

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Manual Economy



@manualanomics

ads/ideas: @moneyfirsthelper_bot

SUBSCRIBERS

12 053

+299 per month

ERR (% SEE POSTS)

35.0%

per day 25.4%

REACH/POST

4K

ad reach 3.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 12 053 —	 SUBS REACH 33.44% avg % subs see post	 VIEWS/POST 4K median 4.1K · 25 days	 POSTS/WEEK 9.7 over period
 7D TREND -5.3% vs previous week	 REACTIONS/POST 69.6 total 2,435 reactions, 411 reposts, 24 comments	 POST LENGTH 929 chars median 1K · 25 days	 POSTS ANALYZED 35 25 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH +299 last month	 CITATION RATE 88 citation index · 3,142 channels mentioned all time	 CHANNEL AGE 8 years 2 months created 21.04.2018

AI EDITOR SUMMARY

Channel «Manual Economy» – 12 053 subs. Each post averages 4K people (33% of subs), good reach. Publishes 10 posts per week (~1/day) – regular schedule. For week 22–28 Jun reach dropped -5.3% by week 15–21 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 35 posts over 25 days.
- 02 Dominant format — Text (27/35 posts).
- 03 Avg post length — 929 chars (median 1,000).
- 04 Peak audience activity — Friday, 13:00 ALMT.
- 05 Top posts get 1× more views than the weakest (4.8K avg for top vs 3.6K for worst) — among 35 posts in 25 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 04:51 TEXT 💰 Banks earned 1 trillion tenge in 5 months of 2026, 9% less than in same period of 2025 Net profit of Kazakh...	VIEWS 4 833 REPOSTS 5	REACTIONS 16 ER 40.1%
Nº2 12.06 · 08:54 TEXT 🗨️ How authorities will sell rescued banks. Part 1: Mechanical. Regulator published draft rules on how government or Baiterek...	VIEWS 4 766 REPOSTS 2	REACTIONS 9 ER 39.5%
Nº3 17.06 · 11:28 TEXT 🏢 KSS Finance LLP of Vladimir Kim becomes co-owner of two companies of Askar Baitasov's restaurant group Recently, KSS Finance LLP entered...	VIEWS 4 733 REPOSTS 15	REACTIONS 15 ER 39.3%

Nº4 11.06 • 11:05 PHOTO  BI Group to build largest office complex in eastern Almaty NEXPO Business, a B+ class business center, will be built in...	VIEWS 4 633 REPOSTS 16 REACTIONS 28 ER 38.4%
Nº5 08.06 • 06:56 TEXT  TsAEK of Klebanov and Kan transfers state and Petropavlovsk Heat Networks Earlier we wrote that the holding of billionaires Alexander...	VIEWS 4 555 REPOSTS 2 REACTIONS 23 ER 37.8%

