

PUBLIC REPORT PROMTPRESS

Channel audit

KATM



@katm_kredit_byurosi

"Kredit-axborot tahliliy markazi" kredit byurosi" LLC / Credit Bureau
 "Credit Information Analytical Center". For inquiries / Для
 обращения @katm_uz, +998712034747, info@infokredit.uz...

SUBS

11 056

+663 per month

ERR (% SEE POSTS)

70.0%

per day **24.0%**

REACH/POST

7.7K

ad reach **2.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 11 056 —	 SUBSCRIBER REACH 70.0% avg % subs see post	 VIEWS/POST 7.7K median 8.5K · 21 days	 POSTS/WK 2.3 for the period
 7D TREND — no data for period	 REACTIONS/POST 11.9 total 83 reactions, 76 reposts, 0 comments	 POST LENGTH 761 chars median 688 · 21 days	 POSTS ANALYZED 7 21 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +663 last month	 CITATION RATE 27 citation index · 139 channels mentioned all time	 CHANNEL AGE 7 years 2 months created 01.04.2019

AI EDITOR SUMMARY

Channel «KATM» – 11 056 subs. Each post averages 7.7K people (70% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) – rare updates.

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 7 posts over 21 days.
- 02 Dominant format — Photo (4/7 posts).
- 03 Avg post length — 761 chars (median 688).
- 04 Peak audience activity — Wednesday, 05:00 UZT.
- 05 Top posts get 2x more views than the weakest (top avg 10.2K vs worst 5K) — among 7 posts in 21 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 05:10 VIDEO 📄 New service 'Who I Guarantee For'📄 Do you know who you are a guarantor for📄 ◦ Guarantee is a financial risk, and it's important...	VIEWS 11 641 REPOSTS 5	REACTIONS 8 ER 105.3%
Nº2 27.05 · 00:52 VIDEO 📄📄📄📄📄 Qurbon hayiti muborak bo'lsin!📄 "Kredit-axborot tahliliy markazi" kredit byurosi barchangizni ulug' ayyom - Qurbon hayiti bilan...	VIEWS 10 246 REPOSTS 15	REACTIONS 18 ER 92.7%
Nº3 19.05 · 05:10 VIDEO 📄 Yangi "Kimga kafilman" xizmati📄 Siz kimlar uchun kafil ekaningizni bilasizmi📄 ◦ Kafillik – bu moliyaviy risk. Uni nazorat qilish...	VIEWS 8 608 REPOSTS 8	REACTIONS 5 ER 77.9%

Nº4

01.06 · 14:26

PHOTO

Yangi xizmat ishga tushirildi →2026-yil 1-iyundan boshlab “KATM” mobil ilovasida yangi “Mening arizalarim” interaktiv xizmatidan...

VIEWS

8 532

REPOSTS

25

REACTIONS

19

ER

77.2%

Nº5

03.06 · 12:06

PHOTO

New service launched →Starting June 1, 2026, a new interactive service 'My Applications' is available in the 'KATM' mobile app. S...

VIEWS

7 462

REPOSTS

4

REACTIONS

9

ER

67.5%

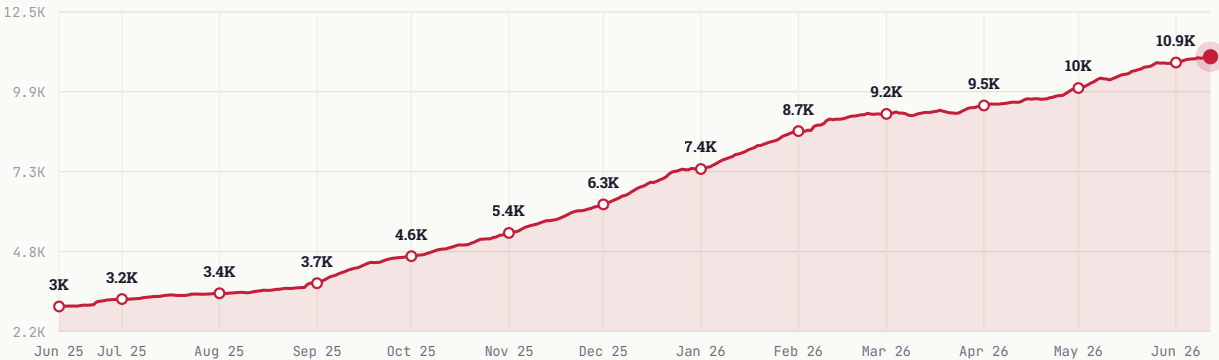
WORST 3

↓ 03.06 · 12:06 PHOTO New service launched →Starting June 1, 2026, a new interactive service 'My Applications' is available in the 'KATM' mobile app. S...	VIEWS 7 462 REPOSTS 4 REACTIONS 9 ER 67.5%
↓ 08.06 · 13:09 PHOTO → Ijobiy kredit tarixi qanday bo'ladi →Ijobiy kredit tarixini shakllantirish uchun muntazam ravishda to'lov majburiyatlarini o'z...	VIEWS 4 376 REPOSTS 15 REACTIONS 12 ER 39.6%
↓ 09.06 · 12:01 PHOTO →What does an ideal credit history look like → To build a positive credit history, you need to regularly fulfill your...	VIEWS 3 310 REPOSTS 4 REACTIONS 12 ER 29.9%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

