

PUBLIC PROMTPRESS REPORT

Channel audit

HUMO



@humoofficial

HUMO to'lov tizimining Telegramdagi rasmiy sahifasi. Barcha foydali ma'lumotlar, so'nggi yangiliklar va e'lonlar. Ishonch telefoni: (71)...

SUBS

10 895

-57 per month

ERR (% SEE POSTS)

40.0%

per day **18.9%**

REACH/POST

4.4K

ad reach **2.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 10 895 —	 SUB REACH 40.31% avg % subs see post	 VIEWS/POST 4.4K median 4K · 28 days	 POSTS/WEEK 6.8 over period
 7D TREND +4.4% vs previous week	 REACTIONS/POST 24.1 total 675 reactions, 276 reposts, 0 comments	 POST LENGTH 862 chars. median 999 · 28 days	 POSTS ANALYZED 28 28 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -57 last month	 CITATION RATE 170 citation index · 411 channels mentioned all time	 CHANNEL AGE 7 years 6 months created 29.11.2018

AI EDITOR SUMMARY

Channel «HUMO» – 10 895 subs. Each post averages 4.4K people (40% from subs), wide reach for a channel this size. Publishes 7 posts/week (~1/day) – rare posts. Week of Jun 1–7 reach stable (+4.4% vs week May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **28** posts over 28 days.
- 02 Dominant format – **Photo** (18/28 posts).
- 03 Avg post length – **862** chars (median 999).
- 04 Audience peak – **Friday**, 18:00 UZT.
- 05 Top posts get **3x** more views than the weakest (8.1K avg top vs 3.2K worst) – among 28 posts in 28 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 13.05 · 12:29 PHOTO ☒ HUMO kartangizga 60 000 so'm keshbek oling Aksiyada ishtirok eting va yangi HUMO karta bilan yoqilg'i uchun birinchi to'lovda bonusni...	VIEWS 9 996 REPOSTS 28	REACTIONS 56 ER 91.7%
Nº2 05.06 · 13:10 PHOTO Hurmatli foydalanuvchilar! Markaziy bankning Banklararo telekommunikatsiya tarmog'ida profilaktika ishlari olib borilishi munosabati bilan...	VIEWS 8 243 REPOSTS 95	REACTIONS 27 ER 75.7%
Nº3 16.05 · 14:20 PHOTO ☒ HUMO kartasi orqali PIN-kod kiritmasdan – 50 000 so'mgacha xaridlarni to'lash mumkin. Agar summa 50 000 so'mdan yuqori bo'lsa – terminal...	VIEWS 6 151 REPOSTS 15	REACTIONS 39 ER 56.5%

Nº4 18.05 · 11:29 VIDEO Siz uchun HUMO'ning asosiy yangiliklarini bitta karuselga jamladik. Ichida — dolzarb yangiliklar, HUMO karta egalari uchun yangi...	VIEWS 5 359 REPOSTS 4	REACTIONS 36 ER 49.2%
Nº5 15.05 · 11:30 PHOTO ☒ Toshkent, tayyor bo'ling — sizni shov-shuvli, yorqin va haqiqiy digital muhit kutmoqda! HUMO Bitcoin Pizza Fest 2026 festivalining...	VIEWS 5 149 REPOSTS 10	REACTIONS 35 ER 47.3%

