

PUBLIC REPORT PROMTPRESS

Channel audit

Orient Finans Bank



@orientfinansbank

■ «Ориент Финанс» ХАТБ расмий телеграм канали ■ Веб-сайтими: www.ofb.uz ■ Онлайн ёрдам хизматими: +998946558899 @ofbsupport → Дўстларингизни таклиф қилинг: t.me/orientfinansbank ■ Бизнинг...

SUBSCRIBERS

18 010

+513 per month

ERR (% SEE POSTS)

12.0%

daily 8.5%

REACH/POST

2.1K

ad reach 1.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 18 010 —	 SUBS REACH 11.8% avg % subs see post	 VIEWS/POST 2.1K median 2.2K · 29 days	 POSTS/WEEK 19.8 over period
 7D TREND -8.1% vs previous week	 REACTIONS/POST 6.6 total 554 react., 414 rep., 0 comm.	 POST LENGTH 519 chars median 233 · 29 days	 POSTS ANALYZED 84 29 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH +513 last month	 CITATION RATE 92 citation index · 345 channels mentioned ever	 CHANNEL AGE 8 years 7 days created 05.06.2018

AI EDITOR SUMMARY

Channel «Orient Finans Bank» — 18 010 subs. Each post gets avg 2.1K people (12% of subs), reach is low — consider expanding audience. Publishes 20 posts/week (~3/day) — consistent. For week Jun 1–7, reach dropped -8.1% to week May 25–31 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **84** posts over 29 days.
- 02 Dominant format – **Photo** (67/84 posts).
- 03 Avg post length – **519** chars (median 233).
- 04 Peak audience activity – **Friday**, 20:00 UZT.
- 05 Top posts get **2x** more views than the weakest (2.8K avg top vs 1.8K worst) – among 84 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

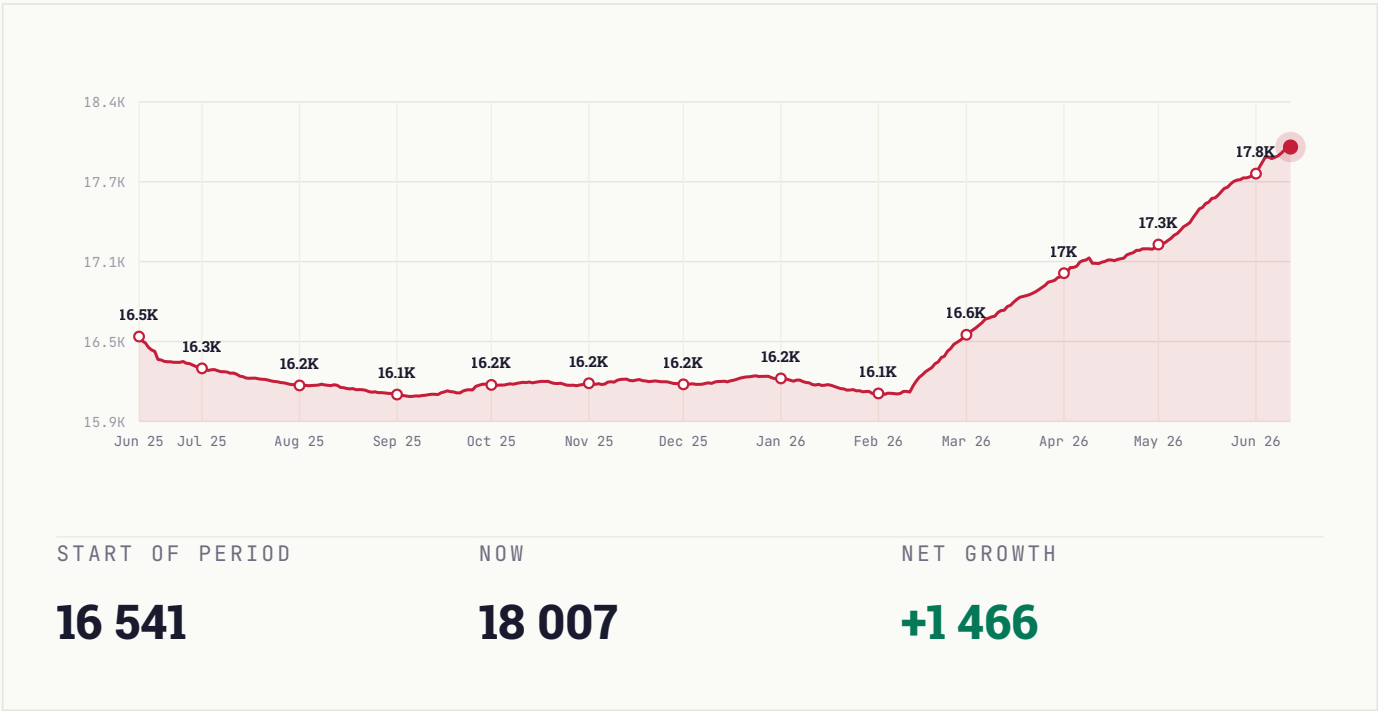
Nº1 15.05 · 15:09 PHOTO Хамёнлар ўртасидаги тезкор ўтказмалар: 0% комиссия! OFB мобил иловасида телефон рақами орқали фоизсиз пул ўтказмаларининг қулай...	VIEWS 2 869 REPOSTS 4	REACTIONS 9 ER 15.9%
Nº2 22.05 · 05:56 PHOTO ✂Exchange rates 22.05.2026 - - - 22.05.2026 дан валюта курслари Оформите «Онлайн Микрозайм» для корпоративных клиентов в мобильном...	VIEWS 2 793 REPOSTS 9	REACTIONS 3 ER 15.5%
Nº3 23.05 · 04:46 PHOTO Bank Orient Finance reminds: on weekends all necessary banking operations can be conveniently done via the OFB mobile app...	VIEWS 2 767 REPOSTS 2	REACTIONS 5 ER 15.4%

