

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kaspi Pay



@kaspipay

License КР ҚНРДА/АППФР РК №1.2.245/61 Social media support available from 8:00 to 20:00. Questions answered in Kaspi Guide. Support in social networks works from 8:00 to 20:00....

SUBSCRIBERS

30 696

-318 per month

ERR (% SEE POSTS)

21.0%

per day 9.8%

REACH/POST

5.9K

ad reach 3K/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 30 696 —	 SUBS REACH 19.12% avg % subs see post	 VIEWS/POST 5.9K median 4.8K · 28 days	 POSTS/WK 2.4 over period
 7D TREND — no data for period	 REACTIONS/POST 40.9 total 409 reactions, 179 reposts, 153 comments	 POST LENGTH 509 chars median 329 · 28 days	 POSTS ANALYZED 10 28 days
 AD REACH 3K 24h avg	 CHURN / MONTH -318 last month	 CITATION RATE 17 citation index · 27 channels mentioned ever	 CHANNEL AGE 3 years 10 months created 25.08.2022

AI EDITOR SUMMARY

Channel «Kaspi Pay» — 30 696 subs. Each post gets avg 5.9K people (19% of subs), average reach — room to grow. Publishes 2 posts per week (~0/day) — rare publications.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 28 days.
- 02 Dominant format – Video (5/10 posts).
- 03 Avg post length – 509 chars (median 329).
- 04 Peak audience activity – Monday, 10:00 ALMT.
- 05 Top posts get 3× more views than the weakest (9.6K avg for top vs 3.3K for worst) – among 10 posts in 28 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 05:45 VIDEO Planning summer purchases, home renovation, sports or vacation? Time for great deals! June 18–21 in Kaspi Store shoppers...	VIEWS 10 573 REPOSTS 3	REACTIONS 33 ER 34.4%
Nº2 04.06 · 06:40 VIDEO In Kaspi Pay it's easy to create separate brands for each point of sale or Store on Kaspi.kz. This can be done by the company director and...	VIEWS 9 429 REPOSTS 16	REACTIONS 25 ER 30.7%
Nº3 18.06 · 08:18 TEXT https://youtu.be/Musc-P3kJx8	VIEWS 8 881 REPOSTS 2	REACTIONS 18 ER 28.9%

Nº4 25.06 • 13:57 **TEXT**
<https://youtu.be/C2-teu-PPnA>

VIEWS
6 109
 REPOSTS
1
 REACTIONS
19
 ER
19.9%

Nº5 30.06 • 10:34 **PHOTO**
 From June 30 to Oct 1, 2026, Kaspi Pay partners get a promo!
 0.69% commission on Kaspi Gold payments via Apple...

VIEWS
5 219
 REPOSTS
29
 REACTIONS
46
 ER
17.0%

WORST 3

↓ 30.06 • 19:01 **VIDEO**
 (post without caption – video)

VIEWS
4 046
 REPOSTS
6
 REACTIONS
33
 ER
13.2%

↓ 01.07 • 16:13 **VIDEO**
 Mikhail Lomtadze, CEO and co-founder of Kaspi.kz, introduced Kasper – a personal AI assistant in Kaspi Store. The presentation took place on July 1...

