

PUBLIC REPORT BY PROMTPRESS

Channel audit

TBC Bank

Uzbekistan



@tbc_bank_uzb

TBC Bank - O'zbekistondagi birinchi raqamli bank Batafsil ma'lumot uchun: <https://app.tbcbank.uz/SfqR/sulzu6ah> Bog'lanish uchun kontakt: 1150 Inst: [instagram.com/tbcbankuzbekistan](https://www.instagram.com/tbcbankuzbekistan) FB:...

SUBSCRIBERS

25 968

+131 per month

ERR (% SEE POSTS)

137.0%

per day 15.8%

REACH/POST

49.7K

ad reach 4.1K/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.

 SUBSCRIBERS 25 968 —	 SUBS REACH 191.32% avg % of subs see post	 VIEWS/POST 49.7K median 7.9K · 29 days	 POSTS/WEEK 8.4 over period
 7D TREND +481.1% vs previous week	 REACTIONS/POST 33.5 only 1,171 reactions, 706 reposts, 2,338 comments	 POST LENGTH 514 chars median 437 · 29 days	 POSTS ANALYZED 35 29 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH +131 last month	 CITATION RATE 642 citation index · 415 channels mentioned ever	 CHANNEL AGE 5 years 11 months created 17.06.2020

AI EDITOR SUMMARY

Channel «TBC Bank Uzbekistan» – 25 968 subs. Each post averages 49.7K people (191% from subs), this is broad reach for a channel of this size. Publishes 8 posts per week (~1/day) – regular schedule. For week Jun 1–7, reach grew +481.1% By week May 25–31 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 35 posts over 29 days.
- 02 Dominant format – Video (19/35 posts).
- 03 Avg post length – 514 chars (median 437).
- 04 Audience peak – Monday, 19:00 UZT.
- 05 Top posts get 73x more views than the weakest (453.3K avg for top vs 6.2K for worst) – among 35 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 14:16 PHOTO Biz katta orzular bilan yashaydigan asosiy qahramonlarimiz bo'lgan bolalarni sovg'asiz qoldira olmasdik. Shu sababli bayram arafasida...	VIEWS 831 817 REPOSTS 74	REACTIONS 22 ER 3203.2%
Nº2 13.05 · 14:51 VIDEO 📺 36 kadrda haqiqiy biznes Yaratishva bunyod etishdan charchamaydiganlar haqidagi ruknimizni davom ettiramiz. Biznesni yoritish uchun biz...	VIEWS 368 799 REPOSTS 90	REACTIONS 13 ER 1420.2%
Nº3 13.05 · 14:51 VIDEO 📺 Real Business in 36 Frames We again took disposable cameras from @filmlab_uz to show how real business works...	VIEWS 159 418 REPOSTS 73	REACTIONS 20 ER 613.9%

Nº4 01.06 • 14:15 PHOTO We couldn't leave our main heroes with big dreams – children – without gifts So on the eve of Children's Day, we visited the academy...	VIEWS 138 878 REPOSTS 24 REACTIONS 23 ER 534.8%
Nº5 26.05 • 05:58 PHOTO 4-iyun kuni Namanganda biznesini rivojlantirishni istayotgan va ishini yangi bosqichga olib chiqmoqchi bo'lgan tadbirkorlar uchun katta...	VIEWS 15 826 REPOSTS 74 REACTIONS 22 ER 60.9%

WORST 3

↓ 07.06 • 14:09 VIDEO 100% cashback on transit for new TBC Salom clients Get the card, pay for metro & bus rides, and we'll refund the full amount...	VIEWS 6 325 REPOSTS 21 REACTIONS 25 ER 24.4%
↓ 06.06 • 07:46 VIDEO ☒ Don't put off the 1Fit discount until Monday Get a 1Fit annual subscription with 26% off in installments from TBC Nasiya. To...	VIEWS 6 151 REPOSTS 8 REACTIONS 25 ER 23.7%
↓ 04.06 • 09:20 POLL (captionless post – poll)	VIEWS 6 111 REPOSTS 3 REACTIONS 19 ER 23.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