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



START OF PERIOD

2 992

NOW

11 056

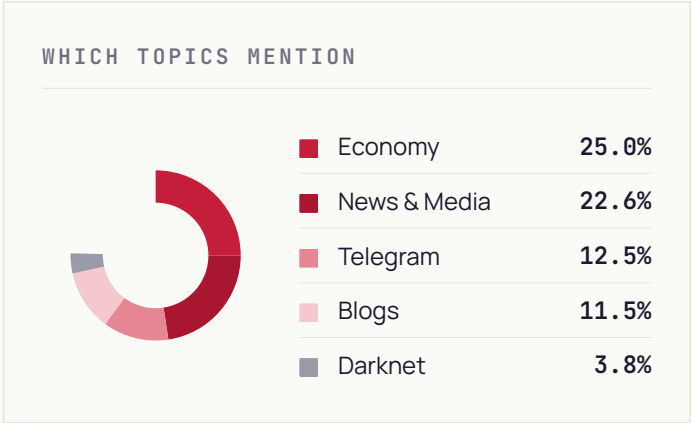
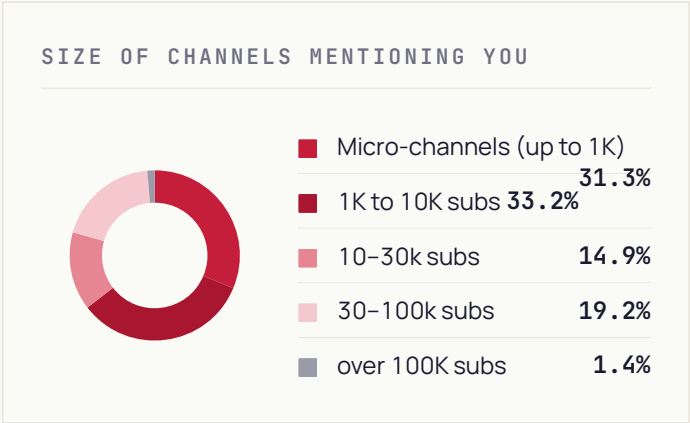
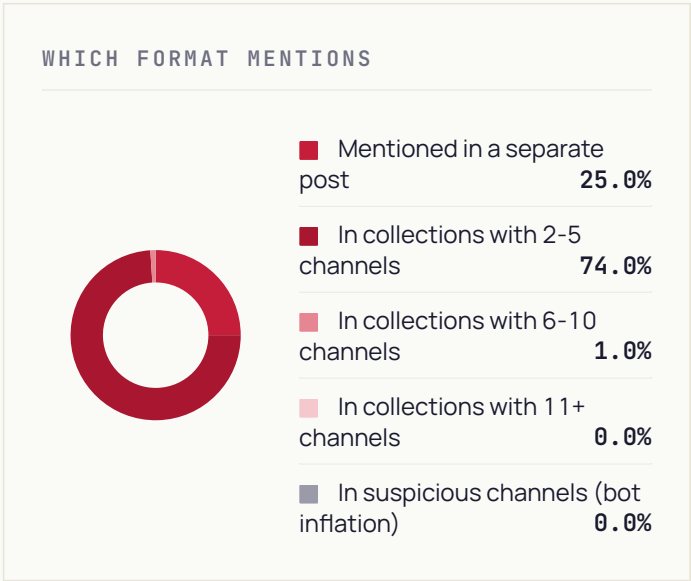
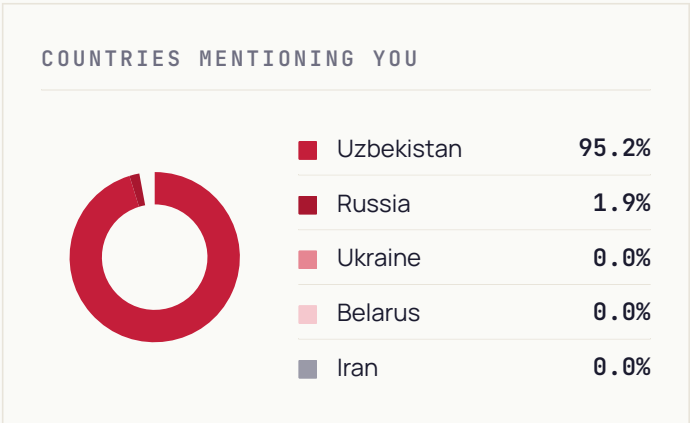
NET GROWTH

