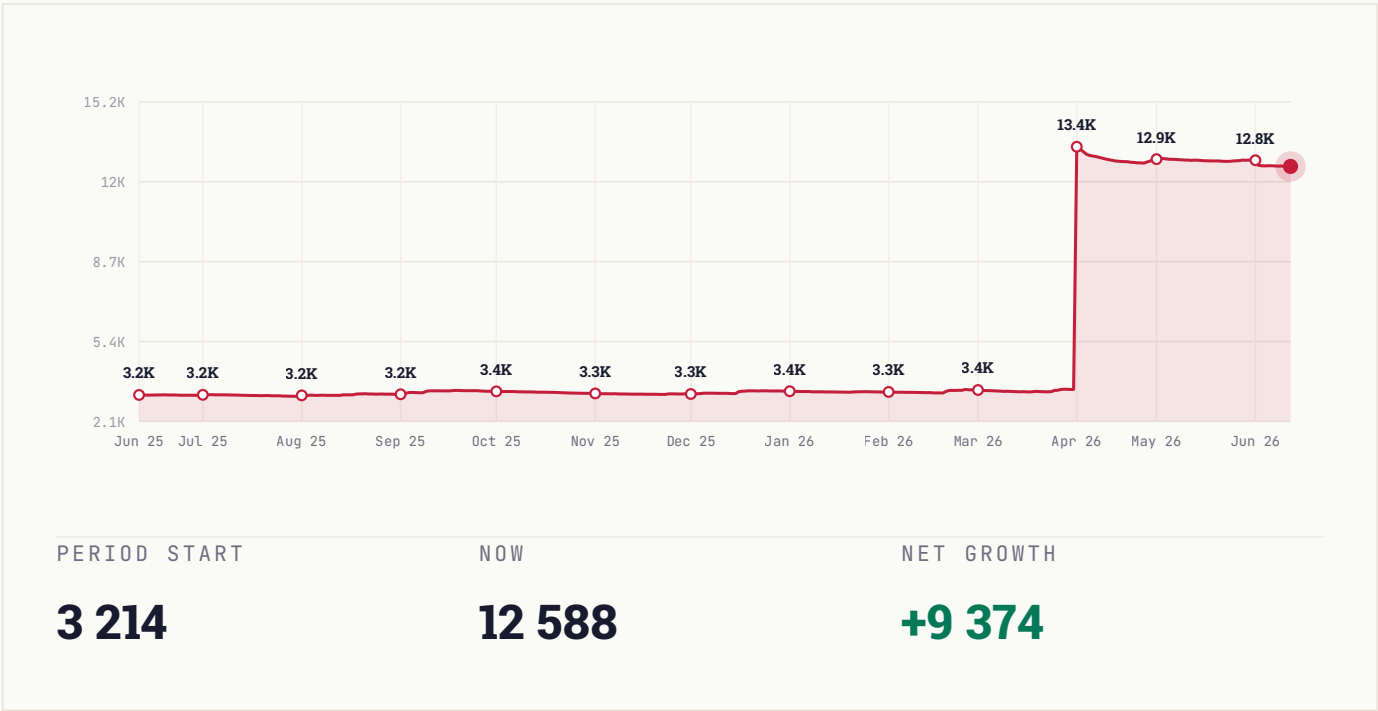
WORST 3

↓ 02.06 • 07:01 POLL (no caption – poll)	VIEWS 1 240 REACTIONS — REPOSTS — ER 9.9%
↓ 02.06 • 07:01 POLL (no caption – poll)	VIEWS 1 231 REACTIONS — REPOSTS — ER 9.8%
↓ 02.06 • 07:02 TEXT #NamanganGullarFestivali ✎chilish marosimining asosiy ramzi. ✎ SAVOL ✎ ✎ @hrmkbank	VIEWS 1 136 REACTIONS — REPOSTS — ER 9.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

