

PUBLIC REPORT BY PROMTPRESS

Channel audit

QAMS

QazTrading



@qztrd

Telegram channel of QAMS Association. 📊 Analytics of KASE, AIX & global markets (qams.kz). 📈 Investments, dividends, stocks, bonds, securities, forecasts, issuer news. 👥 Protecting minority rights...

SUBSCRIBERS

11 251

-3357 per month

ERR (% SEE POSTS)

19.0%

per day 15.0%

REACH/POST

2K

ad reach 1.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 11 251 —	 SUBS REACH 17.9% avg % subs see post	 VIEWS/POST 2K median 1.9K · 28 days	 POSTS/WEEK 48.4 for the period
 7D TREND +4.3% vs previous week	 REACTIONS/POST 15.4 total 3,025 reactions, 654 reposts, 86 comments	 POST LENGTH 621 chars median 768 · 28 days	 POSTS ANALYZED 196 28 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -3357 over the last month	 CITATION RATE 75 citation index · 158 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 27.01.2021

AI EDITOR SUMMARY

Channel «QAMS QazTrading» — 11 251 subs. Each post gets avg 2K people (18% of subs), average reach — room to grow. Publishes 48 posts per week (~7/day) — active posting. Week Jun 22–28 reach stable (+4.3% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 196 posts over 28 days.
- 02 Dominant format – Text (137/196 posts).
- 03 Avg post length – 621 characters (median 768).
- 04 Peak audience activity – Wed, 17:00 ALMT.
- 05 Top posts get 4x more views than the weakest (6.2K avg for top vs 1.7K for worst) – among 196 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 12:49 PHOTO !! 🇰🇷 🇷🇺 ARRFR held another roundtable on capital market development - and again without minority shareholders 🇰🇷 The event was attended by...	VIEWS 12 257 REPOSTS 20	REACTIONS 31 ER 108.9%
Nº2 23.06 · 11:15 TEXT 🇰🇷 ✈️ Air Astana (AIRA) to buy 50 Airbus aircraft for €8.3 bln 🇷🇺 🇪🇺 Deal signed in Belgium. Chairman...	VIEWS 3 126 REPOSTS 8	REACTIONS 31 ER 27.8%
Nº3 05.06 · 07:00 TEXT ! 🇰🇷 🇷🇺 National Bank of Kazakhstan cuts base rate by 1 pp to 17% p.a. with a ±1 pp corridor. ! Slowing inflation and...	VIEWS 3 088 REPOSTS 21	REACTIONS 42 ER 27.4%

Nº4 12.06 · 12:58 TEXT 📈🇰🇿 Notable growth for Kazatomprom (KASE: KZAP📈4.1%) and Kaspi (KSPI📈3.2%)📊🇰🇿Trading results for June 12📊KASE Index📈1.11% to 7...	VIEWS 2 845 REPOSTS 2 REACTIONS 14 ER 25.3%
Nº5 01.07 · 11:05 PHOTO ? After Air Astana (AIRA) CEO Ibrahim Zhanlyel's meeting with Kazakhstan's president, we see long-awaited activity...	VIEWS 2 739 REPOSTS 7 REACTIONS 18 ER 24.3%