VIEWS
3 601
 REPOSTS
30
 REACTIONS
72
 ER
11.7%

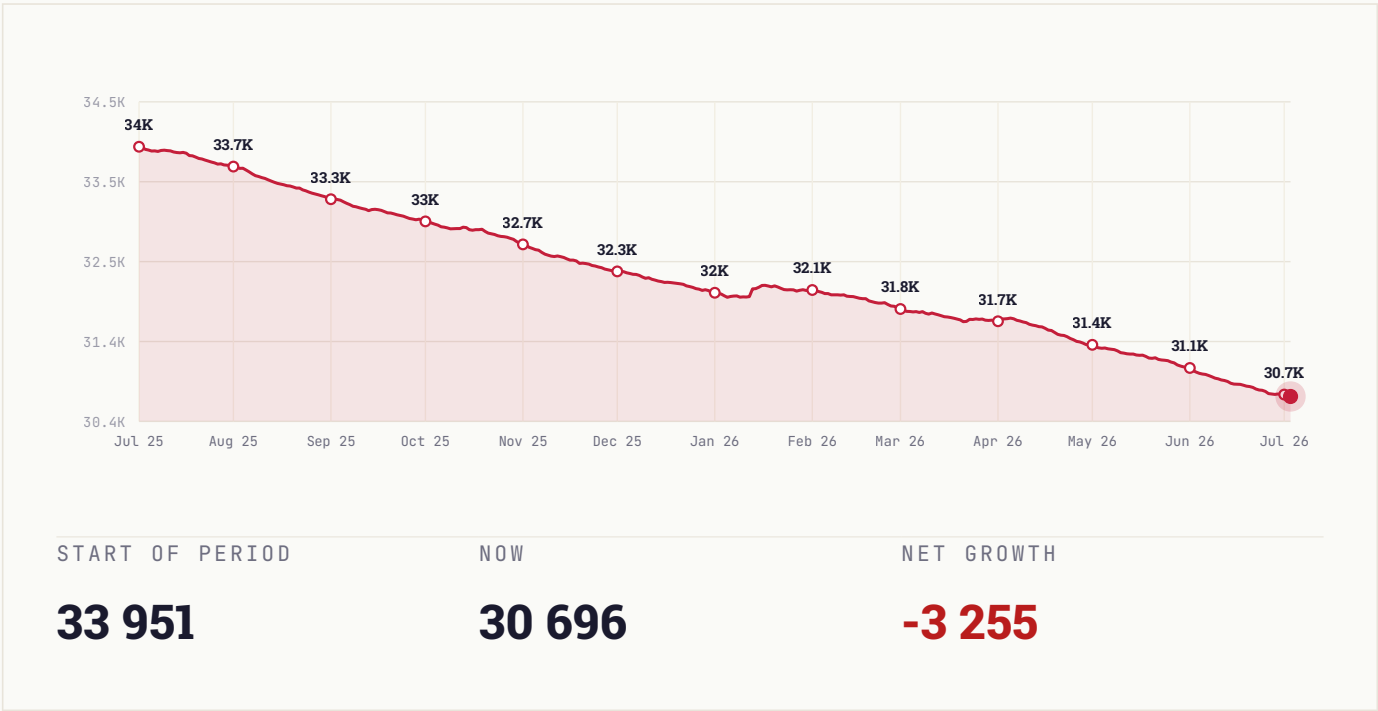
↓ 02.07 • 22:24 **VIDEO**
 A personal assistant for every favorite client! Kaspi.kz CEO and co-founder Mikhail Lomtadze (mikheil_lomtadze) during Kaspi...

VIEWS
2 393
 REPOSTS
6
 REACTIONS
50
 ER
7.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

