

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Finance News



@lsnews

✓ Most interesting news of Kazakhstani business. Official site
lsm.kz

SUBSCRIBERS

20 977

+241 per month

ERR (% SEE POSTS)

7.0%

per day 4.8%

REACH/POST

1.4K

ad reach 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 20 977 —	 SUBSCRIBER REACH 6.46% avg % subs see post	 VIEWS/POST 1.4K median 1.3K · 29 days	 POSTS/DAY 8.7 ~61 per week
 7D TREND +1.5% vs previous week	 REACTIONS/POST 12.4 only 3,146 reactions, 990 reposts, 172 comments	 POST LENGTH 444 chars. median 396 · 29 days	 POSTS ANALYZED 254 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH +241 in the last month	 CITATION RATE 76 citation index · 244 channels mentioned over all time	 CHANNEL AGE 9 years 6 months created 14.12.2016

AI EDITOR SUMMARY

Channel «Finance News» – 20 977 subs. Each post averages 1.4K people (6% subs), reach is low – consider expanding audience. Publishes 61 posts/week (~9/day) – active posting. For the week of Jun 22–28, reach stable (+1.5% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **254** posts over 29 days.
- 02 Dominant format – **Text** (236/254 posts).
- 03 Avg post length – **444** characters (median 396).
- 04 Peak audience activity – **Wed, 19:00 ALMT**.
- 05 Top posts get **7x** more views than the weakest (7K avg for top vs 1K for worst) – among 254 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 04:27 TEXT  Kommersant: Russian fuel market issues hit trucking. According to...		VIEWS 8 720	REACTIONS 12
		REPOSTS 12	ER 41.6%
Nº2 10.06 · 14:44 TEXT  President Kassym-Jomart Tokayev signed the law ratifying the agreement on a unified customs transit system of the EAEU and third parties...		VIEWS 7 976	REACTIONS 23
		REPOSTS 12	ER 38.0%
Nº3 30.06 · 08:16 VIDEO  National Bank Chairman Timur Suleimenov told LS how the fuel crisis...		VIEWS 4 369	REACTIONS 9
		REPOSTS 6	ER 20.8%

Nº4

06.06 • 04:50

PHOTO

Good morning, **!** Minimum sufficiency thresholds for pension savings have increased by 79% or more depending on the contributor's age. That is...

VIEWS

1 808

REPOSTS

33

REACTIONS

36

ER

8.6%

Nº5

05.06 • 12:34

PHOTO

💡 Almaty & region to cut power to large residential complexes over multi-million debts. Alatau warns...

VIEWS

1 682

REPOSTS

13

REACTIONS

13

ER

8.0%

WORST 3

↓ 01.07 • 09:09 TEXT

🕒 Ministry of Labor will get access to expanded data on Kazakh families. This info will be used to verify income data...

VIEWS

1 042

REPOSTS

2

REACTIONS

7

ER

5.0%

↓ 30.06 • 04:20 TEXT

💰 Medium businesses borrow more from banks. In Q1, new loans to medium enterprises grew 65.4% and...

