

PUBLIC REPORT BY PROMTPRESS

Channel audit

SQB



@sqbuz

"O'zsanoatqurilishbank" ATBning rasmiy sahifasi. Manzil: Toshkent sh. Shayxontohur tumani, Islom Karimov 55 ■ Facebook: Fb.com/sqbuz ■ Instagram: instagram.com/sqbuz ■ E. pochta: Info@sqb.uz ■ 1180,...

SUBS

16 355

-594 per month

ERR (% SEE POSTS)

33.0%

per day 17.1%

REACH/POST

5K

ad reach 2.8K/24h

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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.

 SUBS 16 355 —	 SUB REACH 30.73% avg % subs see post	 VIEWS/POST 5K median 4.8K · 29 days	 POSTS/WEEK 9.0 over period
 7D TREND -27.9% vs previous week	 REACTIONS/POST 10.9 total 415 reactions, 433 reposts, 0 comments	 POST LENGTH 956 chars median 1K · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH -594 over last month	 CITATION RATE 127 citation index · 653 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 25.10.2017

AI EDITOR SUMMARY

Channel «SQB» – 16 355 subs. Each post averages 5K people (31% of subs), good reach. Publishes 9 posts per week (~1/day) – regular schedule. For week Jun 1–7 reach dropped by -27.9% vs week 25–31 May – worth analyzing why.

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 **38** posts over 29 days.
- 02 Dominant format – **Photo** (28/38 posts).
- 03 Avg post length – **956** chars (median 1000).
- 04 Peak audience activity – **Friday, 20:00 UZT**.
- 05 Top posts get **3x** more views than the weakest (9.2K avg for top vs 3.6K for worst) – among 38 posts in 29 days. Worth analyzing what top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 15:20 PHOTO Har payshanba – Yoshlar kuni: Qoraqalpogʻistonda “Global Money Week” doirasida uchrashuv Har payshanba “Yoshlar kuni” doirasida...	VIEWS 12 060 REPOSTS 38	REACTIONS 26 ER 73.7%
Nº2 15.05 · 11:59 VIDEO Team building: Bir jamoa – bir maqsad: muvaffaqiyat sari birgalikda Prezidentimiz tomonidan 2026-yil 24-fevralda yoshlar bilan oʻtkazilgan...	VIEWS 8 165 REPOSTS 22	REACTIONS 24 ER 49.9%
Nº3 20.05 · 06:52 PHOTO SQBʻda xotin-qizlar uchun bepul biznes-trening! Oʻz tadbirkorligini boshlash, mavjud gʻoyasini aniq loyihaga aylantirish hamda tajribali...	VIEWS 7 347 REPOSTS 41	REACTIONS 7 ER 44.9%

Nº4

23.05 • 12:02

VIDEO

SQB brendining indikativ qiymati 172,5 million AQSH dollariga baholandi “Brand’26 Awards International” doirasida SQB bir qator...

VIEWS

7 343

REPOSTS

17

REACTIONS

22

ER

44.9%

Nº5

13.05 • 15:57

PHOTO

SQB poytaxtimizdagi tadbirkorlar uchun amaliy biznes-trening tashkil etadi! Agar siz: • biznes faoliyatingizni rivojlantirmoqchi...

VIEWS

6 925

REPOSTS

34

REACTIONS

7

ER

42.3%

WORST 3

↓ 08.06 • 12:06 PHOTO

⊠ Islomiy moliya nima va u qanday imkoniyatlar yaratadi? Islomiy moliya – foizsiz moliyalashtirish, sherikchilik va adolatli risk...

VIEWS

3 930

REPOSTS

11

REACTIONS

11

ER

24.0%

↓ 08.06 • 14:09 PHOTO

⊠ Biznes uchun oltin endi SQB Business’da onlayn shaklda! Kompaniya aktivlarini hisob raqamingiz bilan bo’lgani kabi oson boshqaring...

VIEWS

3 582

REPOSTS

4

REACTIONS

6

ER

21.9%

↓ 09.06 • 05:37 PHOTO

⊠ Har seshanba SQB Mobile ilovasida valyutani eng maqbul kurs bo’yicha almashtiring! Eng yaxshi kursni qidirib ovora bo’lmang va...

