

PROMTPRESS PUBLIC REPORT

Channel audit

Kaspi.kz



@kaspikz

License КР ҚНРДА/АППФР РК №1.2.245/61 Only official Kaspi.kz channel on Telegram. Subscribe! Answers to all your questions – in Kaspi Guide.

SUBSCRIBERS

27 405

-308 per month

ERR (% SEE POSTS)

49.0%

per day **11.3%**

REACH/POST

14.6K

ad reach **3.1K/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 27 405 —	 SUBS REACH 53.4% avg % subs see post	 VIEWS/POST 14.6K median 6.3K · 27 days	 POSTS/WEEK 5.5 over period
 7D TREND +120.5% vs previous week	 REACTIONS/POST 64.9 only 1,428 reactions, 1,427 reposts, 0 comments	 POST LENGTH 557 chars median 435 · 27 days	 POSTS ANALYZED 22 27 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH -308 last month	 CITE RATE 56 citation index · 145 channels mentioned ever	 CHANNEL AGE 10 years 1 month created 08.05.2016

AI EDITOR SUMMARY

Channel «Kaspi.kz» – 27 405 subs. Each post averages 14.6K people (53% of subs), wide reach for a channel this size. Publishes 6 posts per week (~1/day) – rare posts. For week 22–28 Jun reach grew +120.5% by week 15–21 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts over 27 days.
- 02 Dominant format – Video (17/22 posts).
- 03 Avg post length – 557 chars (median 435).
- 04 Peak audience activity – Monday, 10:00 ALMT.
- 05 Top posts get 10x 10x more views than the weakest (52.5K avg for top vs 5.3K for worst) – among 22 posts in 27 days. Worth analyzing what the top share: topic, format, timing.

TOP 5 POSTS

№108.06 · 05:45VIDEO	VIEWS		REACTIONS
	61 267		40
Planning summer purchases, renovations, dacha, sports or vacation? Time for great deals! From June 18-21 in Kaspi Store shoppers...	REPOSTS		ER
	121		223.6%
№224.06 · 11:05TEXT	VIEWS		REACTIONS
	51 580		87
Kaspi.kz received approval from Turkey's Banking Regulation and Supervision Agency (BDDK) to acquire Turkish Rabobank A.Ş. Closing...	REPOSTS		ER
	112		188.2%
№330.06 · 09:08TEXT	VIEWS		REACTIONS
	44 794		142
Now Kaspi.kz customers can pay with smartphone, smartwatch, or other Android devices that support...	REPOSTS		ER
	379		163.5%

Nº4 18.06 • 08:10 **TEXT**
<https://youtu.be/Musc-P3kJx8>

VIEWS
13 969

REACTIONS
36

REPOSTS
9

ER
51.0%

Nº5 25.06 • 13:47 **TEXT**
<https://youtu.be/C2-teu-PPnA>

VIEWS
11 146

REACTIONS
30

REPOSTS
5

ER
40.7%

WORST 3

↓ 21.06 • 05:10 **VIDEO**
While Kaspi Juma orders ship nationwide, you still have time to pick yours. Products, services or tours on Kaspi Travel – all...

VIEWS
5 402

REACTIONS
35

REPOSTS
4

ER
19.7%

↓ 26.06 • 14:14 **VIDEO**
Kaspi.kz became the general partner of the run-festival «Жүрегімнің жеңімпазы» («You are the champion of my heart»). This event annually...

VIEWS
5 303

REACTIONS
44

REPOSTS
3

ER
19.4%

↓ 23.06 • 04:45 **VIDEO**
«Kazakhstan» on Kaspi Travel is a service where you can book vacations across the country. The service features many...