START OF PERIOD

NOW

NET GROWTH

32 090

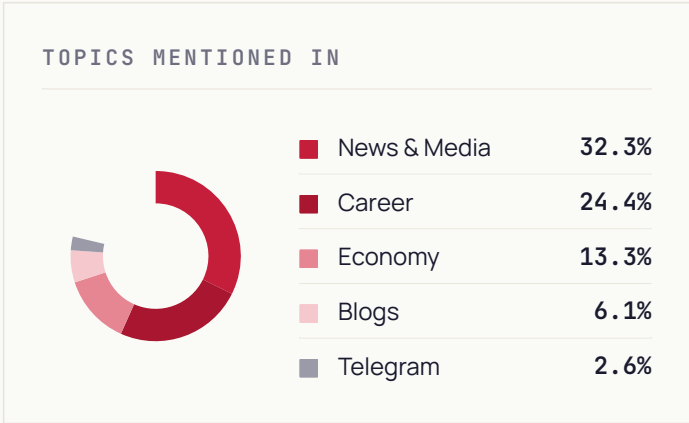
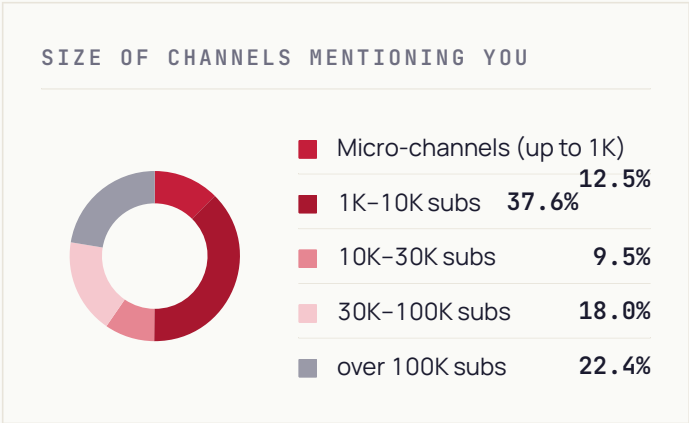
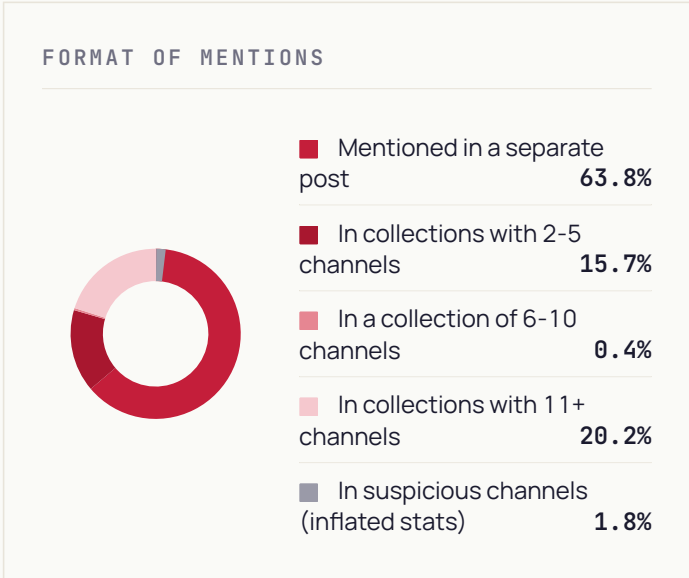
25 968