VIEWS

3 241

REPOSTS

3

REACTIONS

9

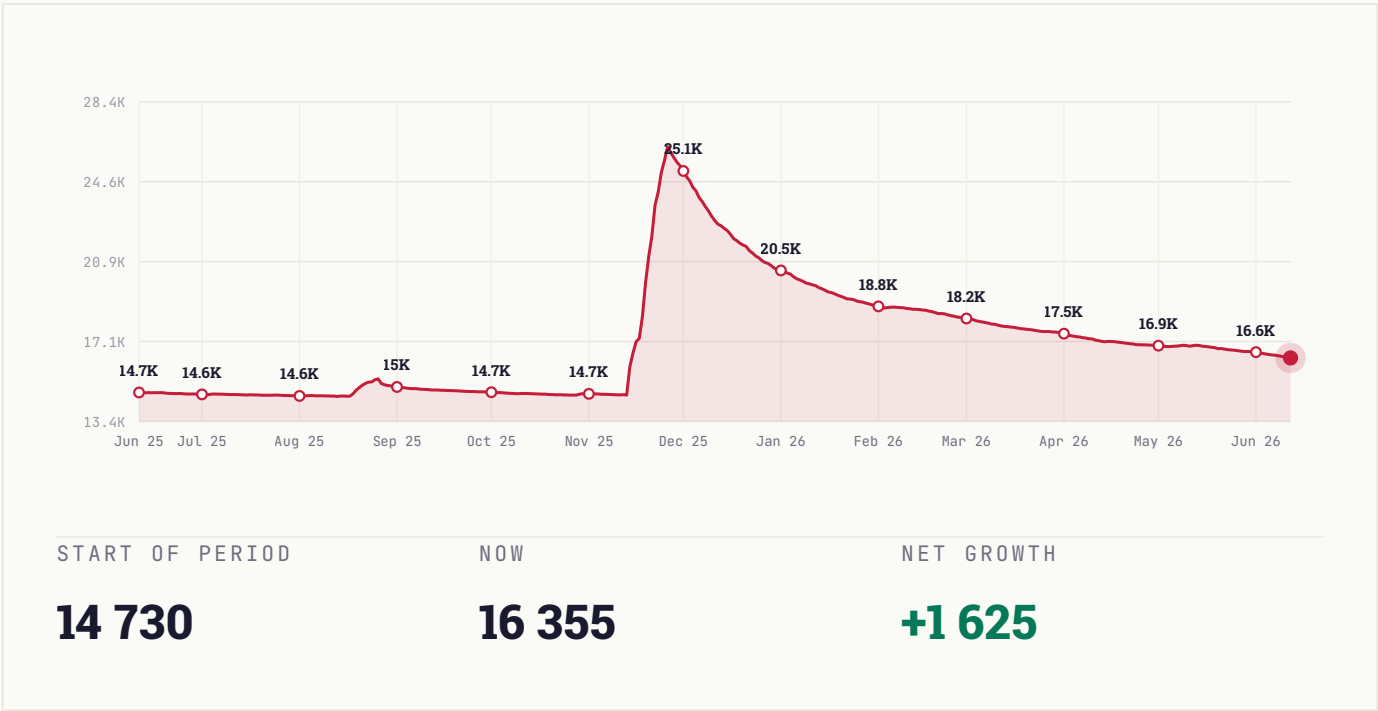
ER

19.8%

SECTION 03 • SUB DYNAMICS

How the channel grew over the year

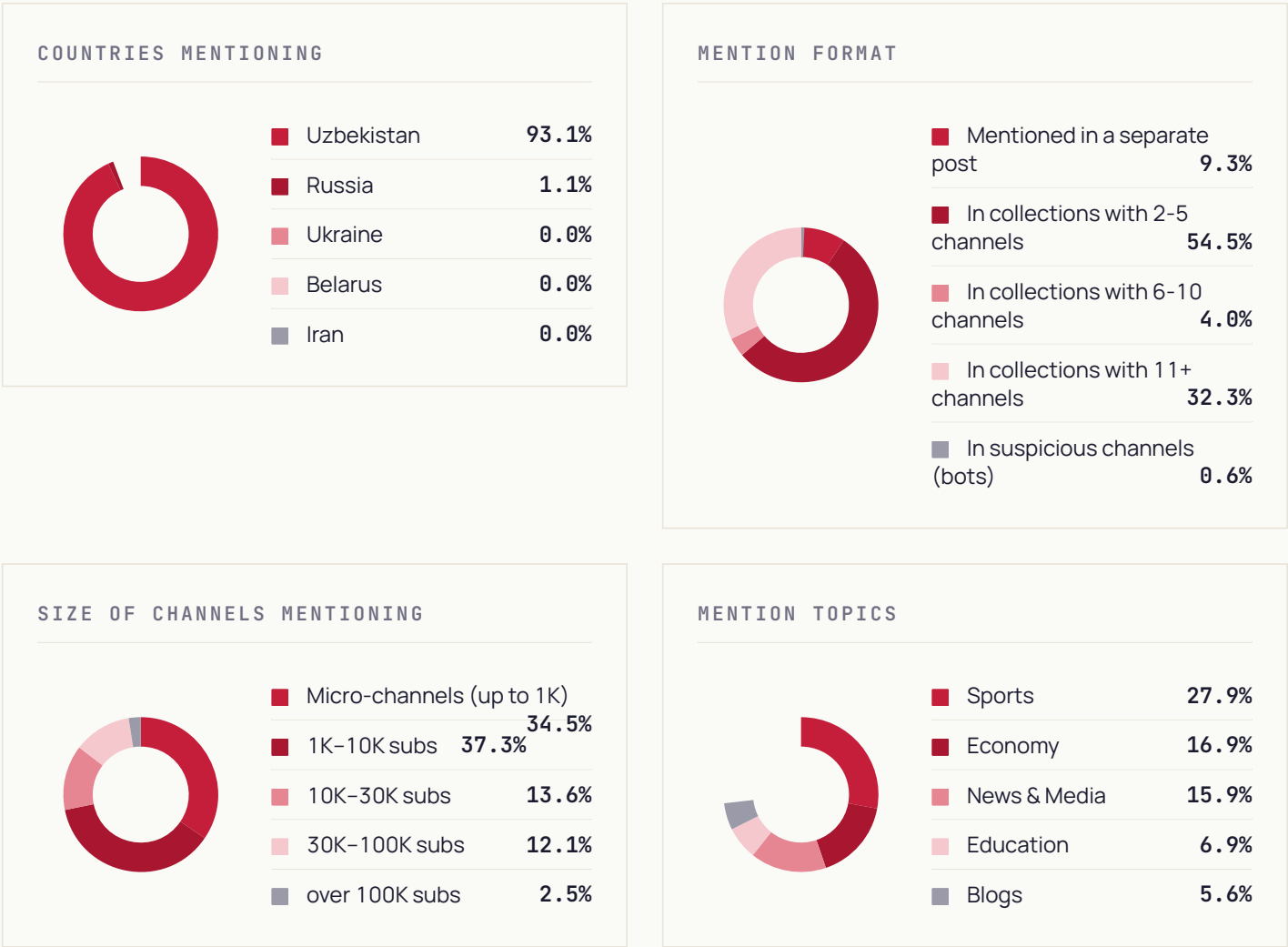
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

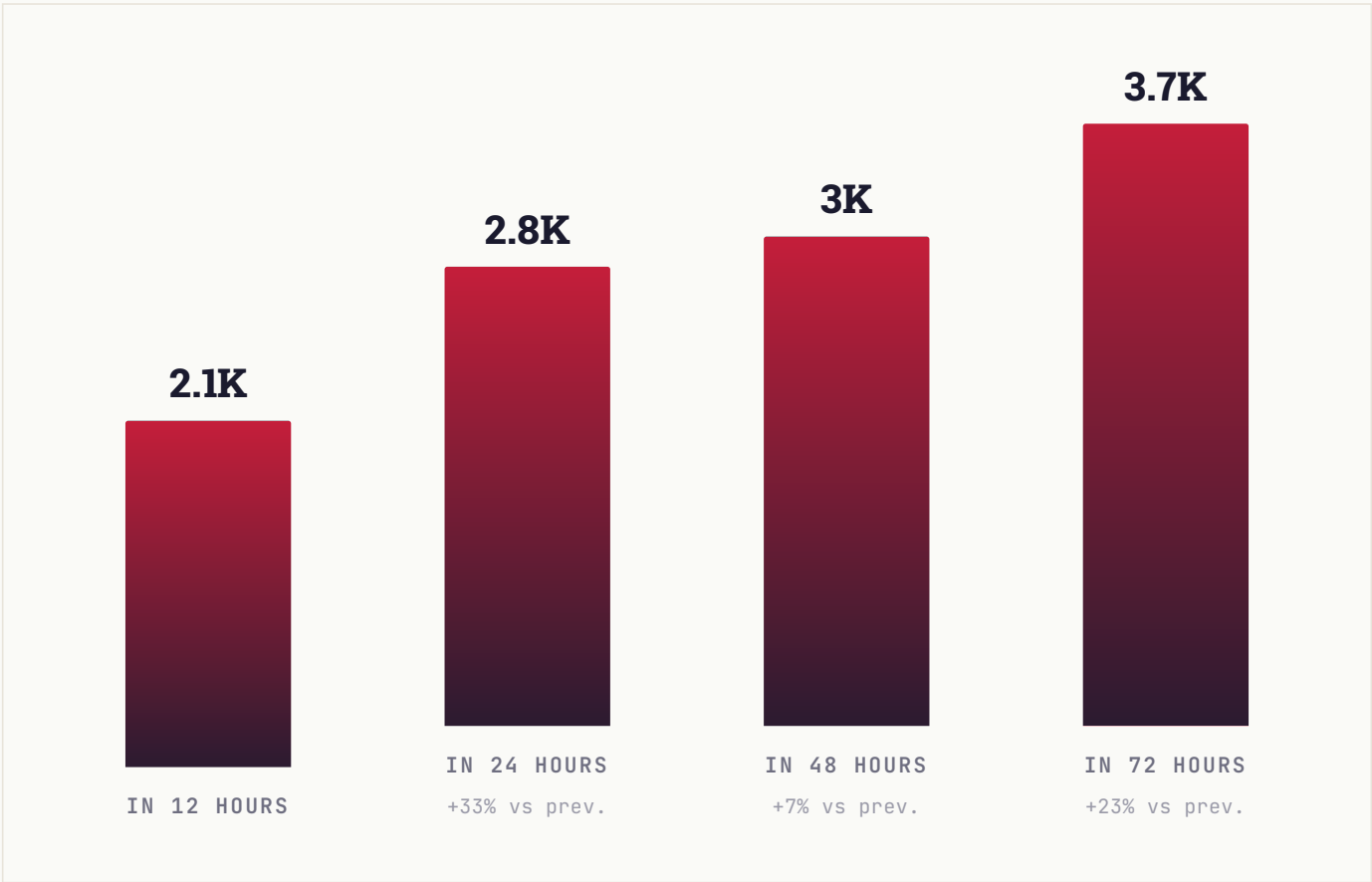
Citation index **127** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **653** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post 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. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBS
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
SQ SQB YOU	16.4K