VIEWS
5 259

REACTIONS
45

REPOSTS
6

ER
19.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

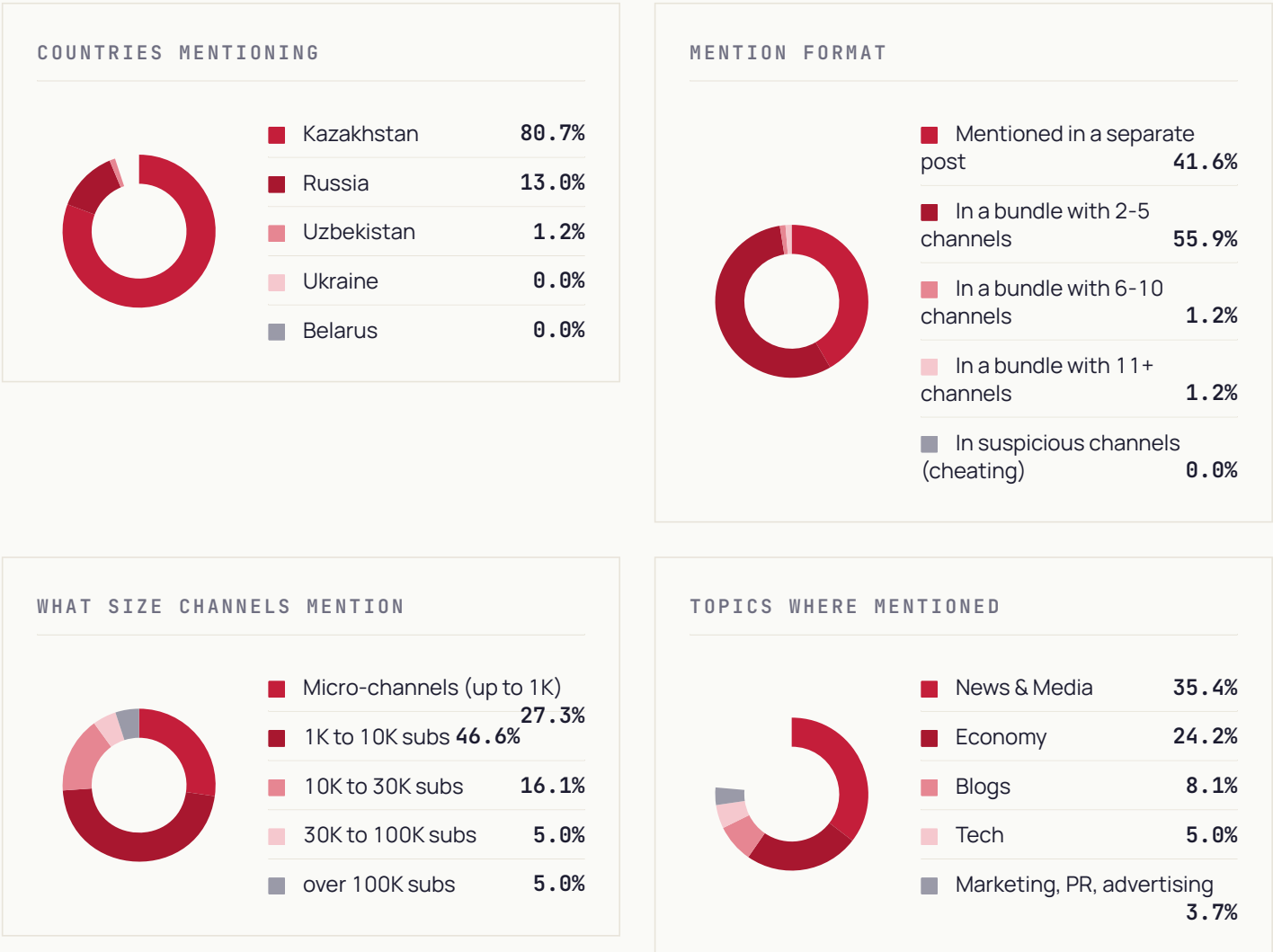
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

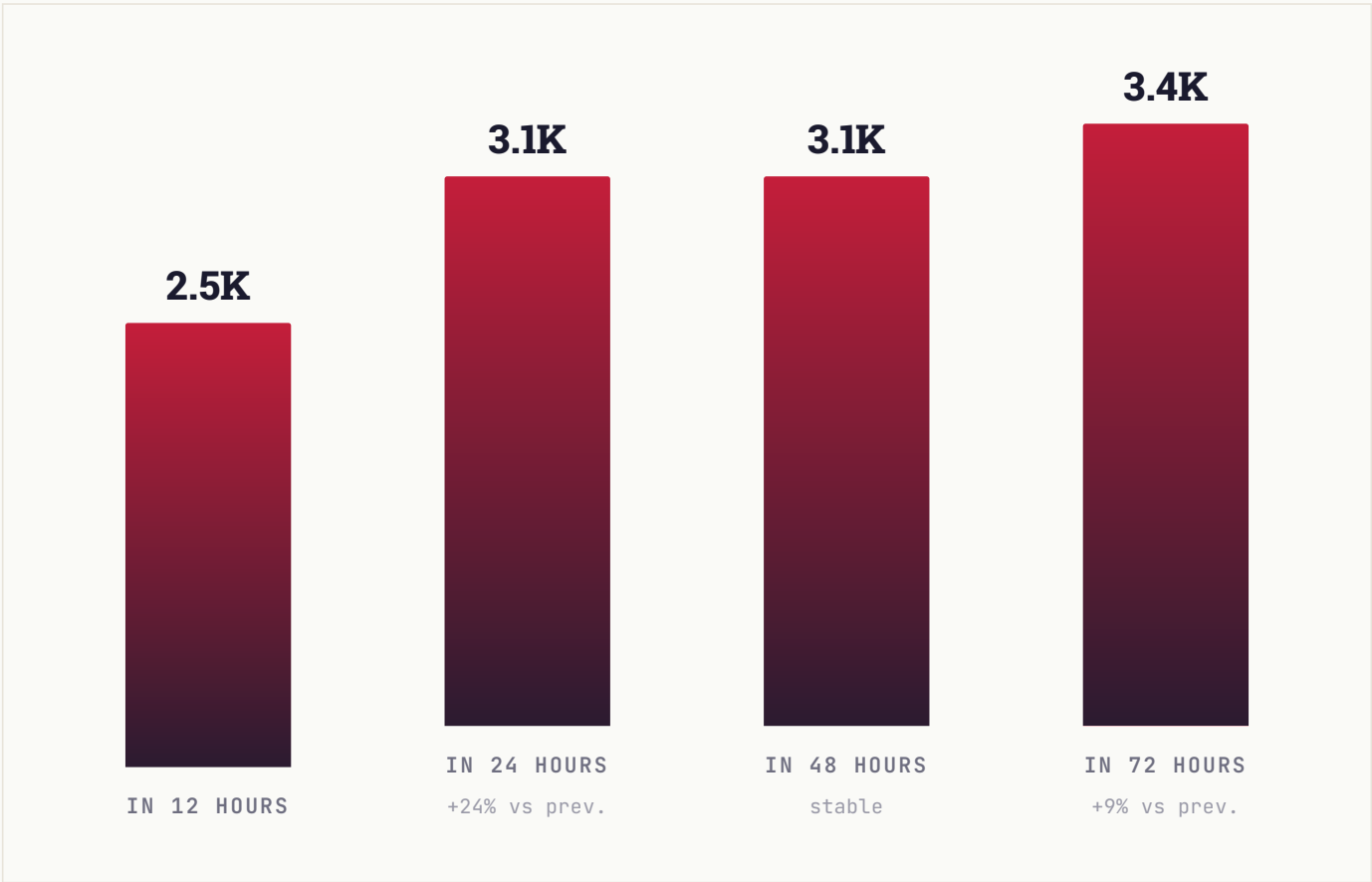
Citation index **56** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **145** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TE TENGENOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - News of Kazakhstan	47.1K
B  Bugin.info  	34K
PA Paydabar	32.7K
KA Kaspi.kz YOU	27.4K
AZ 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 CONCLUSION

