

PUBLIC REPORT BY PROMTPRESS

Channel audit

National Bank



@nb_kz

No-nonsense on banks, markets, stocks, and Kazakhstan economy.
Only the essentials!

SUBSCRIBERS

10 552

+103 per month

ERR (% SEE POSTS)

25.0%

per day 20.6%

REACH / POST

2.6K

ad reach 2.2K/24h

— CONTENT · 2026

What's inside the report

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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 10 552 —	 SUBSCRIBER REACH 25.01% avg % subs see post	 VIEWS / POST 2.6K median 2.6K · 28 days	 POSTS / DAY 8.9 ~63 per week
 7D TREND -2.6% vs prev week	 REACTIONS / POST — MTPROTO only	 POST LENGTH 491 chars median 432 · 28 days	 POSTS ANALYZED 255 28 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH +103 in the last month	 CITATION RATE 68 citation index · 183 channels mentioned all time	 CHANNEL AGE 5 yrs 2 mo created 04.05.2021

AI EDITOR SUMMARY

Channel of the National Bank — 10 552 subs. Each post averages 2.6K people (25% of subs), good reach. Publishes 63 posts/week (~9/day) — active posting. Week of Jun 22–28 reach stable (-2.6% vs week 15–21 Jun).

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 255 posts over 28 days.
- 02 Dominant format – Text (214/255 posts).
- 03 Avg post length – 491 chars (median 432).
- 04 Peak Audience Activity – Wed, 07:00 ALMT.
- 05 Top posts get 2× more views than the weakest (3.7K avg for top vs 2.3K for worst) – among 255 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№112.06 · 02:02TEXT	VIEWS	REACTIONS
	3 854	—
Trading results of Kazakh issuers' securities on LSE (top 3) and NASDAQ for June 11. @nb_kz	REPOSTS	ER
	2	36.5%
№219.06 · 02:04TEXT	VIEWS	REACTIONS
	3 693	—
Trading results of Kazakh issuers' securities on LSE (top 3) and NASDAQ for June 18. @nb_kz	REPOSTS	ER
	1	35.0%
№312.06 · 04:28TEXT	VIEWS	REACTIONS
	3 682	—
 From June 12, Armenian airline FlyOne Armenia launches Yerevan–Almaty flights twice a week (on...	REPOSTS	ER
	14	34.9%

Nº4 05.06 · 02:04 TEXT Trading results of Kazakh issuers' securities on LSE (top 3) and NASDAQ for June 4. @nb_kz	VIEWS 3 602 REPOSTS 1	REACTIONS — ER 34.1%
Nº5 16.06 · 02:07 TEXT Trading results of Kazakh issuers' securities on LSE (top 3) and NASDAQ for June 15. @nb_kz	VIEWS 3 541 REPOSTS 3	REACTIONS — ER 33.6%