|

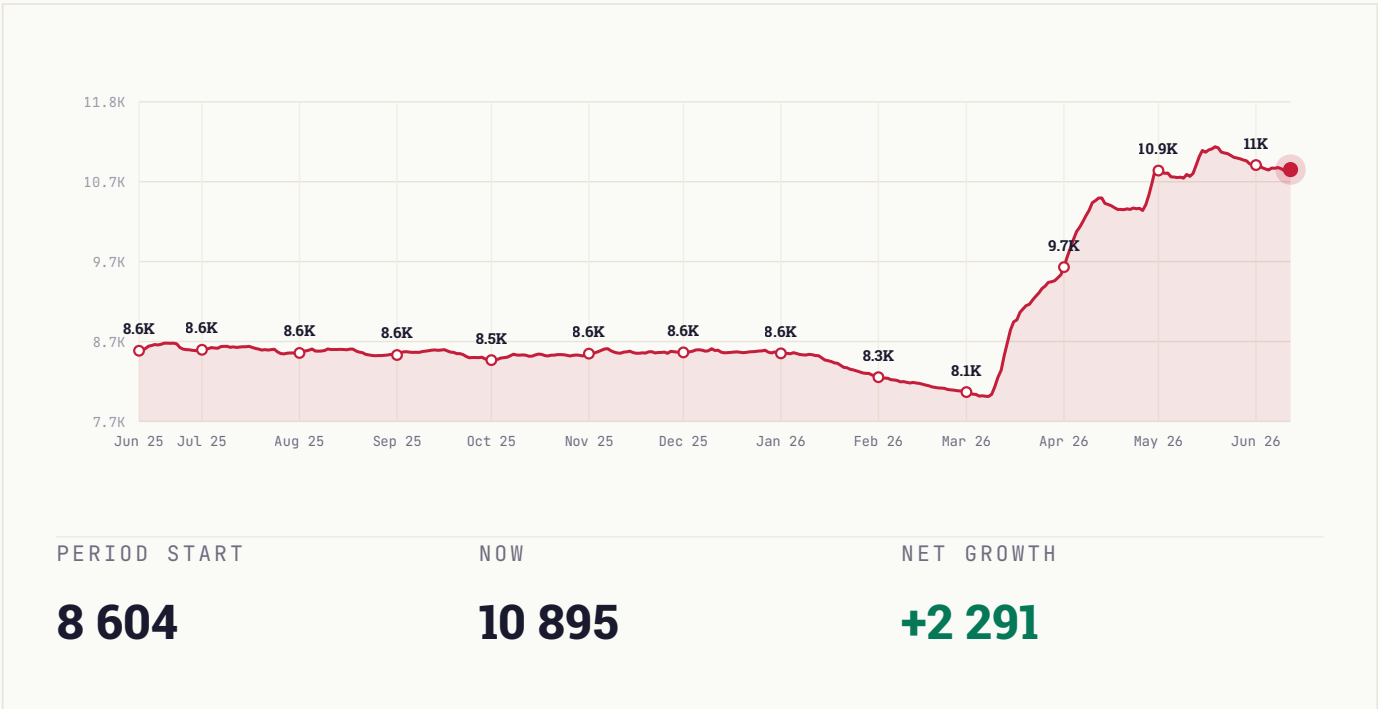
WORST 3

↓ 05.06 · 11:18 POLL (post without caption — poll)	VIEWS 3 521 REPOSTS —	REACTIONS — ER 32.3%
↓ 07.06 · 06:27 VIDEO (post without caption — video)	VIEWS 3 101 REPOSTS 2	REACTIONS 8 ER 28.5%
↓ 19.05 · 15:03 VIDEO (post without caption — video)	VIEWS 3 076 REPOSTS 2	REACTIONS 5 ER 28.2%