VIEWS

1 038

REPOSTS

2

REACTIONS

3

ER

4.9%

↓ 01.07 • 09:06 TEXT

🗳️ Kurultai elections on Aug 23. Telegram | Instagram | Tik Tok

VIEWS

1 017

REPOSTS

1

REACTIONS

3

ER

4.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

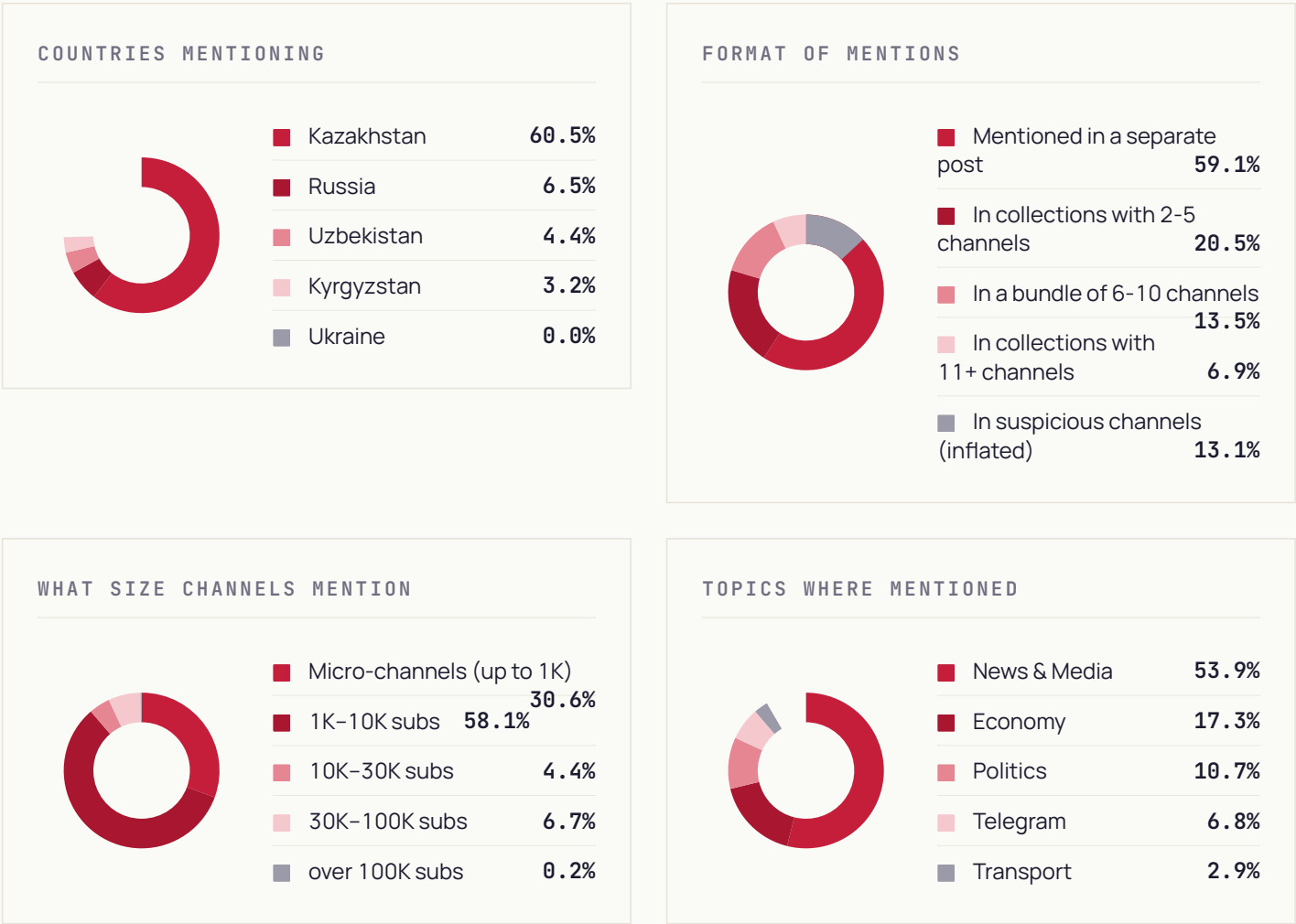
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who and how mentions the channel