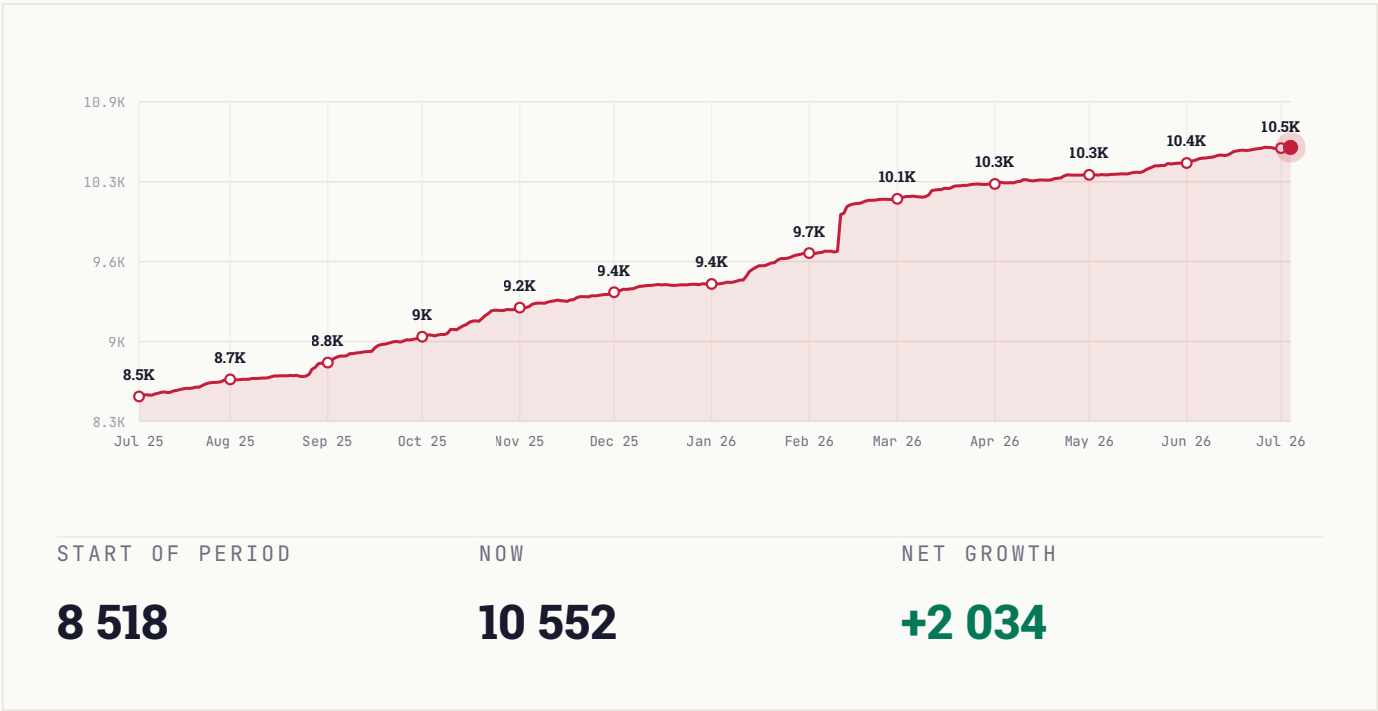
WORST 3

↓ 09.06 · 14:35 TEXT  Kazakhstan market results: ● KASE -0.04%; ● AIX -1.7%; ● ITS World +0.29% ITSS +0.1% (trading still ongoing)...	VIEWS 2 359 REPOSTS —	REACTIONS — ER 22.4%
↓ 10.06 · 13:30 TEXT Border guards will ask non-residents leaving the country about the origin of money and transfers within Kazakhstan, the minister said...	VIEWS 2 350 REPOSTS 10	REACTIONS — ER 22.3%
↓ 11.06 · 02:09 TEXT Trading results of Kazakh issuers' securities on LSE (top 3) and NASDAQ for June 10. @nb_kz	VIEWS 2 338 REPOSTS —	REACTIONS — ER 22.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