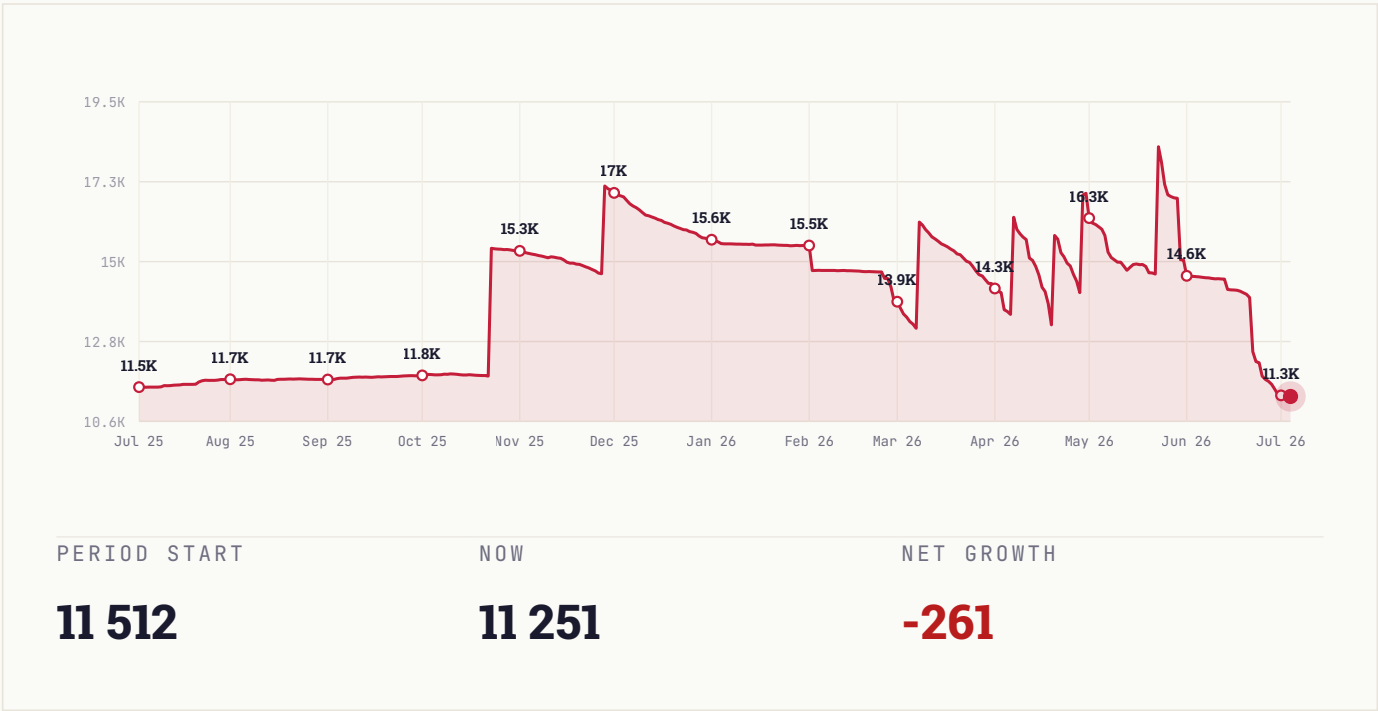
WORST 3

↓ 16.06 · 10:44 PHOTO What about AIRA in London?	VIEWS 1 692 REPOSTS 1 REACTIONS 18 ER 15.0%
↓ 09.06 · 05:43 PHOTO (post without caption – photo)	VIEWS 1 652 REPOSTS — REACTIONS 8 ER 14.7%
↓ 11.06 · 05:25 PHOTO (post without caption – photo)	VIEWS 1 609 REPOSTS — REACTIONS 7 ER 14.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