COMPARATIVE INSIGHT

Channel in bottom half of top 100 in niche (#62 of 99). Niche median — 20K subs. First KPI — reach median. Leader: bank_kuni (167.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **566**, they brought **12 642** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
December 2025	135	47	0	
November 2025	104	20	11 661	
October 2025	120	29	84	
September 2025	107	22	2	
August 2025	80	52	847	
July 2025	20	14	48	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
566	6	12 642

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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.

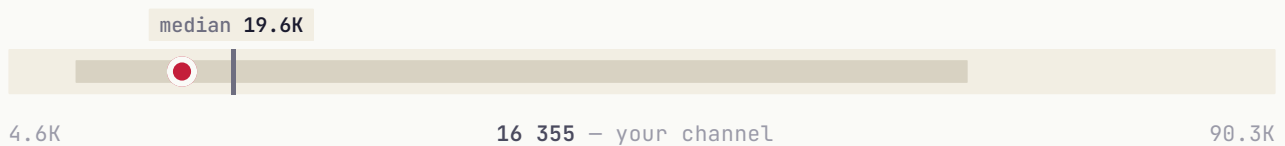
#62 /100

RANK IN NICHE

Channel in the bottom half of the ranking

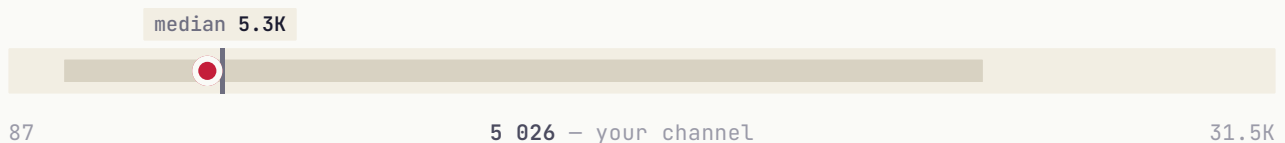
SUBS

17% below median



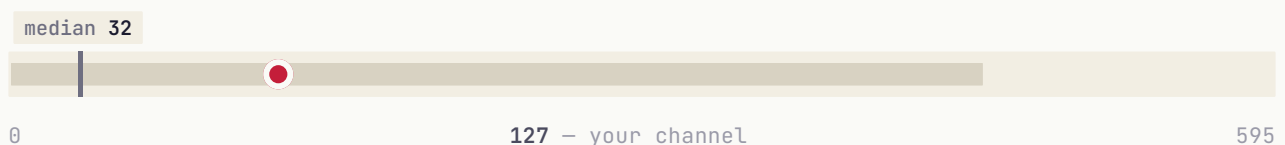
AVG REACH / POST

6% below median



CITATION INDEX

better than 58% 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

Main post of the week — on Friday

Audience 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

Swap 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