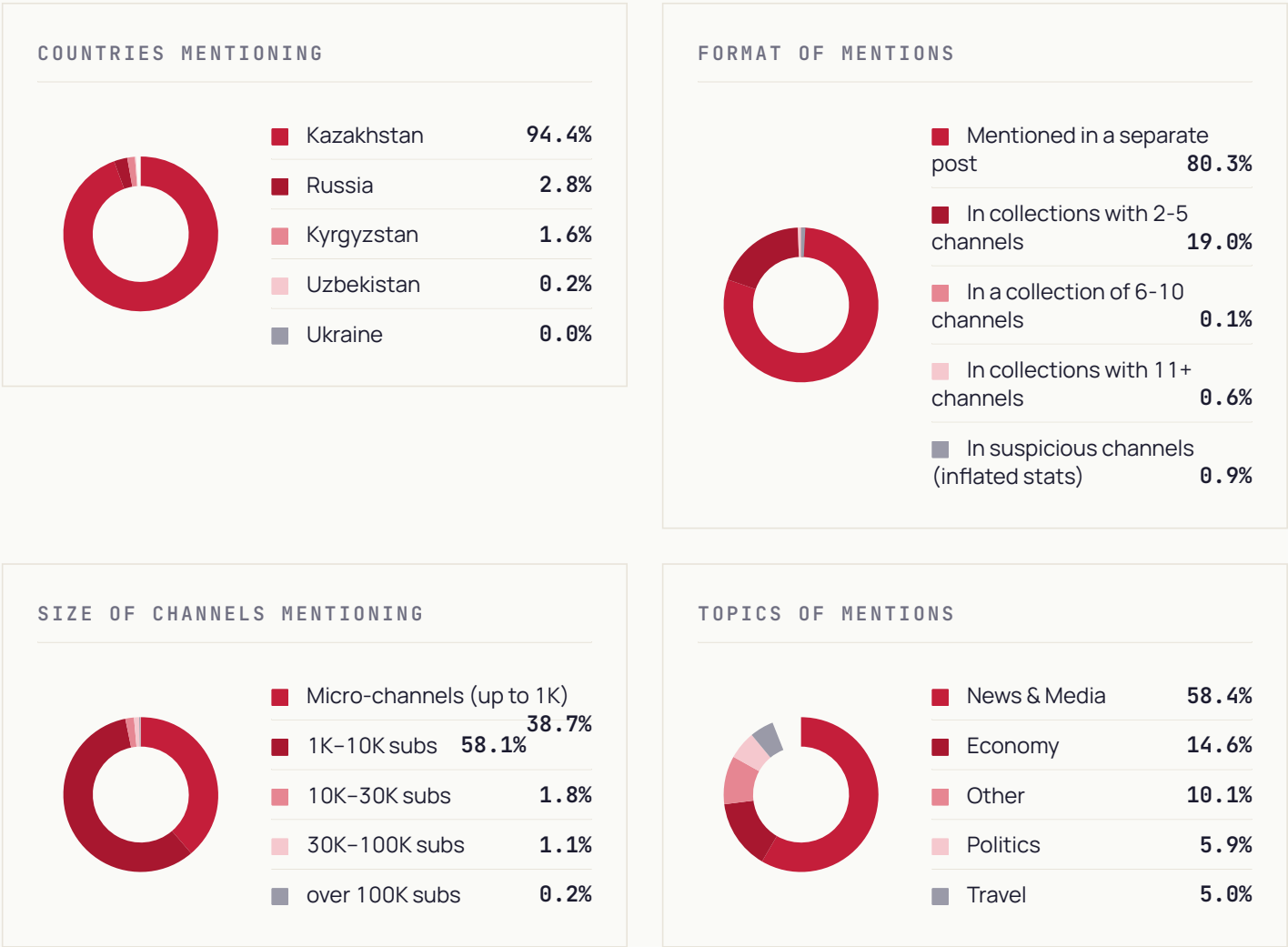
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