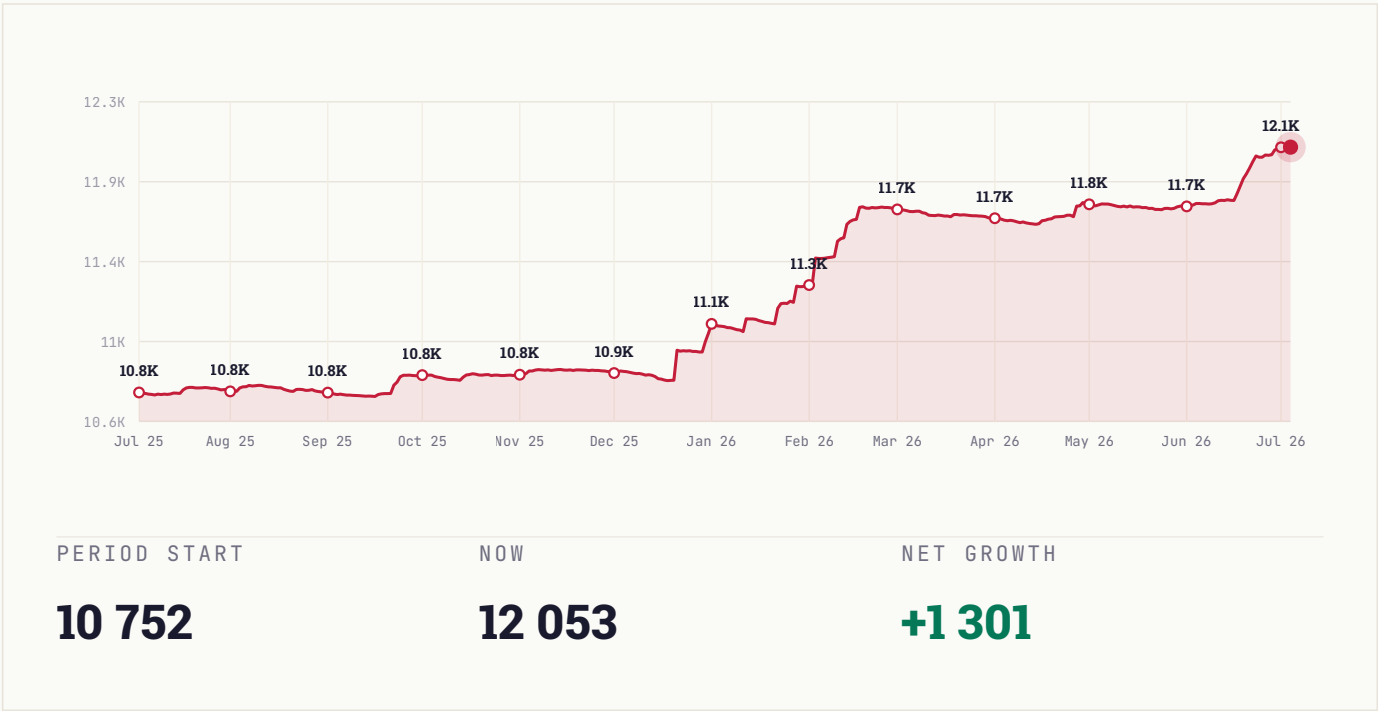
WORST 3

↓ 11.06 • 04:10 TEXT  Abu Dhabi Commercial Bank registers bank in Kazakhstan Abu Dhabi Commercial Bank PJSC from UAE registered with authorities...	VIEWS 3 651 REPOSTS 20 REACTIONS 24 ER 30.3%
↓ 11.06 • 07:08 TEXT  Another MFO wants to become a bank. Negotiating with regulator TAS Finance Group wants to become a bank, said founder, owner and...	VIEWS 3 545 REPOSTS 24 REACTIONS 16 ER 29.4%
↓ 24.06 • 04:55 PHOTO  Nurbank first in Kazakhstan to launch optimal money transfer system selection service Nurbank is the first bank in...	VIEWS 3 508 REPOSTS 11 REACTIONS 12 ER 29.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

