

PROMTPRESS PUBLIC REPORT

Channel audit

Paynet



@paynetuz_official

Official channel of Paynet.uz ☒ Call center: +998 71 202-07-07

SUBS

17 952

-860 per month

ERR (% SEE POSTS)

29.0%

per day **13.4%**

REACH/POST

5.1K

ad reach **2.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle shows the period it covers.

 SUBS 17 952 —	 SUBSCRIBER REACH 28.67% avg % subs see post	 VIEWS/POST 5.1K median 5.4K · 28 days	 POSTS/WK 9.2 for the period
 7D TREND -9.0% vs previous week	 REACTIONS/POST 14.9 only 566 reactions, 88 reposts, 1,508 comments	 POST LENGTH 653 chars median 705 · 28 days	 POSTS ANALYZED 38 28 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -860 last month	 CITATION RATE 517 citation index · 418 channels mentioned all time	 CHANNEL AGE 8 years 8 months Created 11.10.2017

AI EDITOR SUMMARY

Channel «Paynet» – 17 952 subs. Avg views per post: 5.1K people (29% from subs), good reach. Publishes 9 posts/week (~1/day) – regular. Week of Jun 1–7 reach dropped -9.0% by week of May 25–31 – analyze causes.

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 TOP POSTS SHARE

- 01 Analysis based on **38** posts over 28 days.
- 02 Dominant format — **Text** (17/38 posts).
- 03 Avg post length — **653** chars (median 705).
- 04 Peak audience activity — **Friday, 21:00** UZT.
- 05 Top posts get **2x** more views than the weakest (7.3K avg for top vs 4.3K for worst) — among 38 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 16:00 PHOTO 📍 21-may kuni Tashkent Swissôtel'da Paynet top-menejerlari uchun yopiq uchrashuv kechasi bo'lib o'tdi. U yerda sun'iy intellekt bank...	VIEWS 8 663 REPOSTS 6	REACTIONS 17 ER 48.3%
Nº2 14.05 · 11:01 PHOTO 📍 Vaziyat: shunchaki ko'rib chiqamiz deb kirgandingiz, lekin birdan yangi televizor, changyutkich yoki divan yoqib qoldi 📍 Biz muddatli...	VIEWS 6 952 REPOSTS 3	REACTIONS 14 ER 38.7%
Nº3 28.05 · 13:04 TEXT Fakt: yozda pullar tezroq sarflanadi 📍 Chiptalar, ta'til, dengiz, chet eldagi yaqinlar bilan uchrashuvlar va bu hali hammasi emas. 📍...	VIEWS 6 329 REPOSTS 1	REACTIONS 37 ER 35.3%

Nº4 25.05 • 13:04 TEXT ✂Shohruxxo'ja eng kuchsiz ishtirokchilarni sanab o'tdi. Sinov Muddati 2 loyihasidan yangi podkast allaqachon YouTube kanalimizda ☑ U...	VIEWS 6 152 REPOSTS 1 REACTIONS 2 ER 34.3%
Nº5 14.05 • 10:03 TEXT Biz allaqachon jonli efirdamiz. Xolis'ning yangi funksiyalari haqida so'zlab, savollaringizga javob bermoqdamiz. ☑ Efirga Paynet YouTube...	VIEWS 6 068 REPOSTS — REACTIONS 7 ER 33.8%
WORST 3	
↓ 07.06 • 13:03 TEXT ✂Ushbu suhbatdan keyin Kamronni mutlaqo boshqa tomondan taniy boshlaysiz. U o'z o'tmishi, adolatsizliklar va nega ko'pincha jim turishni...	VIEWS 4 537 REPOSTS — REACTIONS 4 ER 25.3%
↓ 19.05 • 15:00 VIDEO ☑ Shunchaki o'qigandan ko'ra, tekshirib ko'rgan yaxshiroq Paynet ilovasiga kirib, qancha tanga yig'ilganini ko'ring → Ularni keshbek...	VIEWS 4 393 REPOSTS 1 REACTIONS 11 ER 24.5%
↓ 08.06 • 13:47 PHOTO ☑ 11-iyun, soat 15:00 da barchangizni Paynet YouTube'da kutamiz. ☑ Xolis foydalanuvchilarimiz ehtiyojlari bilan birga rivojlanmoqda...	VIEWS 4 005 REPOSTS 1 REACTIONS 6 ER 22.3%

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 grew and which it lost subs.