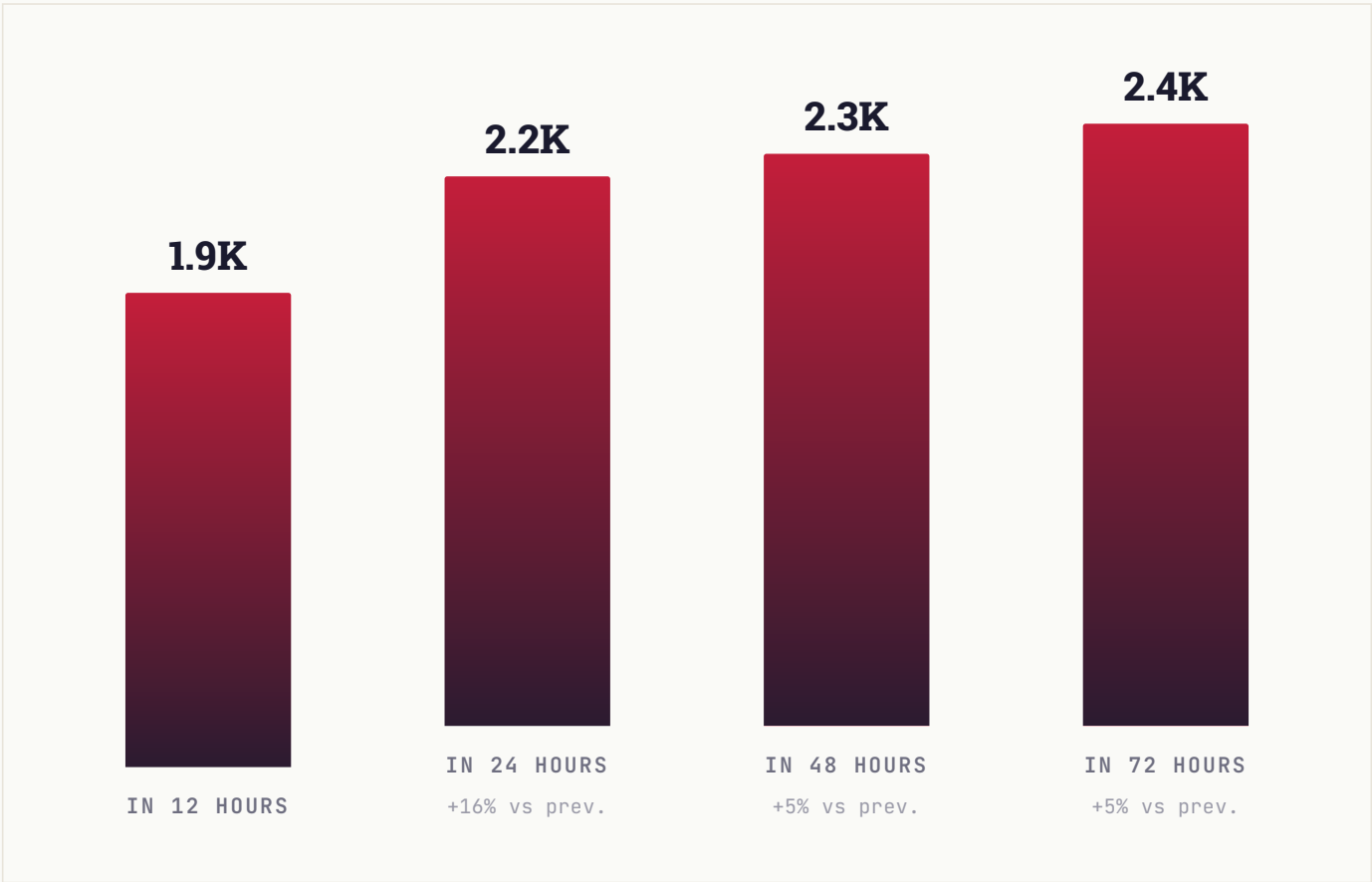
Citation index **68** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **183** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who You Compete With

11 nearest channels by topic and 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
AJ	Alibek Zhalgaspayev Investing in Kazakhstan	25.2K
ҚС	Қаржылық сауаттылық	24.7K
FB	Freedom Broker	21.2K
BUT	Finance News	21K
ON	National Bank	10.6K

COMPARATIVE CONCLUSION

Channel intop quarter of niche (#24 of 99). Leader — TENGENOMIKA (72K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **588**, they brought **1 114** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	84	12	253	
December 2025	121	9	89	
November 2025	62	10	148	
October 2025	104	10	259	
September 2025	109	14	212	
August 2025	108	13	153	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
588	6	1 114