SECTION 03 · SUB DYNAMICS

Channel growth over the year

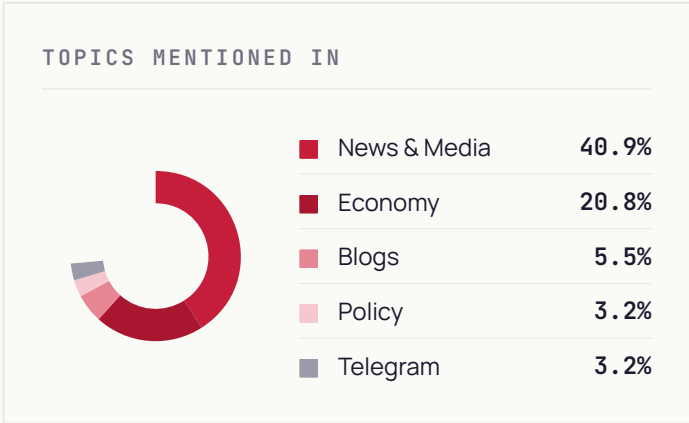
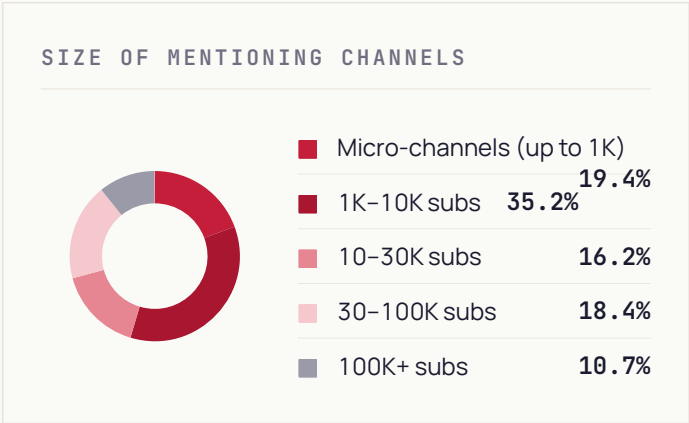
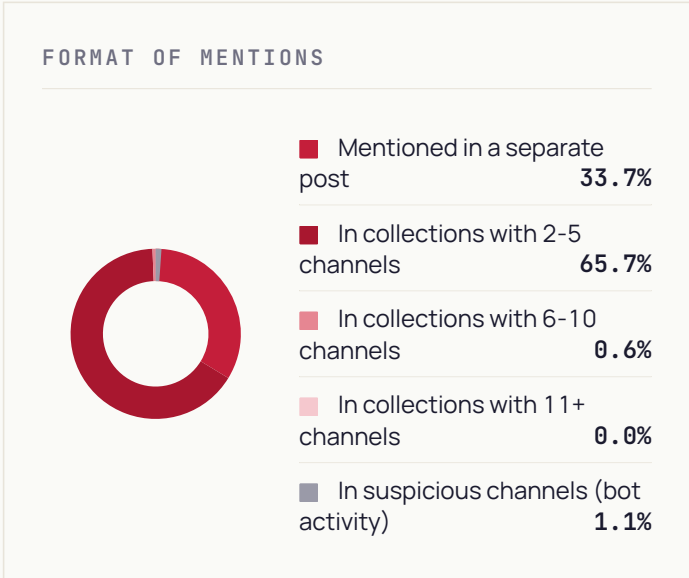
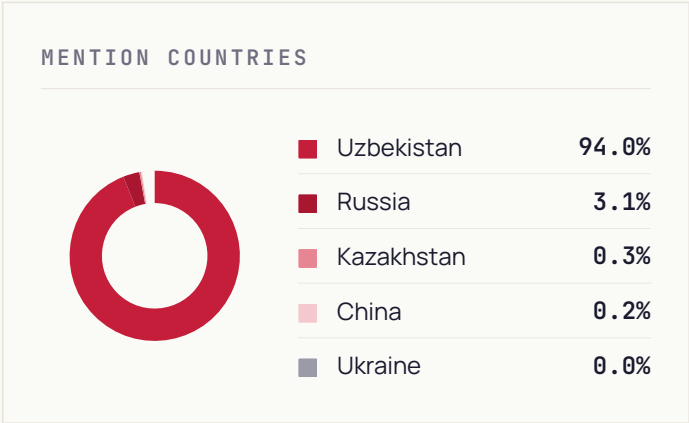
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