Channel in top-10 of niche (#6 of 99). Strong position. Niche leader — TENGENOMIKA (72K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **17**, they brought **298** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	123
December 2025	5	3	56
Nov 2025	3	2	55
Oct 2025	4	3	25
Sep 2025	2	2	0
August 2025	2	2	39

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
17	6	298

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

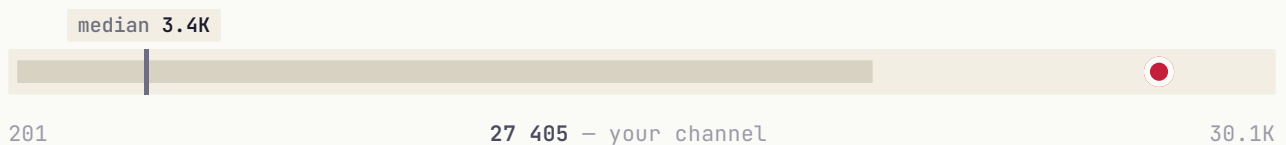
Took top-100 channels in category «Economy» and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#6 /100

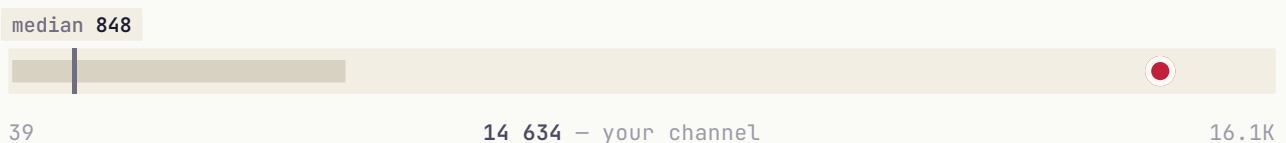
POSITION IN NICHE

Channel in top 6% economy

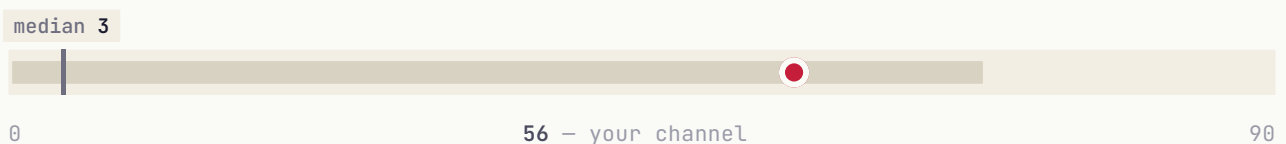
SUBSCRIBERS

better than 90% of niche

AVG REACH / POST

better than 90% of niche

CITATION INDEX

better than 81% of niche

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

On this day at 10:00 ALMT audience is most active.

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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

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**

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 us to do this **PromptPress?**

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