Nº4 02.06 • 06:07 PHOTO <Exchange rates 2.06.2026 - - - 2.06.2026 дан валюта курслари Оформите «Онлайн Микрозайм» для корпоративных клиентов в мобильном приложении...	VIEWS 2 691 REPOSTS 5 REACTIONS 3 ER 14.9%
Nº5 26.05 • 06:33 PHOTO ☒ Ориент Финанс Банк бўлимларининг байрам ва дам олиш ва кунларидаги иш жадвали: 27, 28, 29, 30 ва 31 май. Валюта айирбошлаш ва халқаро...	VIEWS 2 646 REPOSTS 10 REACTIONS 3 ER 14.7%
WORST 3	
↓ 09.06 • 04:08 PHOTO <Exchange rates 9.06.2026 - - - 9.06.2026 дан валюта курслари Оформите «Онлайн Микрозайм» до 50 миллионов сумов в мобильном приложении...	VIEWS 1 812 REPOSTS 5 REACTIONS 3 ER 10.1%
↓ 09.06 • 06:49 PHOTO <Exchange rates 9.06.2026 - - - 9.06.2026 дан валюта курслари Оформите «Онлайн Микрозайм» до 50 миллионов сумов в мобильном приложении...	VIEWS 1 792 REPOSTS 5 REACTIONS 2 ER 10.0%
↓ 05.06 • 05:02 PHOTO ☒ 6 ва 7 июн кунлари учун Банк бўлимларининг иш жадвали. ☒ Тошкент шаҳрида халқаро пул ўтказмалари ва валюта айирбошлаш учун қуйидаги...	VIEWS 1 695 REPOSTS 6 REACTIONS 3 ER 9.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