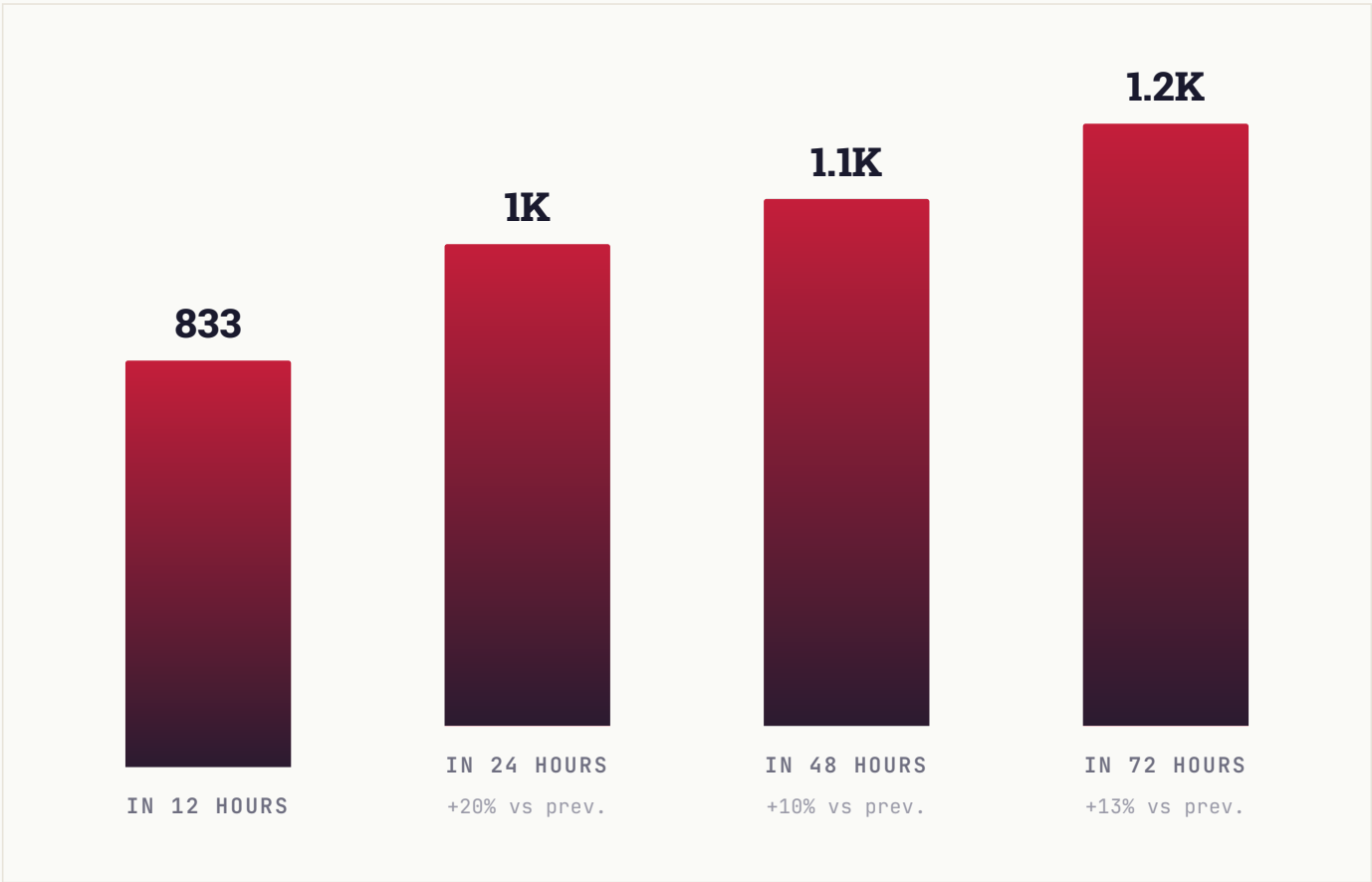
Citation index **76** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **244** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TE TENGENOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - Kazakhstan News	47.1K
B Bugin.info   	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AZ Alibek Zhalgaspaiev Investing in Kazakhstan 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance News YOU	21K
ҚЕ Қаржылық Еркіндік	20.6K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **281**, they brought **10 324** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	85	18	1 332	
December 2025	30	19	1 311	
November 2025	58	26	1 062	
October 2025	16	7	1 621	
September 2025	42	15	309	
August 2025	50	14	4 689	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
281	6	10 324

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 where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#10/100

POSITION IN NICHE

Channel in top 10% economy



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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