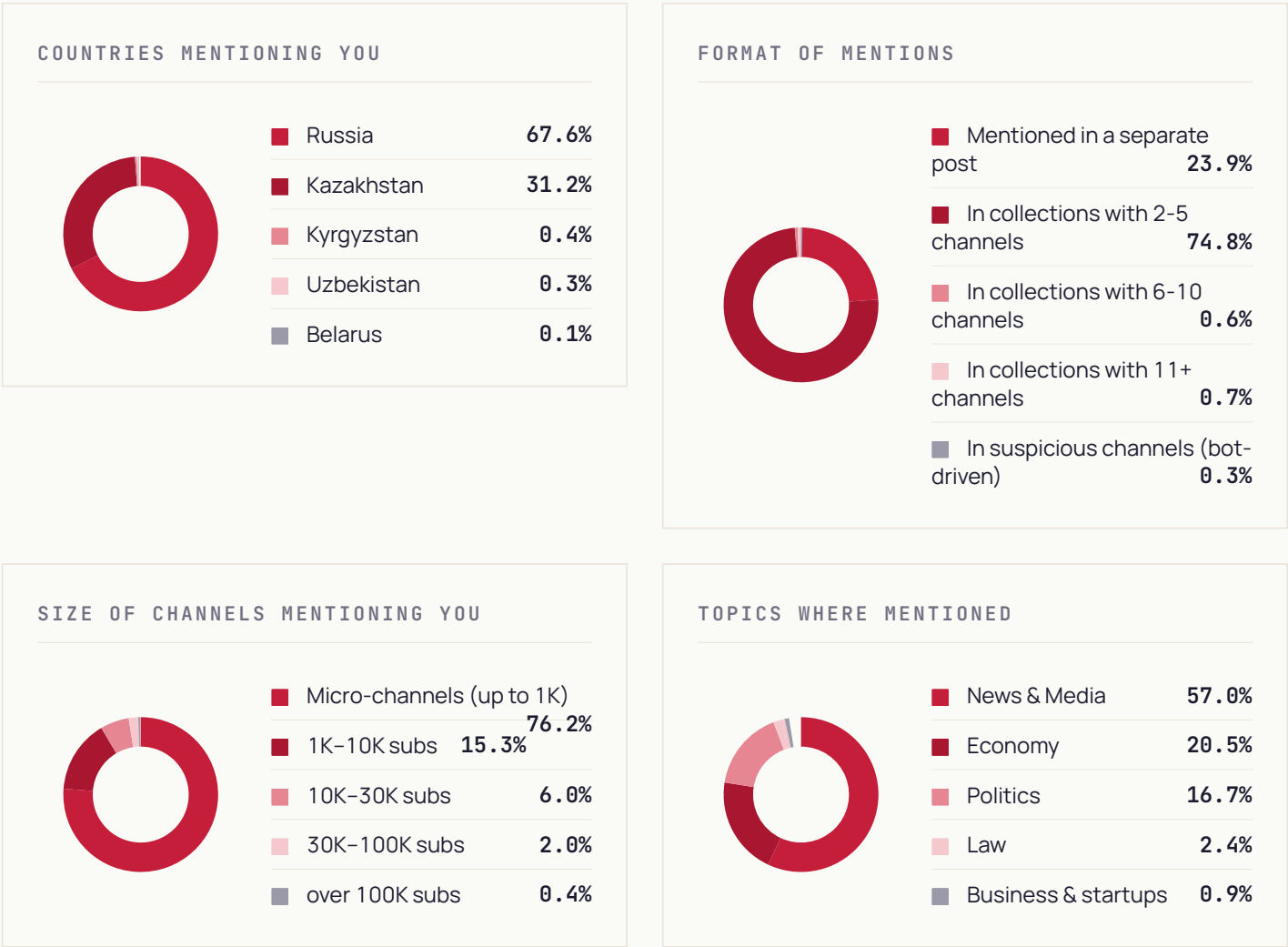
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