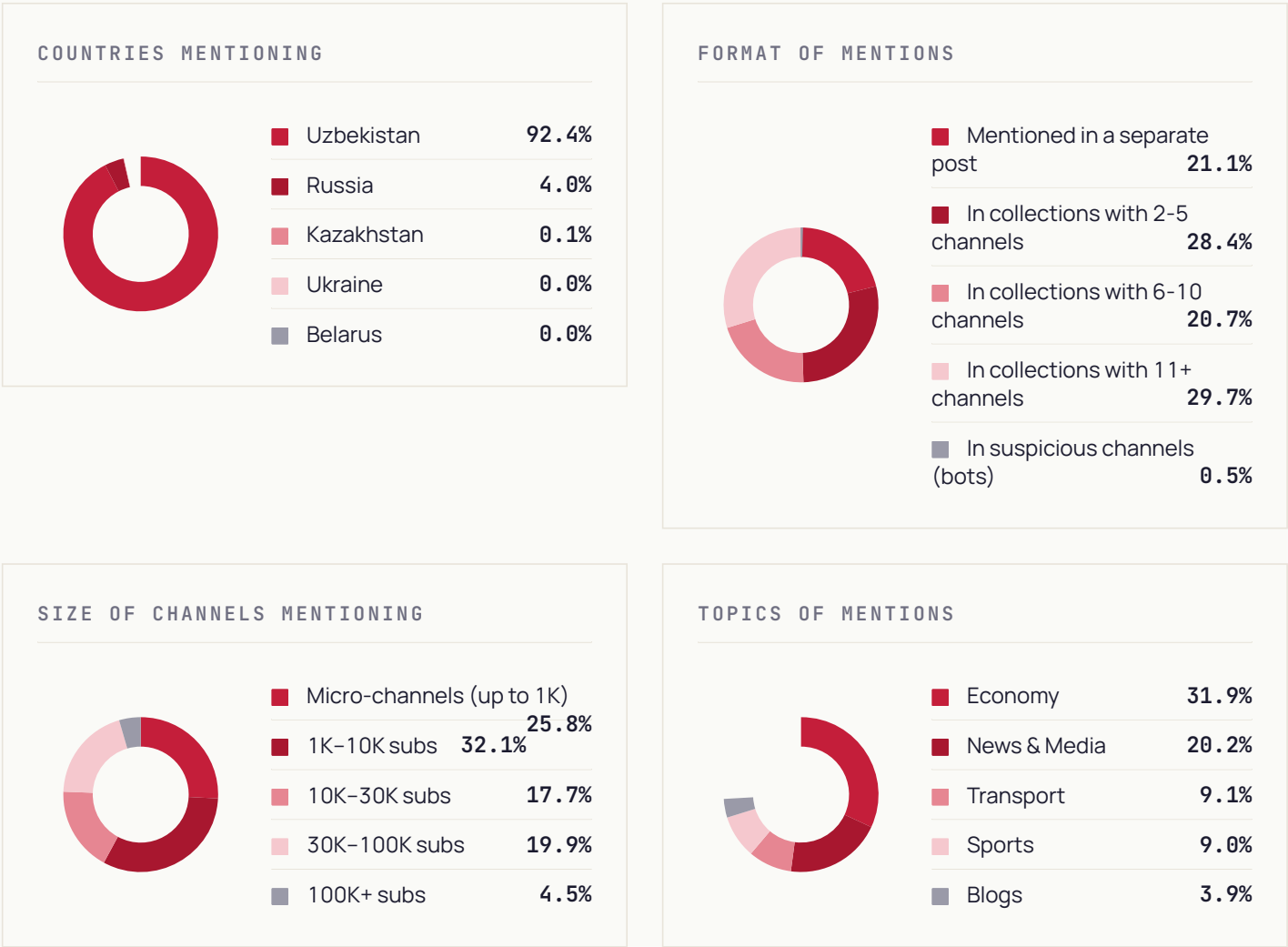
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

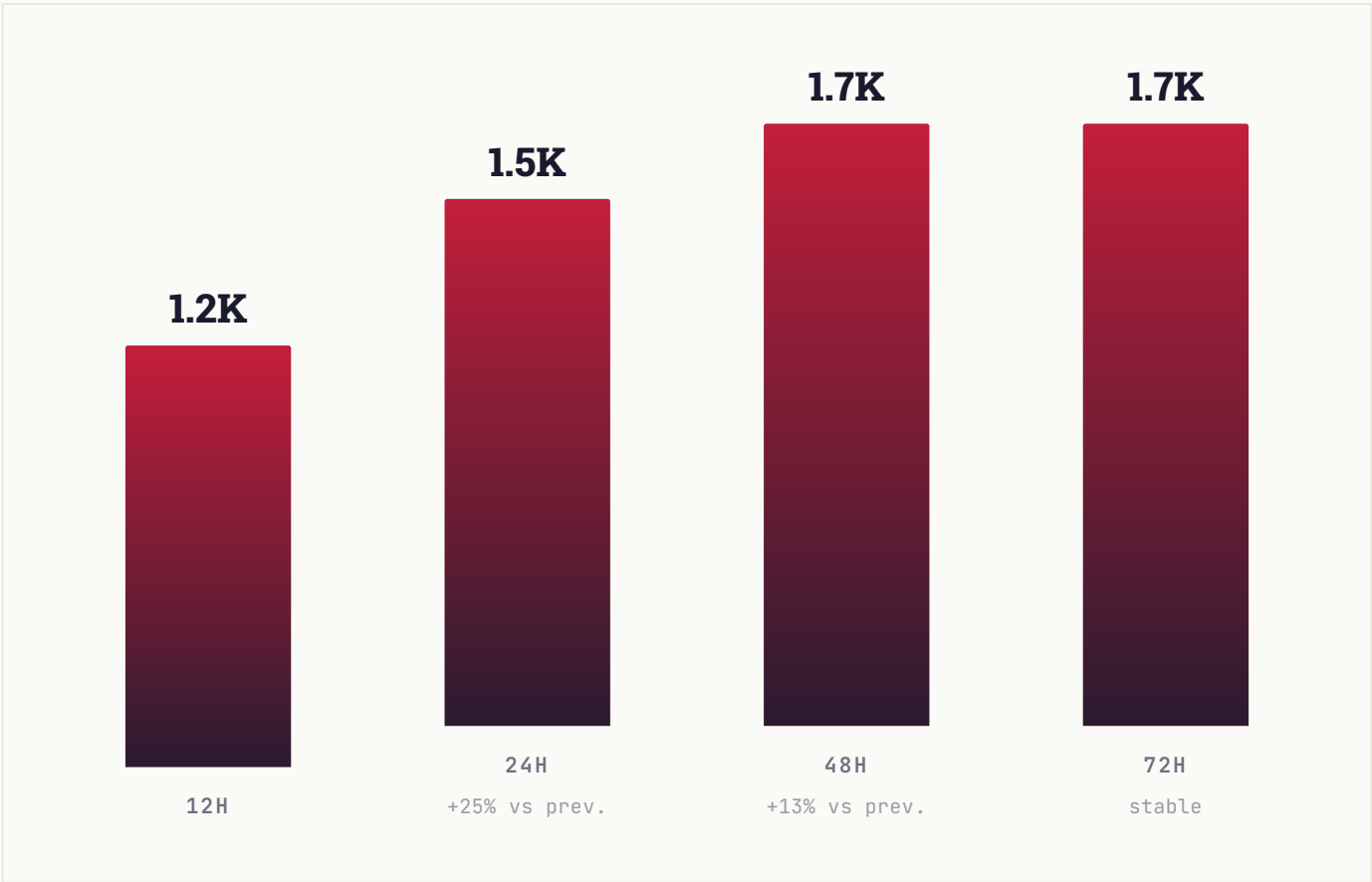
Citation index **92** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **345** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
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
OF Orient Finans Bank YOU	18K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#56 of 99). Niche median — 20K subs.
First KPI target — reach median. Leader: bank_kuni (167.3K).