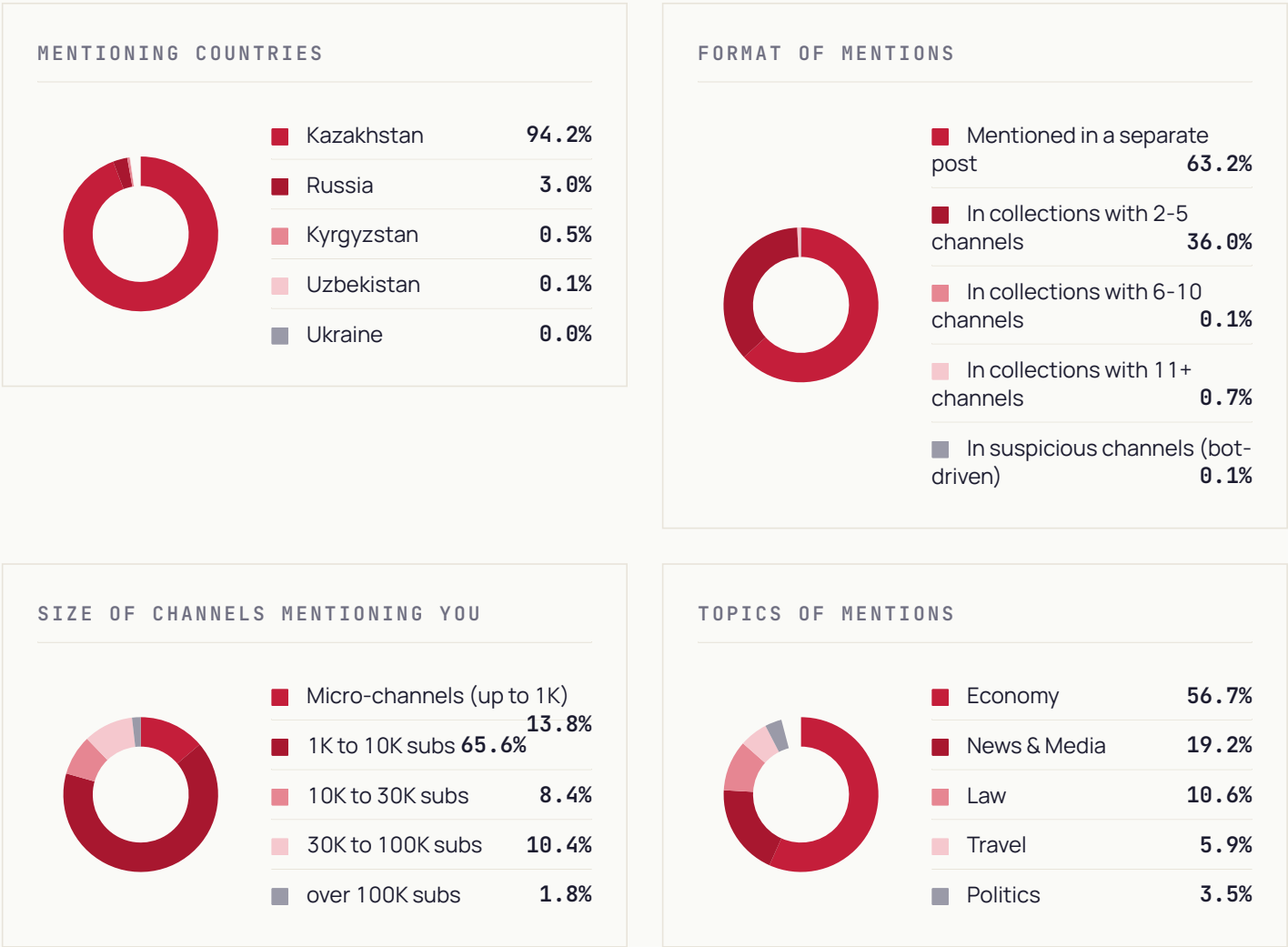
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

