

PUBLIC REPORT BY PROMTPRESS

Channel audit

MIKBANK



@mkbankuz

Mikrokreditbank ATB rasmiy telegram kanali Manzil: 100047,
Toshkent sh., Mirobod tumani, Amir Temur shoh ko'chasi 4-uy ■
<http://linktr.ee/mkbank> ■office@mikrokreditbank.uz ■..

SUBSCRIBERS

40 058

+12404 per month

ERR (% SEE POSTS)

19.0%

per day 5.8%

REACH/POST

7.4K

ad reach 2.3K/24h

— TABLE OF CONTENTS · 2026

What's inside the report

01 **Channel snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top 5 posts · worst 3 · insights

03 **Subscriber dynamics**

Yearly chart · growth

04 **Citation rate**

Who mentions the channel and how

05 **Ad potential**

How long a post generates reach

06 **Competitors**

Niche neighbors · your position

07 **Mention dynamics**

6 months · monthly

08 **Niche comparison**

Rank in «Economics» category

09 **Strategy**

5 priority actions

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 40 058 —	 SUBS REACH 18.46% avg % of subs see post	 VIEWS/POST 7.4K median 4.6K · 29 days	 POSTS/WEEK 17.7 over the period
 7D TREND +82.7% vs previous week	 REACTIONS/POST 12.4 only 917 reactions, 1,162 reposts, 0 comments	 POST LENGTH 532 chars median 587 · 29 days	 POSTS ANALYZED 74 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +12404 last month	 CITATION RATE 156 citation index · 578 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 05.10.2017

AI EDITOR SUMMARY

Channel «MKBANK» — 40 058 subs. Each post gets avg 7.4K people (18% of subs), average reach — room to grow. Publishes 18 posts/week (~3/day) — regular schedule. For week of June 1–7, reach grew +82.7% by week of May 25–31 — positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **74** posts in 29 days.
- 02 Dominant format – **Photo** (44/74 posts).
- 03 Avg post length – **532** chars (median 587).
- 04 Peak audience activity – **Friday, 20:00** UZT.
- 05 Top posts get **11x** more views than the weakest (30.9K avg for top vs 2.7K for worst) – among 74 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 15:17 PHOTO 🔗🔗 !! Shubhali .apk fayllardan ehtiyot bo'ling 📄 .apk fayllarni yuklab olish yoki ochish orqali qurilmangizga zararli dasturlar...	VIEWS 36 230 REPOSTS 7	REACTIONS 10 ER 90.4%
Nº2 22.05 · 04:00 PHOTO 22/05/2026 😊😊😊😊	VIEWS 29 643 REPOSTS 14	REACTIONS 4 ER 74.0%
Nº3 14.05 · 11:03 TEXT 😊😊😊😊😊 Avtomobil uchun ortiqcha foiz to'lashni xohlamaysizmi? 📄 Labo, Damas, Onix, Tracker va Captiva avtomobillarini 0% stavka bilan...	VIEWS 26 829 REPOSTS 154	REACTIONS 11 ER 67.0%

