

PUBLIC REPORT BY PROMTPRESS

Channel audit

БУХГАЛТЕРУ И ВИЗНЕСМЕНУ ОТ УЧЁТ.KZ



@uchet_kz

👉 Useful & informative channel for accountants & entrepreneurs in Kazakhstan. **!!** Don't forget to subscribe: https://t.me/uchet_kz 🌐
Uchet.kz – taking care of your accounting

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
13 286	7.0%	845
04.07.2026 +242 per month	in 24h 5.3%	ad reach 707/24h
	HTTPS://PROMTPRESS.COM/AUDIT/UCHET_KZ	

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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 13 286 —	 SUBSCRIBER REACH 6.36% avg % subs see post	 VIEWS/POST 845 median 854 · 29 days	 POSTS/DAY 10.9 ~76 per week
 7D TREND -10.9% vs prev week	 REACTIONS/POST 0.3 total 88 reactions, 241 reposts, 25 comments	 POST LENGTH 410 chars. median 374 · 29 days	 POSTS ANALYZED 321 29 days
 AD REACH 707 24h avg	 CHURN / MONTH +242 last month	 CITATION RATE 2 citation index · 16 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 09.09.2019

AI EDITOR SUMMARY

Channel «ACCOUNTANT AND BUSINESSMAN FROM UCHYOT.KZ» – 13 286 subs. Each post averages 845 people (6% from subs), reach is low – consider expanding audience. Publishes 76 posts per week (~11/day) – very active posting. For week 22–28 Jun reach dropped -10.9% by week 15–21 Jun – worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **321** posts in 29 days.
- 02 Dominant format — **Text** (287/321 posts).
- 03 Avg post length — **410** chars (median 374).
- 04 Peak audience activity — **Tuesday**, 19:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (1.2K avg for top vs 602 for worst) — among 321 posts over 29 days. Worth analyzing what the top ones share — topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 08:10 TEXT "If you don't use AI today, you may fall behind forever." That opinion was expressed by Maxim Baryshev at New...	VIEWS 1 273 REPOSTS —	REACTIONS — ER 9.6%
Nº2 12.06 · 11:59 TEXT Kazakhstan's economic future lies with small & medium business SMEs now make up ~35% of Kazakhstan's economy. For comparison, in some...	VIEWS 1 202 REPOSTS 1	REACTIONS — ER 9.0%
Nº3 06.06 · 06:25 PHOTO Minimum sufficiency thresholds for 2026 under early use of pension savings from OPV, calculated according to...	VIEWS 1 167 REPOSTS 7	REACTIONS 36 ER 8.8%

Nº4 16.06 • 11:11 TEXT Constitutional Court of Kazakhstan ruled KNB's right to cut communication and internet in urgent threats is legal Based on the review...	VIEWS 1 148 REPOSTS — REACTIONS — ER 8.6%
Nº5 09.06 • 14:30 TEXT Ministry of Transport confirmed info https://www.instagram.com/p/DZXlayJDN6S/?igsh=dDhtbmE2eTNxa245 All important news —...	VIEWS 1 147 REPOSTS 2 REACTIONS — ER 8.6%