+8 064

SECTION 04 · MENTIONS

Who mentions the channel and how

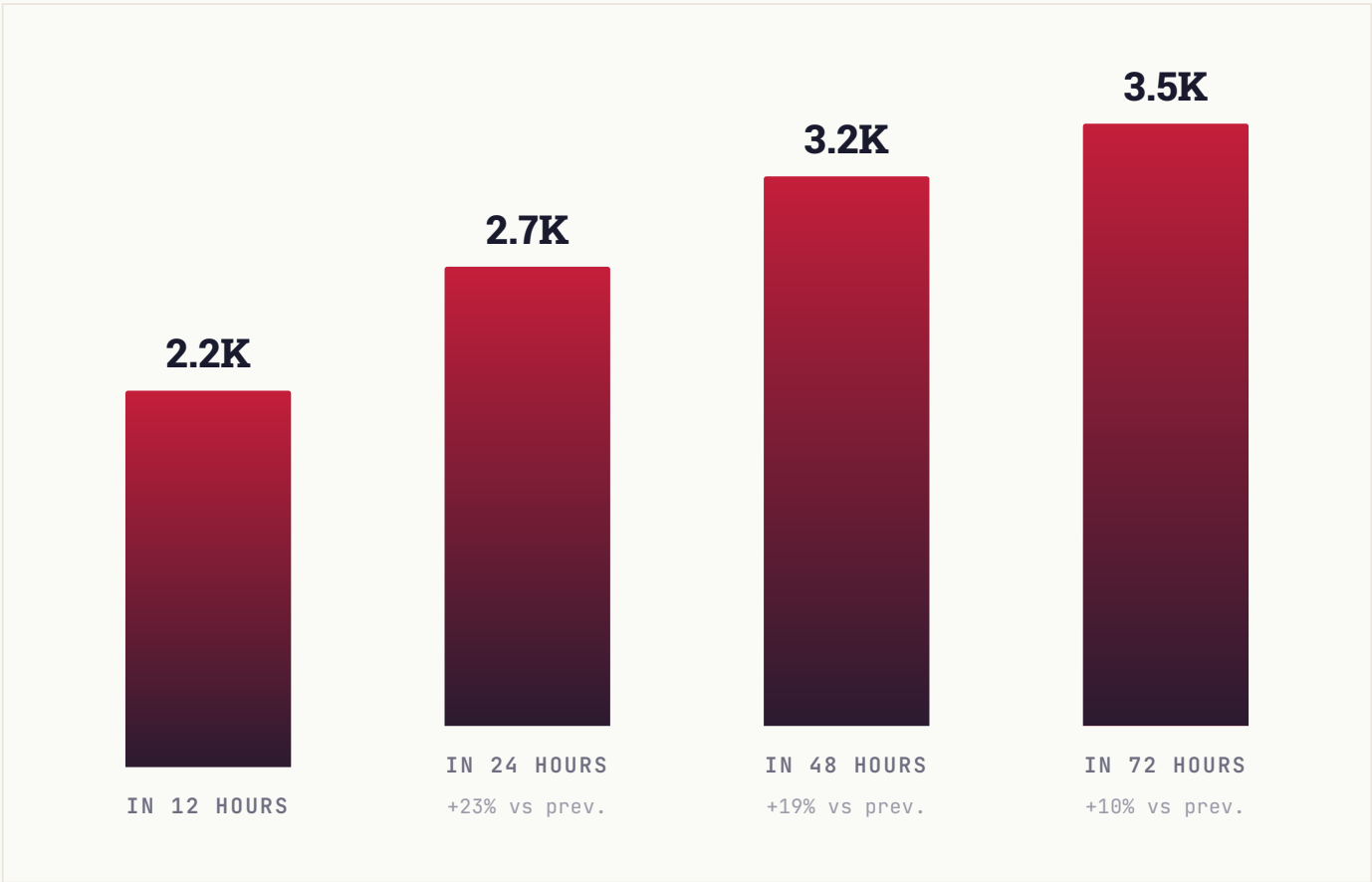
Citation index **27** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than one from 1k subs. All time the channel was mentioned **139** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long 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
 Kun.uz Official channel	1.1M
 Bankxabar	102.4K
 Banker's Association	67.8K
 Bank va Mijoz	50.3K
 Markaziy bank	44.2K
 For bankers	27.4K
 Bankers.uz - Banking system news	17.1K
 KATM YOU	11.1K
 For customers!	5.2K
 Bankvabiznes.uz	2.3K
 iCAN Group	173

COMPARATIVE INSIGHT

Channel in bottom third of the set (8th out of 11). Larger — 7 channels (leader: **Kun.uz | Official channel**, 1.1M); these are growth targets, reach them via paid placements or partner projects. Smaller — 3 channels, for them you're already a partner-leader.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **21**, they brought **4 341** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	1 234	
November 2025	3	3	907	
October 2025	2	2	730	
September 2025	1	1	889	
August 2025	10	10	355	
July 2025	3	3	226	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
21	6	4 341

— SECTION 08 · STRATEGY

What to do right now

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

01

Post more often

Now 2.3 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume

02

Top post of the week — Wednesday

On this day and at 05:00 UZT audience is most active.

EFFECT

Best window for an important post

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (natural 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% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in your niche. 2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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