Page 5 / 13

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

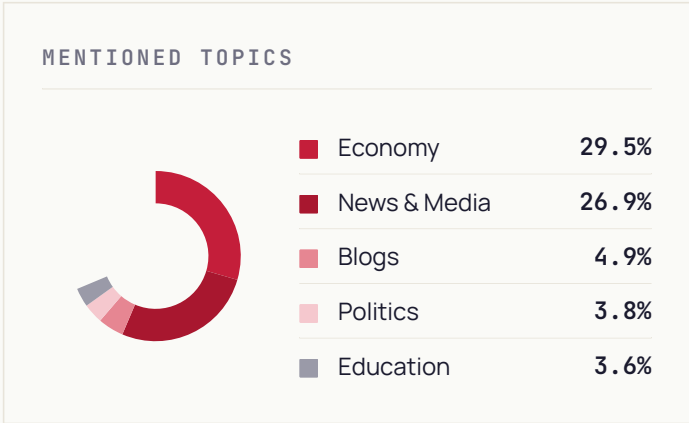
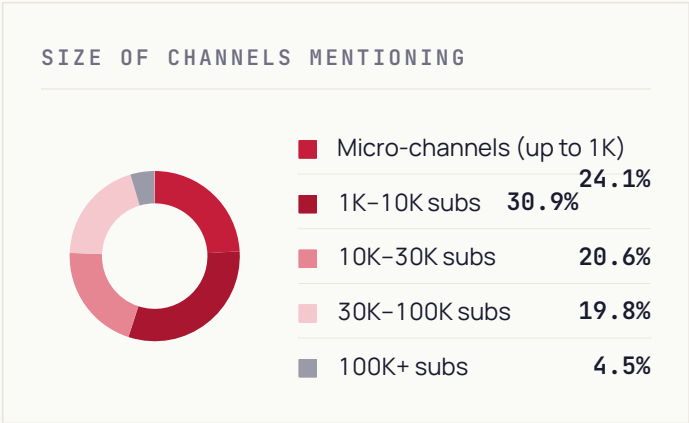
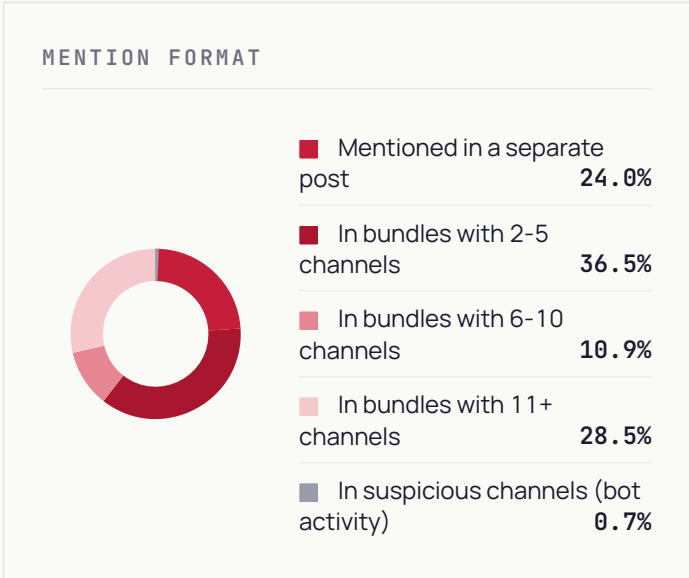
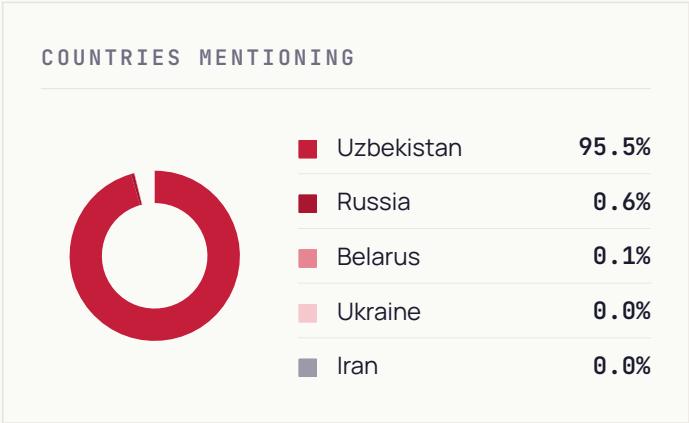
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