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

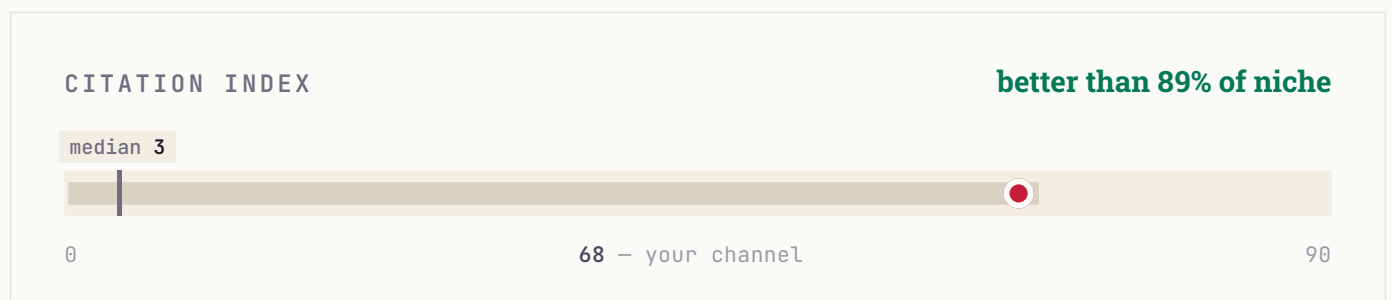
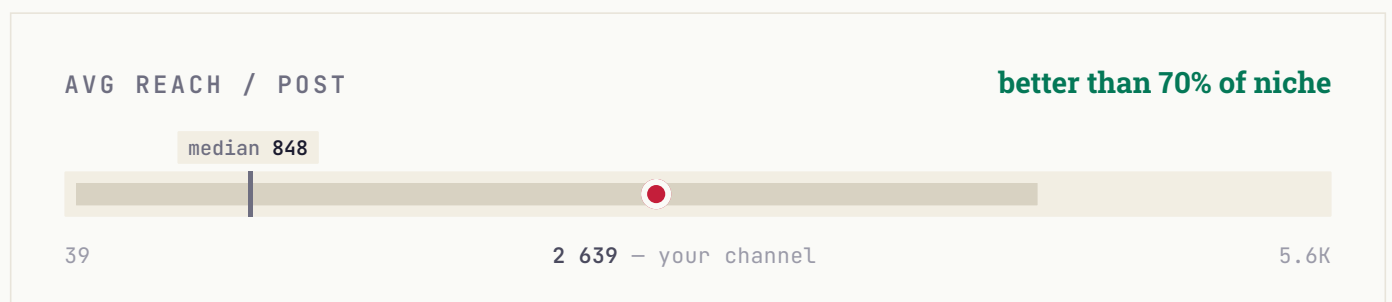
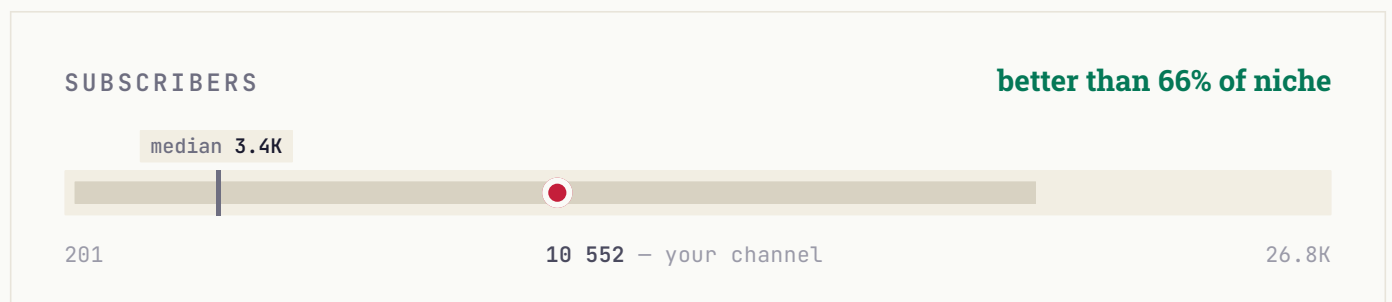
Took top-100 channels in category "Economy» and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#24

/100

RANK IN NICHE

Channel in top 24% – strong position



— 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 07:00 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 is an easy win.

EFFECT
+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do this **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 on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact Manager**

t.me/PromptPress_manager