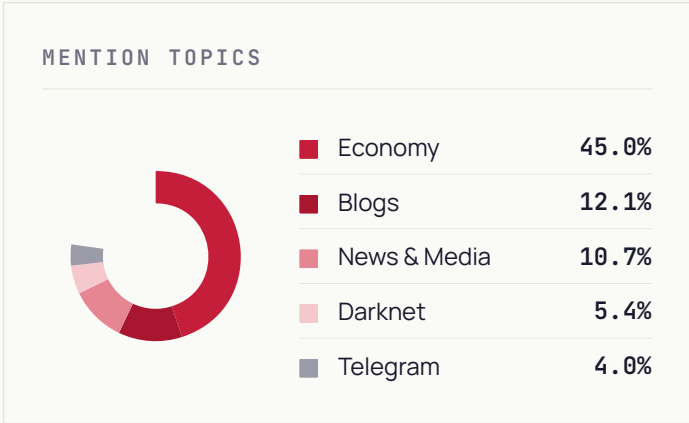
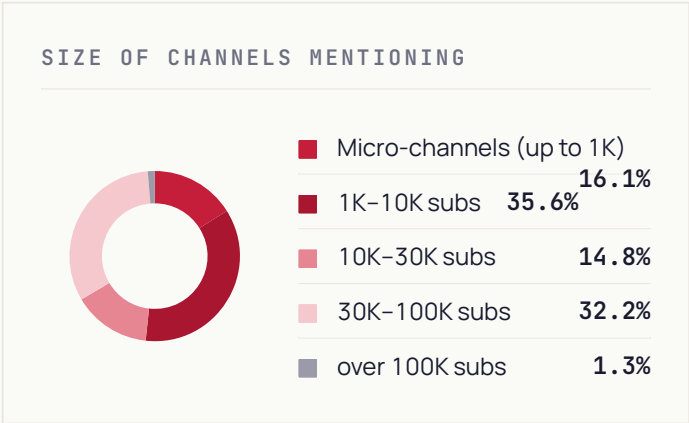
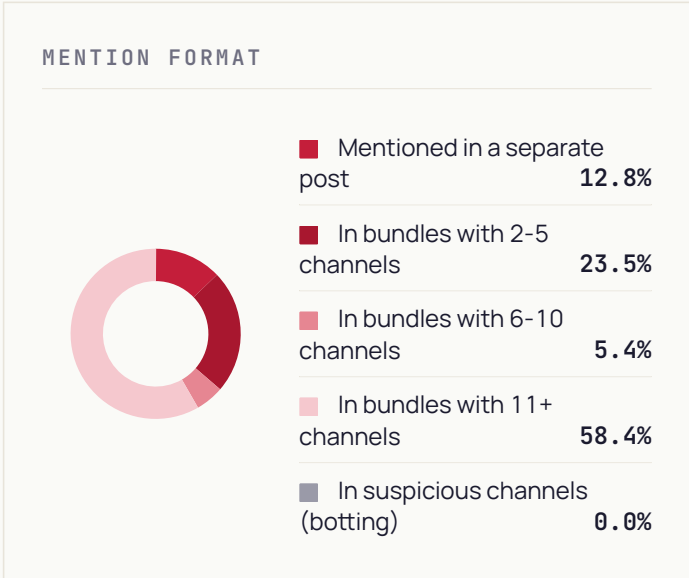
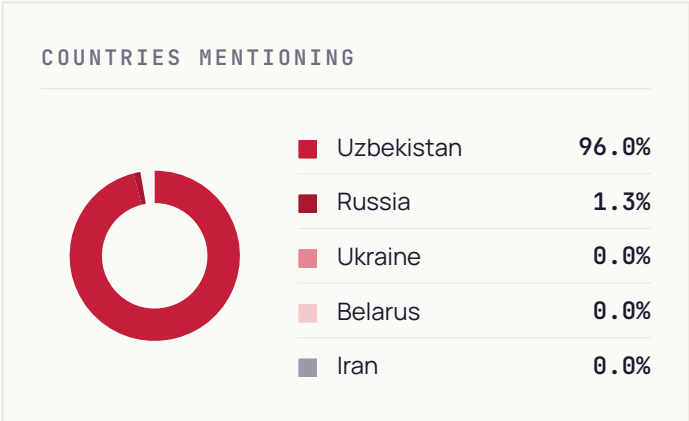
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