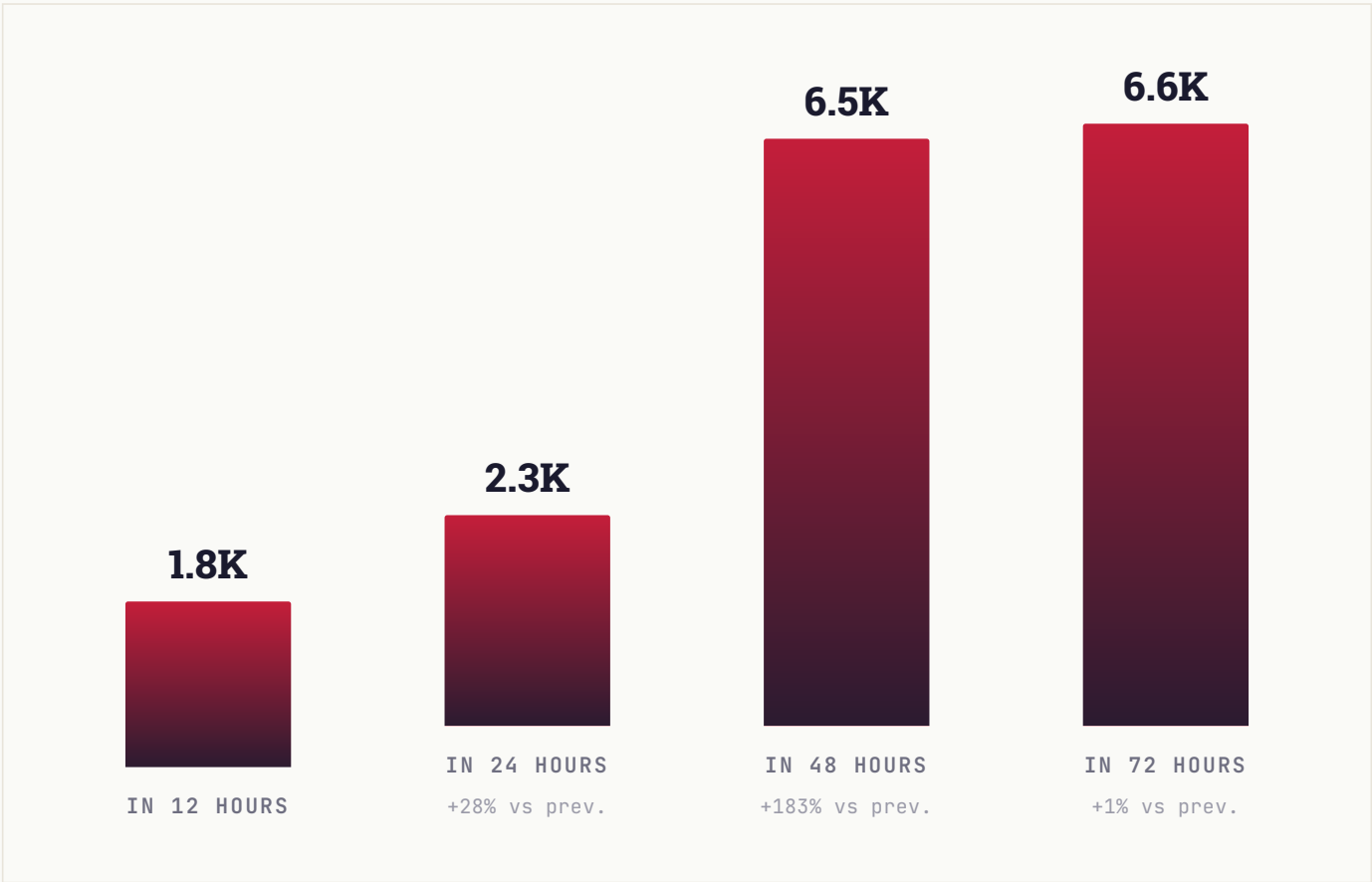
Citation index **156** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **578** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BA bank_kuni	167.3K
MS MK SAMANDAR 🇺🇦	142.7K
XB Xalq Banki	134.3K
BA Bank.uz	128.4K
AN ANORBANK	111.2K
SX Soliq xizmati xabarlari - Rasmiy kanal	103.1K
BA Bankxabar	102.5K
VK VALYUTA KURSI	98.2K
CI Kashkadarya ish Qashqadaryo Qarshi ish	88.4K
ND Namangan Dollar Kursi 🇺🇦	84.6K
MK MKBANK YOU	40.1K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#25 of 99). Niche leader — bank_kuni (167.3K), median subs 20K. Aim for top quarter — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **84**, they brought **31 312** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	14	13	10 202
November 2025	15	12	6 632
October 2025	16	13	2 519
September 2025	18	13	3 366
August 2025	11	9	5 083
July 2025	10	8	3 510

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
84	6	31 312

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

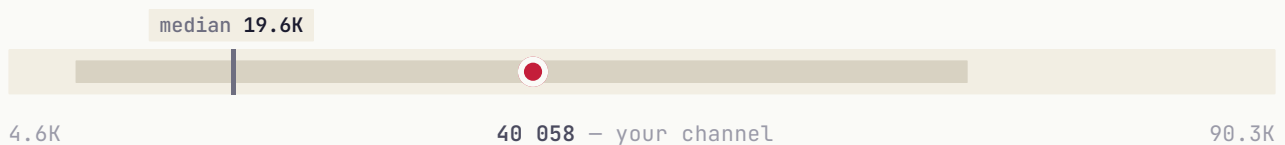
#25 /100

RANK IN NICHE

Channel in top 25% — strong position

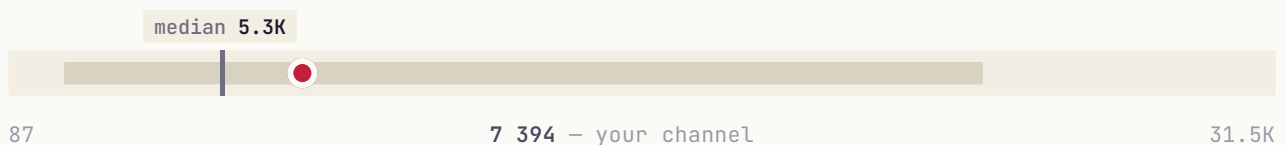
SUBSCRIBERS

better than 66% of niche



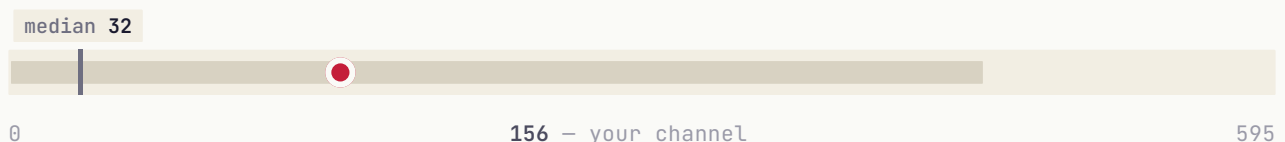
AVG REACH / POST

better than 54% of niche



CITATION INDEX

better than 61% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday

Audience is most active on this day at 20:00 UZT.

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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

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 is what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