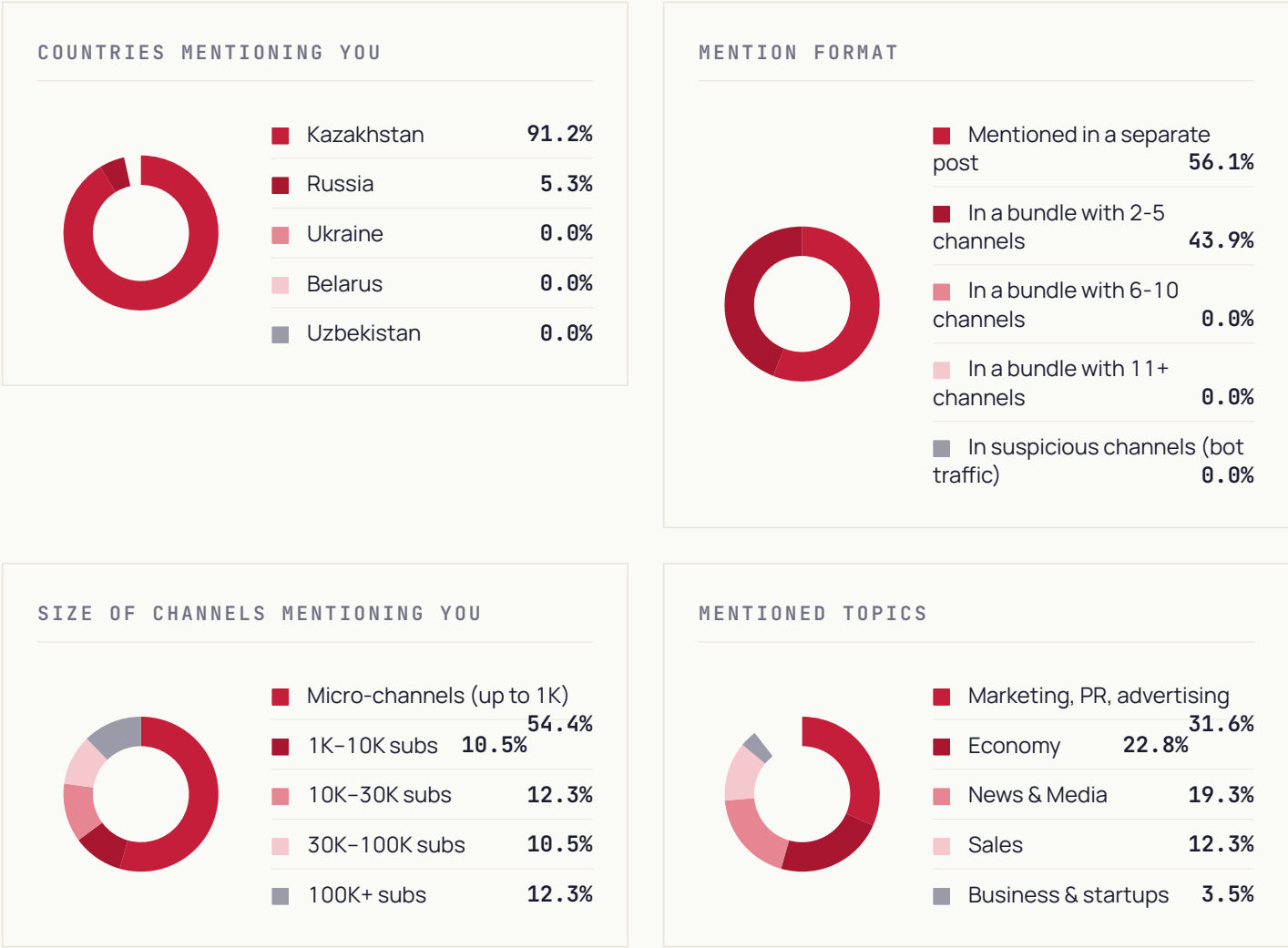
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