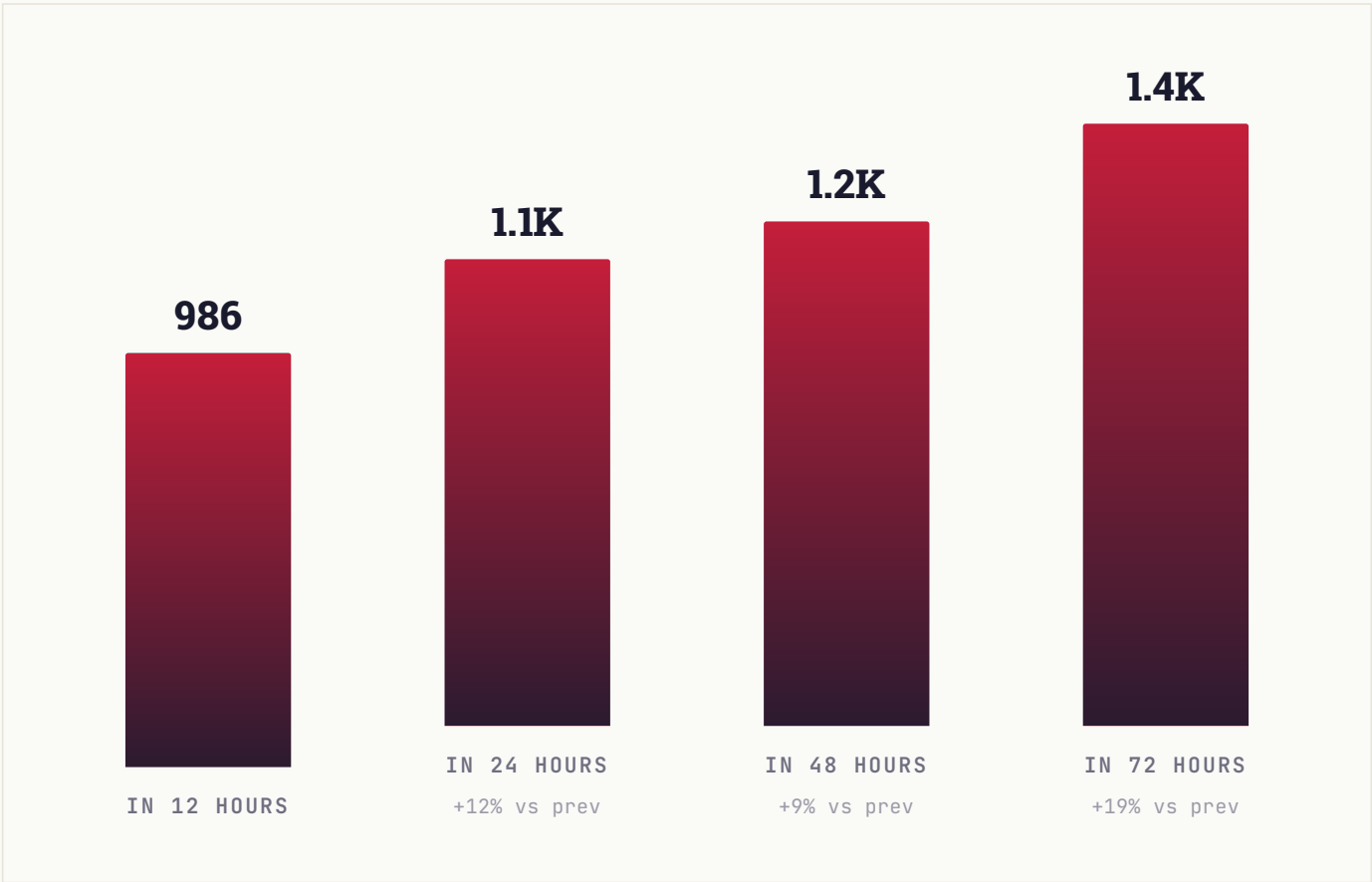
Citation index **15** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **54** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
BA bank_kuni	167.3K
MS MK SAMANDAR 🇺🇿	142.7K
XB Xalq Banki	134.3K
BA Bank.uz	128.4K
AN ANORBANK	111.2K
SX Soliq xizmati xabarlari - Rasmiy kanal	103.1K
BA Bankxabar	102.5K
VK VALYUTA KURSI	98.2K
CI Kashkadarya ish Qashqadaryo Qarshi ish	88.4K
ND Namangan Dollar Kursi 🇺🇿	84.6K
HM HR MKBANK YOU	12.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#71 of 99). Niche median — 20K subs.
First KPI: reach median. Leader: bank_kuni (167.3K).