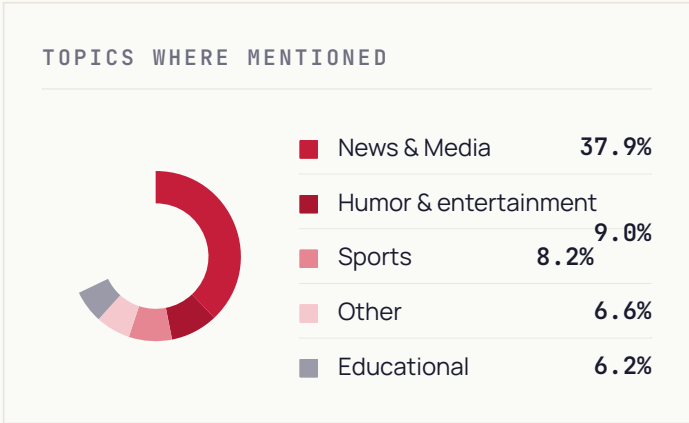
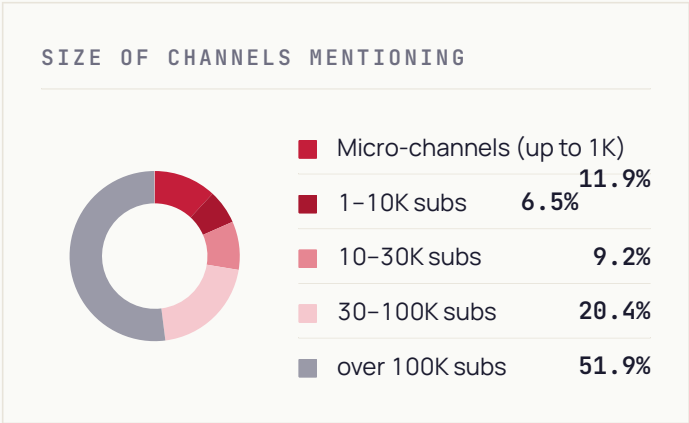
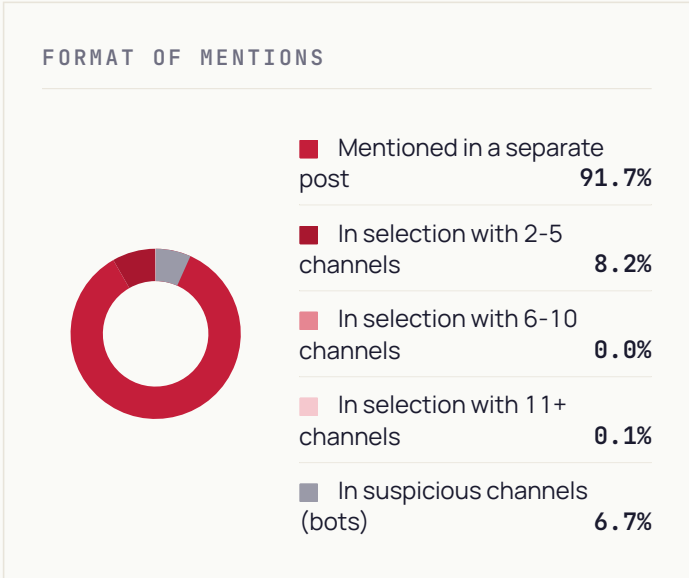
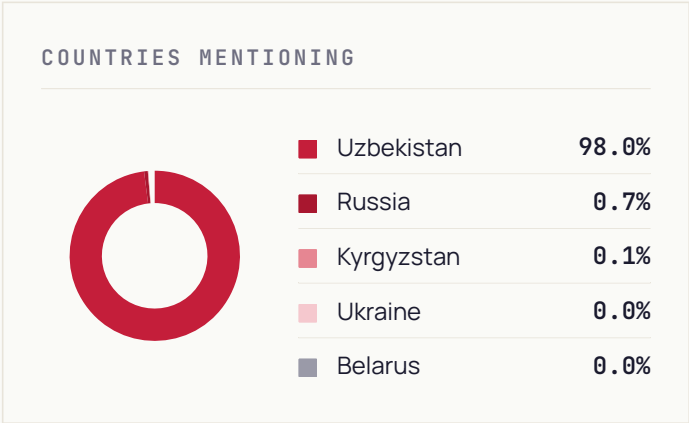