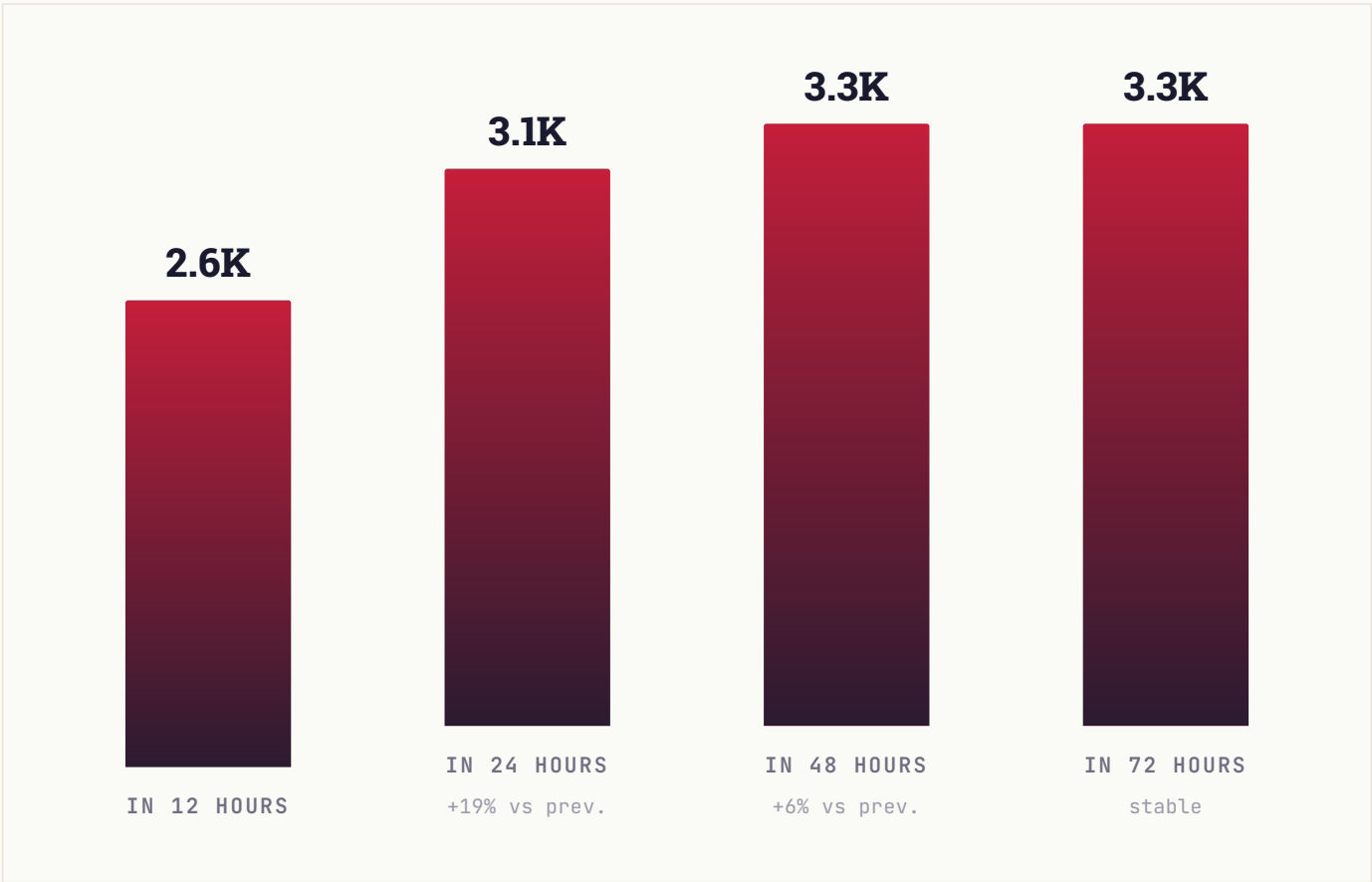
Citation index **88** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **3 142** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
TE TENGONOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - News Kazakhstan	47.1K
B  Bugin.info 	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AJ Alibek Zhalgaspayev Investments in KZ 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
ER Manual Economy YOU	12.1K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#19 of 99). Leader — TENGONOMIKA (72K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 990**, they brought **871** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1 925	1 923	333
December 2025	7	5	277
November 2025	6	5	41
October 2025	8	7	53
September 2025	35	13	116
August 2025	9	7	51
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
1 990	6		871