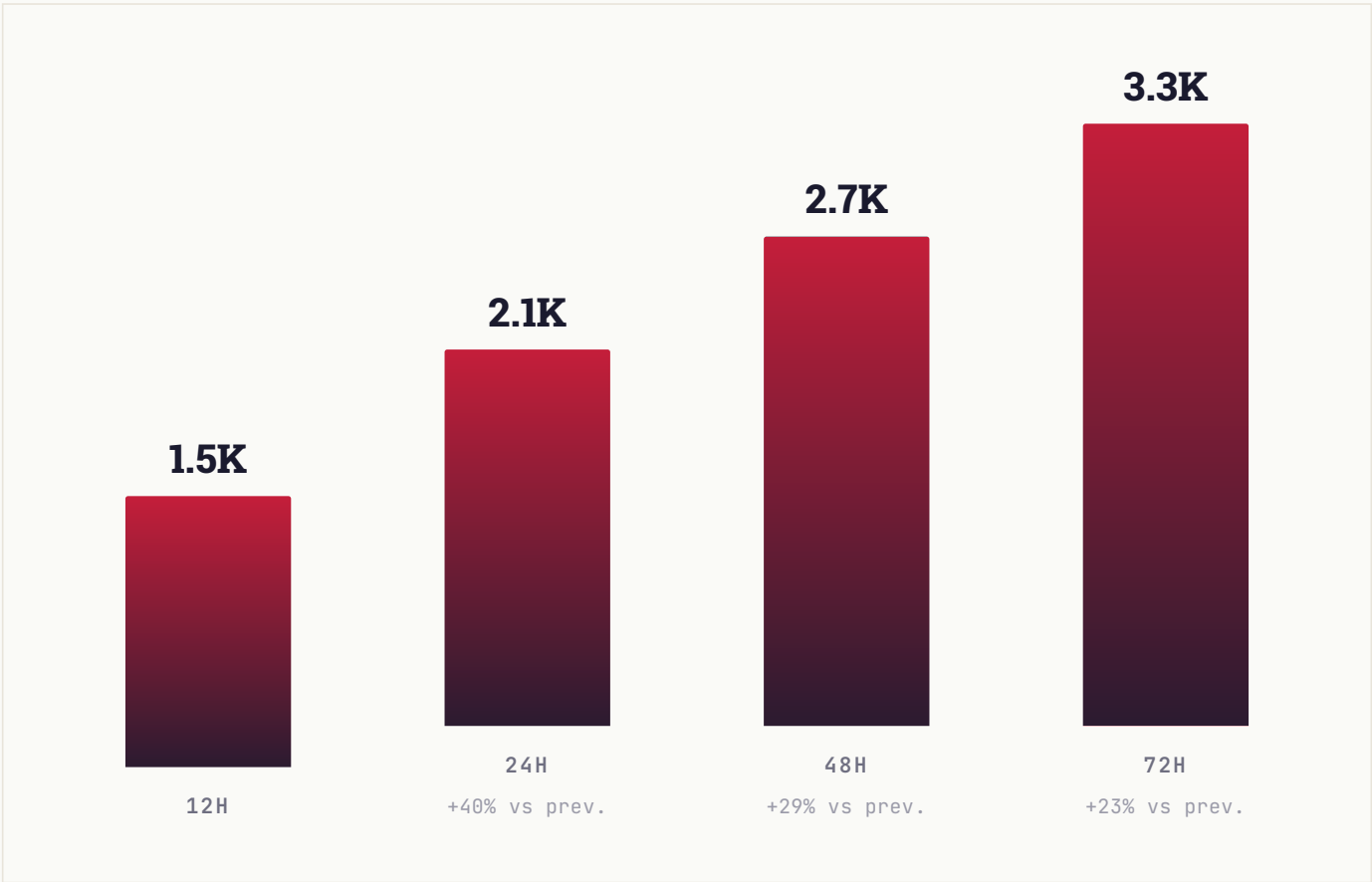
Citation index **170** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K. All time channel mentioned **411** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
UZ Uzbek-MDK	204.3K
BA Bankxabar	102.4K
DA davletovuz	78.1K
🏦 🏦Banker kundaligi	67.8K
BV Bank va Mijoz	50.3K
MB Markaziy bank	44.2K
BU For bankers	27.4K
B- Bankers.uz - Банк тизими янгиликлари	17.1K
KU Kurbanoff.net	14.6K
HU HUMO YOU	10.9K
UZ UZCARD	8.2K

COMPARATIVE INSIGHT

Channel in bottom third of the list (10th out of 11). Larger — 9 channels (leader: Uzbek-MDK, 204.3K); these are growth targets, reach them via paid placements or partnerships. Smaller — 1 channel, for them you're already a lead partner.

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 **8**, they brought **758** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
December 2025	2	2	125	
November 2025	0	0	157	
October 2025	1	1	153	
September 2025	0	0	97	
August 2025	3	3	116	
July 2025	2	2	110	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
8	6	758

— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Friday
Audience is most active on this day at 18:00 UZT. | EFFECT
Best window
for important
posts |
| 02 | 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 |
| 03 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Exchange posts quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily. | EFFECT
Relevant
audience
growth |
| 05 | Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic source. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