START OF PERIOD	NOW	NET GROWTH
9 783	17 952	+8 169

SECTION 04 · MENTIONS

Who and how mentions the channel

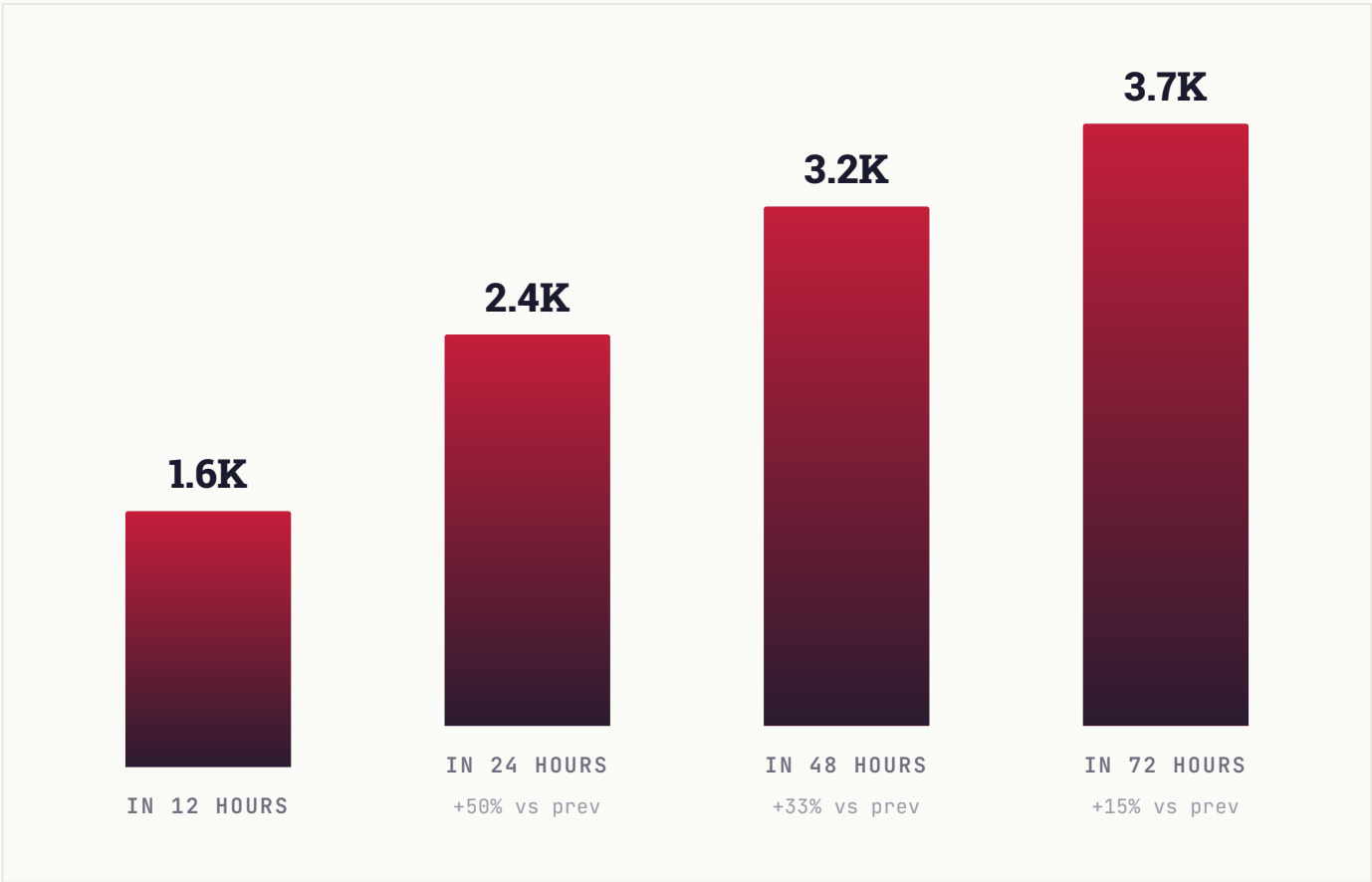
Citation index **517** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time channel was mentioned **418** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



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	SUBS
K Kun.uz Official channel	1.1M
TP Telegram_Yulduzlari Official channel	1M
UZ Uzbek-MDK	204.3K
G- Gazeta.uz - News of Uzbekistan	87.1K
TR TROLL.UZ	79.2K
UZ Uztelecom	78.5K
DA davletovuz	78.1K
MO Mobiuz	48.2K
HU HUMANS.uz	28.6K
UT Uzum Tezkor	26.4K
PA Paynet YOU	18K

COMPARATIVE INSIGHT

Channel in bottom third of the selection (11th place out of 11). Larger — 10 channels (leader: **Kun.uz | Official channel**, 1.1M); these are growth benchmarks, reach them via paid placements or partnerships. No channel smaller than yours in the selection — all others are larger.

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: **3**, they brought **2 278** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	1	1	1 372	
November 2025	2	2	539	
October 2025	0	0	135	
September 2025	0	0	51	
August 2025	0	0	134	
July 2025	0	0	47	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
3	6	2 278

— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 21:00 UZT.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 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 and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts 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 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