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 **30**, they brought **527** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	4	4	157
November 2025	6	6	35
October 2025	2	2	2
September 2025	6	6	187
August 2025	11	9	136
July 2025	1	1	10

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
30	6	527

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

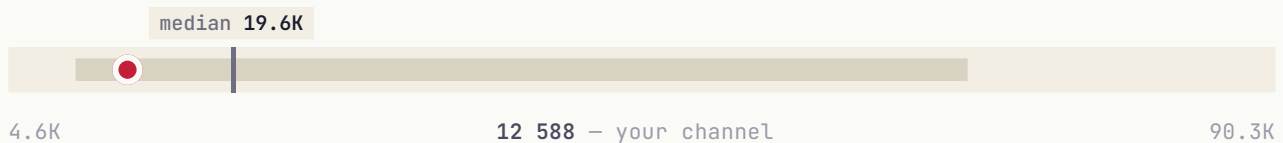
#71/100

RANK IN NICHE

Channel in the bottom half of the ranking

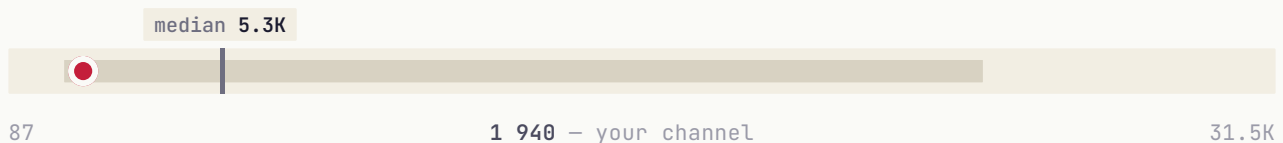
SUBSCRIBERS

36% below median



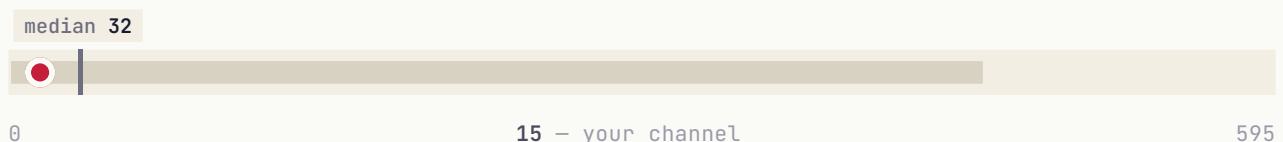
AVG REACH / POST

64% below median



CITATION INDEX

54% below median



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 05:00 UZT.

EFFECT

Best window for an important post
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER
- 04

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
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