SECTION 08 · NICHE COMPARISON

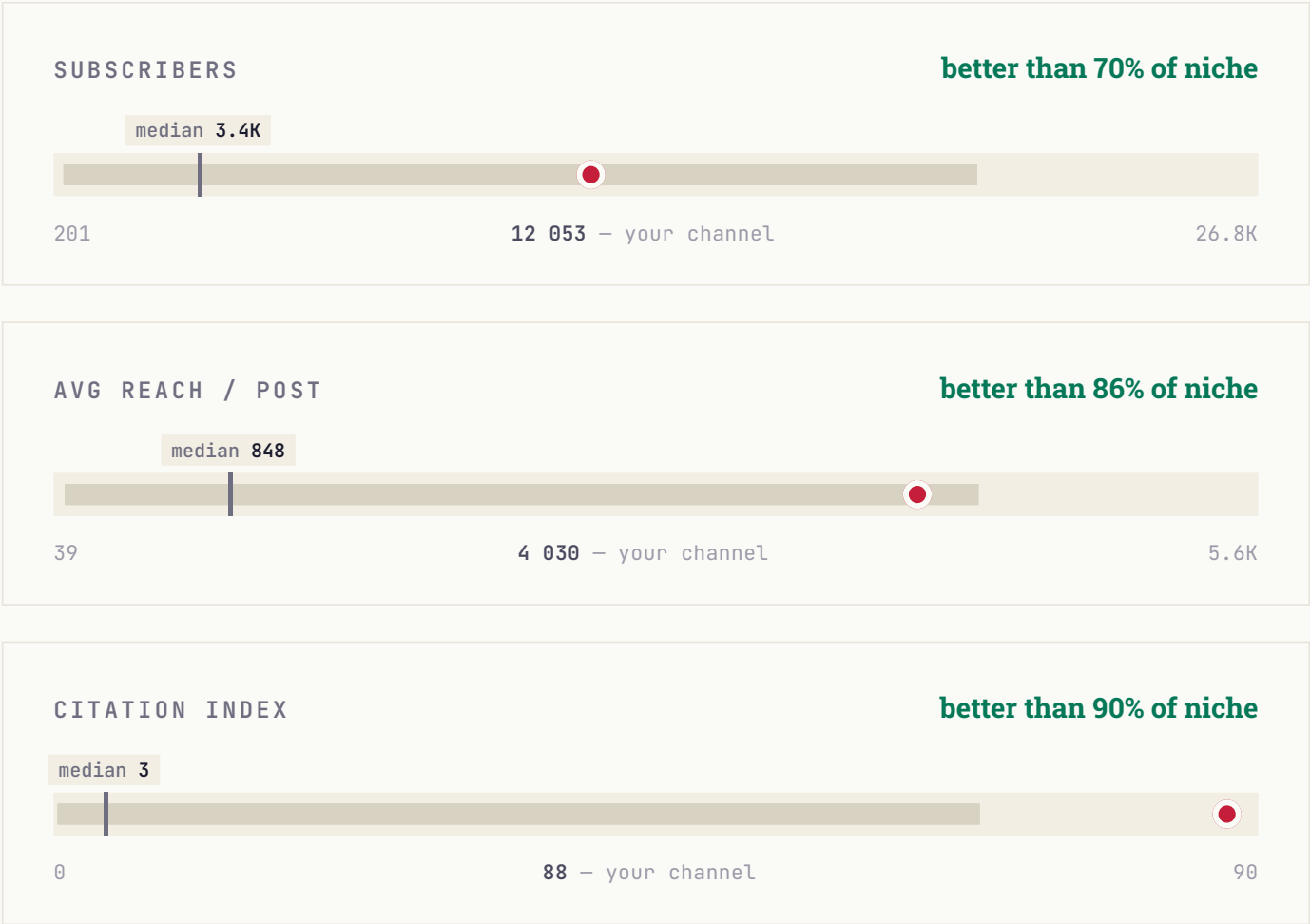
Where the channel stands in its league

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.

#19/100

RANK IN NICHE

Channel in top 19% – strong position



— 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

Top post of the week — on Friday

Audience is most active on this day at 13:00 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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. 2-3 collabs give relevant growth — no need daily.

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 through us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