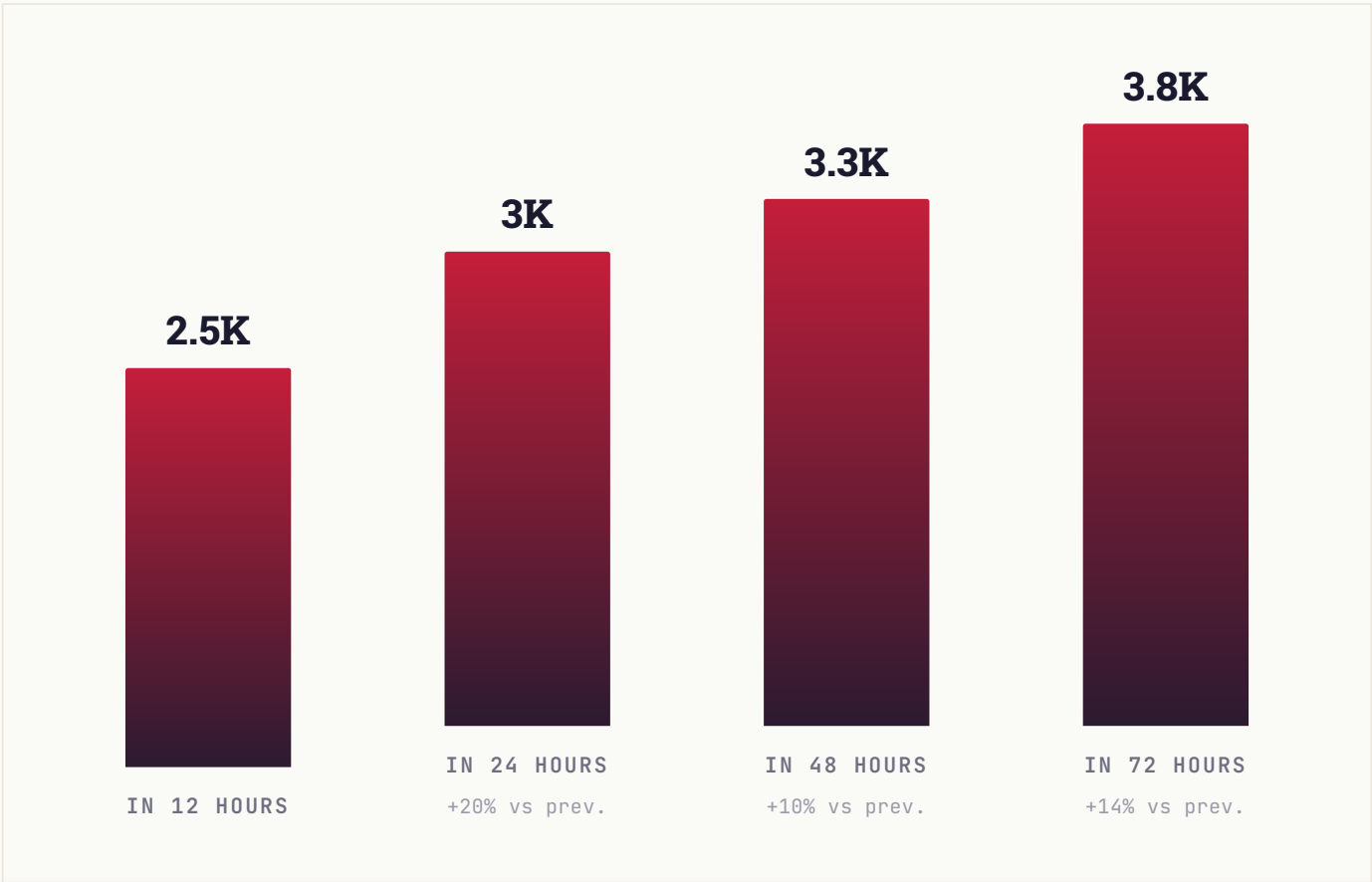
Citation index **17** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **27** different channels.



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. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KP Kazakhstan Cheaper	206K
TH Travel agency HT.KZ	144.2K
TE TENGENOMIKA	72K
ZN They're already on their way	64.8K
KF  FINANCE.kz	63.9K
AL ALIBEKOV	56.3K
KP Kaspi Pay YOU	30.7K
BA BALGABAEV	14.3K
B Bisembayev Marketing & advertising	10.1K
BK BANKS OF KAZAKHSTAN	5.4K
FD FUN&SUN Daily	4.3K

COMPARATIVE CONCLUSION

Channel in bottom third of selection (7th out of 11). Larger — 6 channels (leader: Kazakhstan Cheaper, 206K); these are growth benchmarks, reach them via paid placements or partnerships. Smaller — 4 channels, for them you're already a partner-leader.

SECTION 07 · MENTION TRENDS

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 **5**, they brought **296** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	2	2	205	
December 2025	1	1	18	
November 2025	0	0	13	
October 2025	1	1	32	
September 2025	1	1	27	
August 2025	0	0	1	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
5	6	296

— SECTION 08 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Currently 2.4 posts/wk. Active channels do 7–10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — Monday**

Audience is most active on this day at 10:00 ALMT.

EFFECT

**Best window
for an
important post****03****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****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with same-segment channels once a quarter. No need daily — 2–3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with 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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