-6 122

SECTION 04 · MENTIONS

Who and how mentions the channel

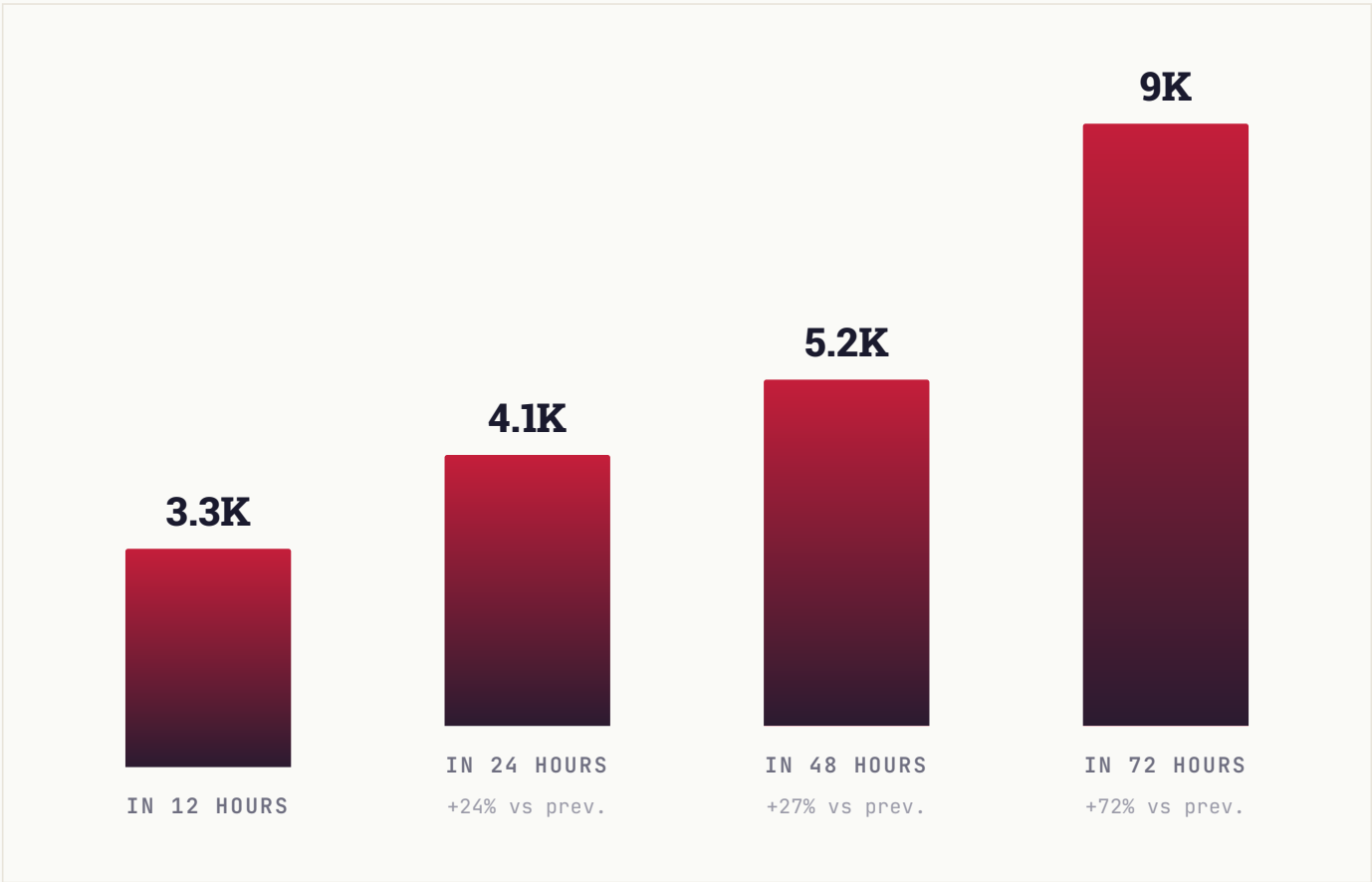
Citation index **642** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **415** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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
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
TB TBC Bank Uzbekistan YOU	26K

COMPARATIVE CONCLUSION

Channel in top half of niche (#42 of 99). Niche leader — bank_kuni (167.3K), median subs 20K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **81**, they brought **219** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	12	11	158	
Nov 2025	4	4	30	
Oct 2025	13	11	18	
Sep 2025	12	10	4	
August 2025	17	17	6	
July 2025	23	17	3	
TOTAL MENTIONS		MONTHS OF DATA		ACQUIRED SUBSCRIBERS
81		6		219

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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#42/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 • STRATEGY

What to do right now

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

01

Best post day — Monday

Audience is most active on this day at 19:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