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 **80**, they brought **374** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	11	85
November 2025	6	5	68
October 2025	13	12	68
September 2025	5	5	117
August 2025	11	9	28
July 2025	33	15	8

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
80	6	374

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top100 channels in category «Economy» and saw how your channel compares. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

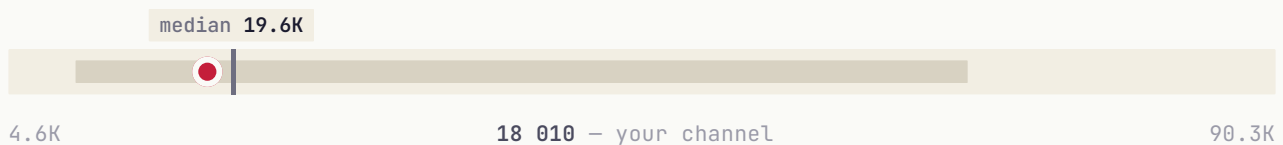
#56 /100

RANK IN NICHE

Channel in bottom half of ranking

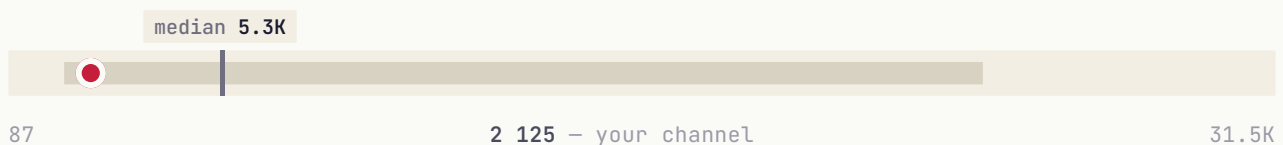
SUBSCRIBERS

8% below median



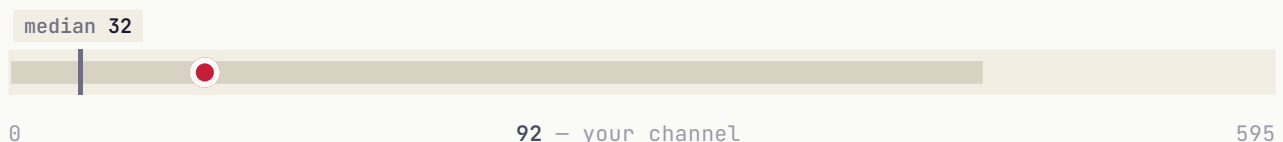
AVG REACH / POST

60% below median



CITATION INDEX

better than 55% of niche



— 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 | Main post of the week — on Friday
On this day at 20:00 UZT audience is most active. | EFFECT
Best window
for important
post |
| 02 | Increase video post share
Video in Telegram holds audience longer & ranks better.
Aim for 15-25%. | EFFECT
Video holds
audience
better |
| 03 | Systematic traffic buying
3 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 weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Cross-post with same-segment channels once a
quarter. No need daily — 2-3 collabs give relevant
growth. | 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 & hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