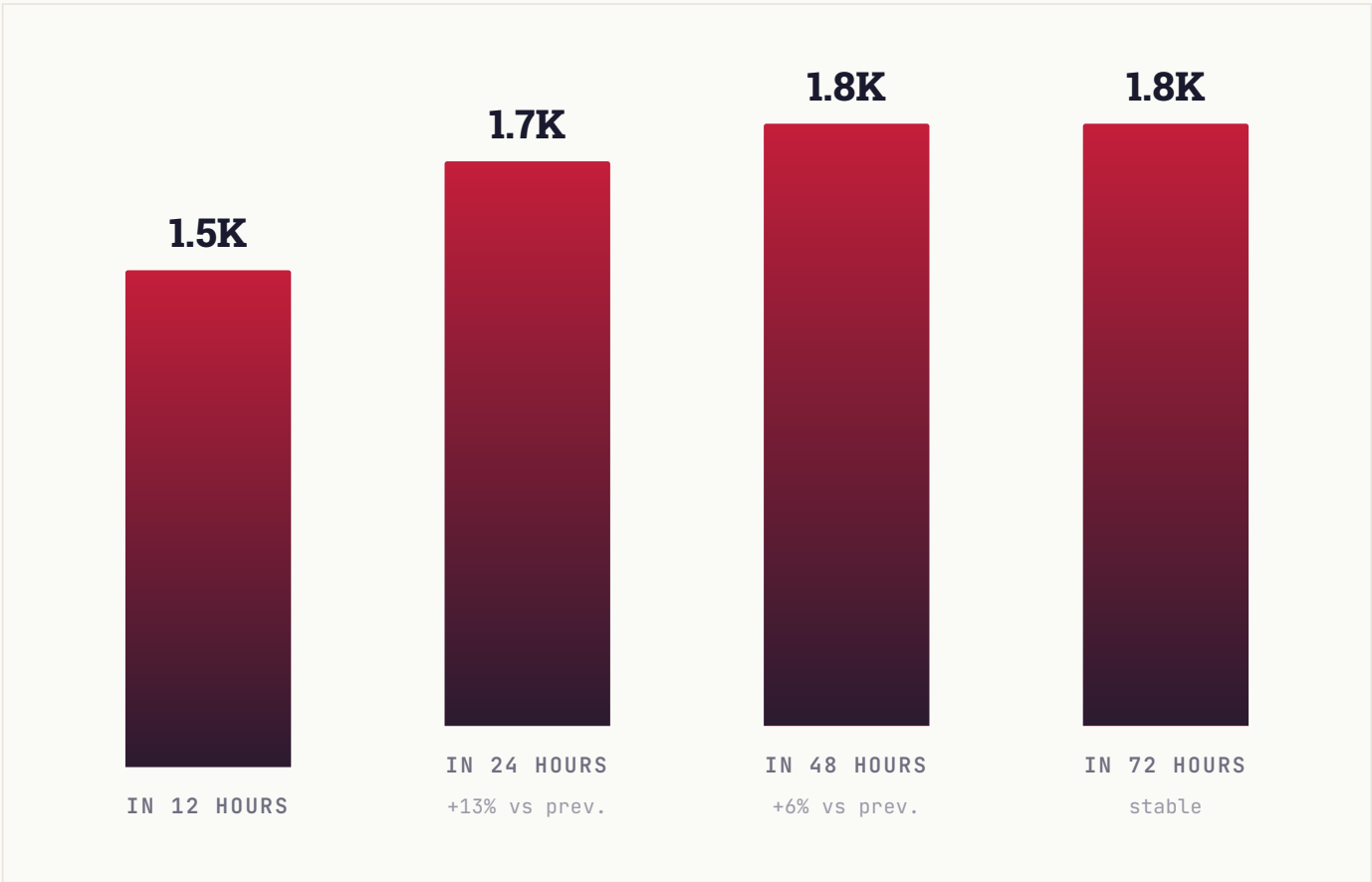
Citation index **75** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **158** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
TE TENGONOMIKA	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
QQ QAMS QazTrading YOU	11.3K

COMPARATIVE CONCLUSION

Channel intop quartile of niche (#23 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 **104**, they brought **6 364** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	29	12	36	
December 2025	19	10	0	
November 2025	16	12	2 481	
October 2025	18	11	3 655	
September 2025	16	9	127	
August 2025	6	3	65	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
104	6	6 364

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#23/100

RANK IN NICHE

Channel in top 23% – 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 5:00 PM ALMT.

EFFECT
Best window for an important post

02

Increase share of video posts
 Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend reaching 15-25% share.

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 weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Cross-post with similar 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 is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

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

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