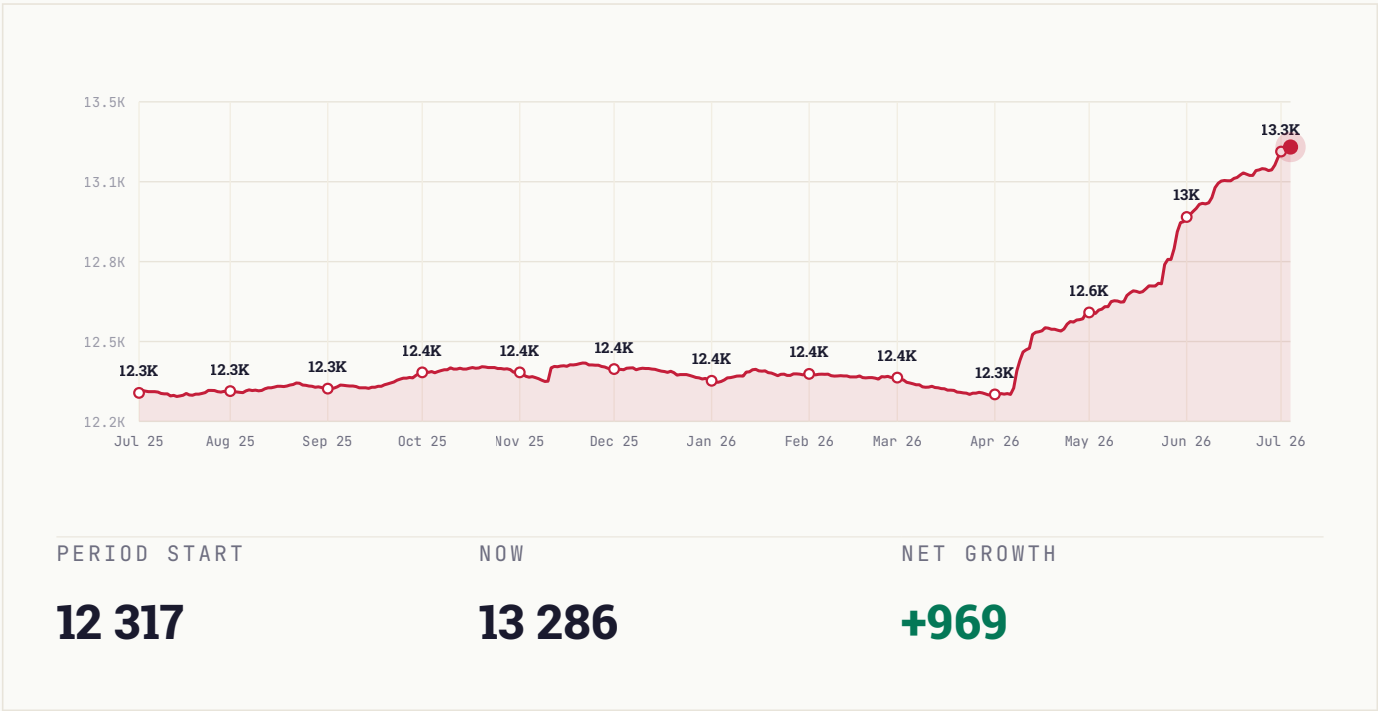
WORST 3

↓ 28.06 • 12:27 TEXT 🔥 'Business is dying en masse?' Numbers say otherwise While social media debates closures and predicts entrepreneurship's collapse...	VIEWS 610 REPOSTS — REACTIONS — ER 4.6%
↓ 27.06 • 08:03 TEXT Mass business closures or market cleanup? First Vice Minister of National Economy of Kazakhstan Azamat Amrin said that talks about...	VIEWS 608 REPOSTS — REACTIONS — ER 4.6%
↓ 27.06 • 07:53 TEXT First quarter under new rules: Finance Ministry sums up first results of new Tax Code. As of June 1, 2026, after...	VIEWS 589 REPOSTS — REACTIONS — ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

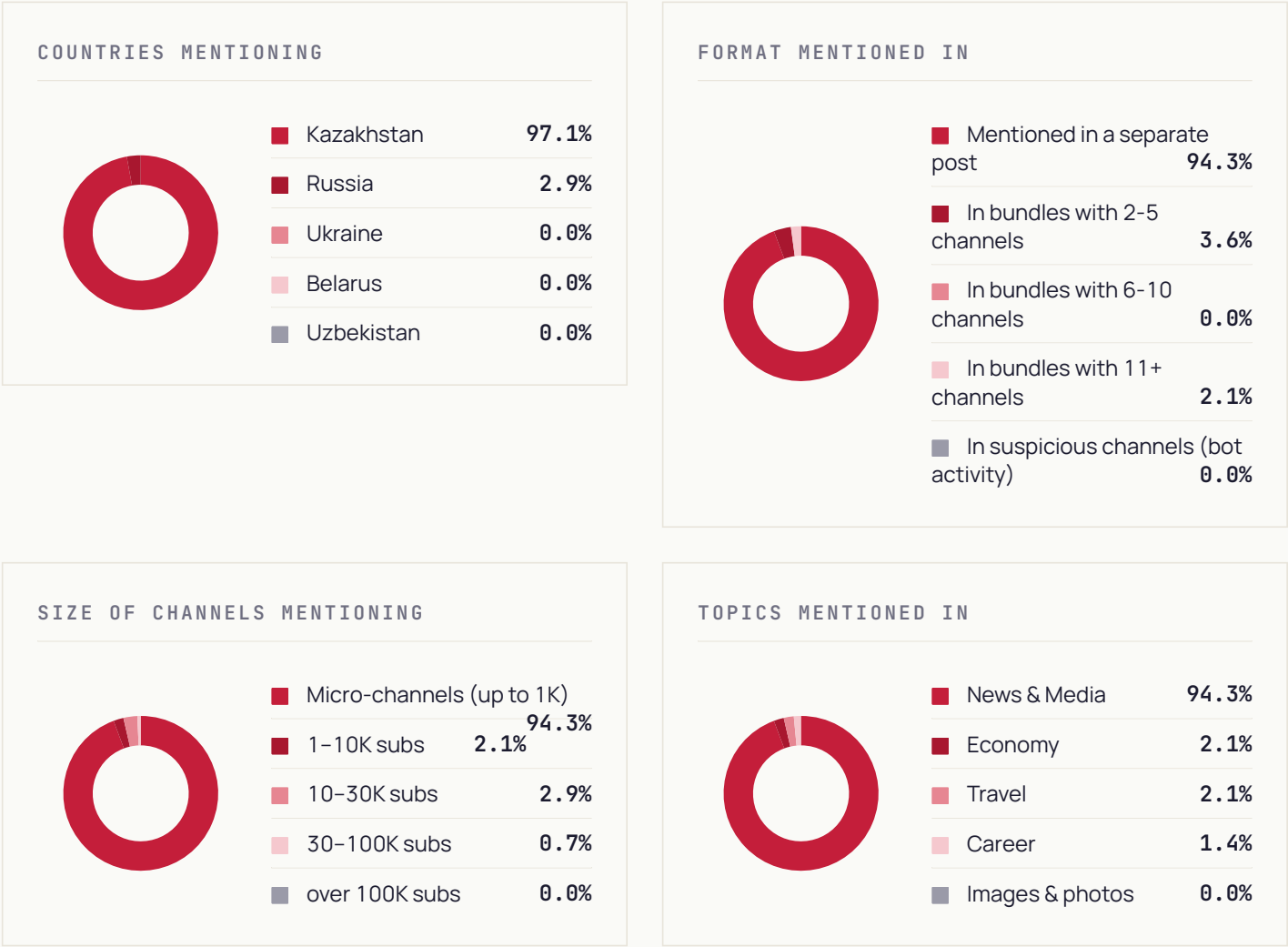
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

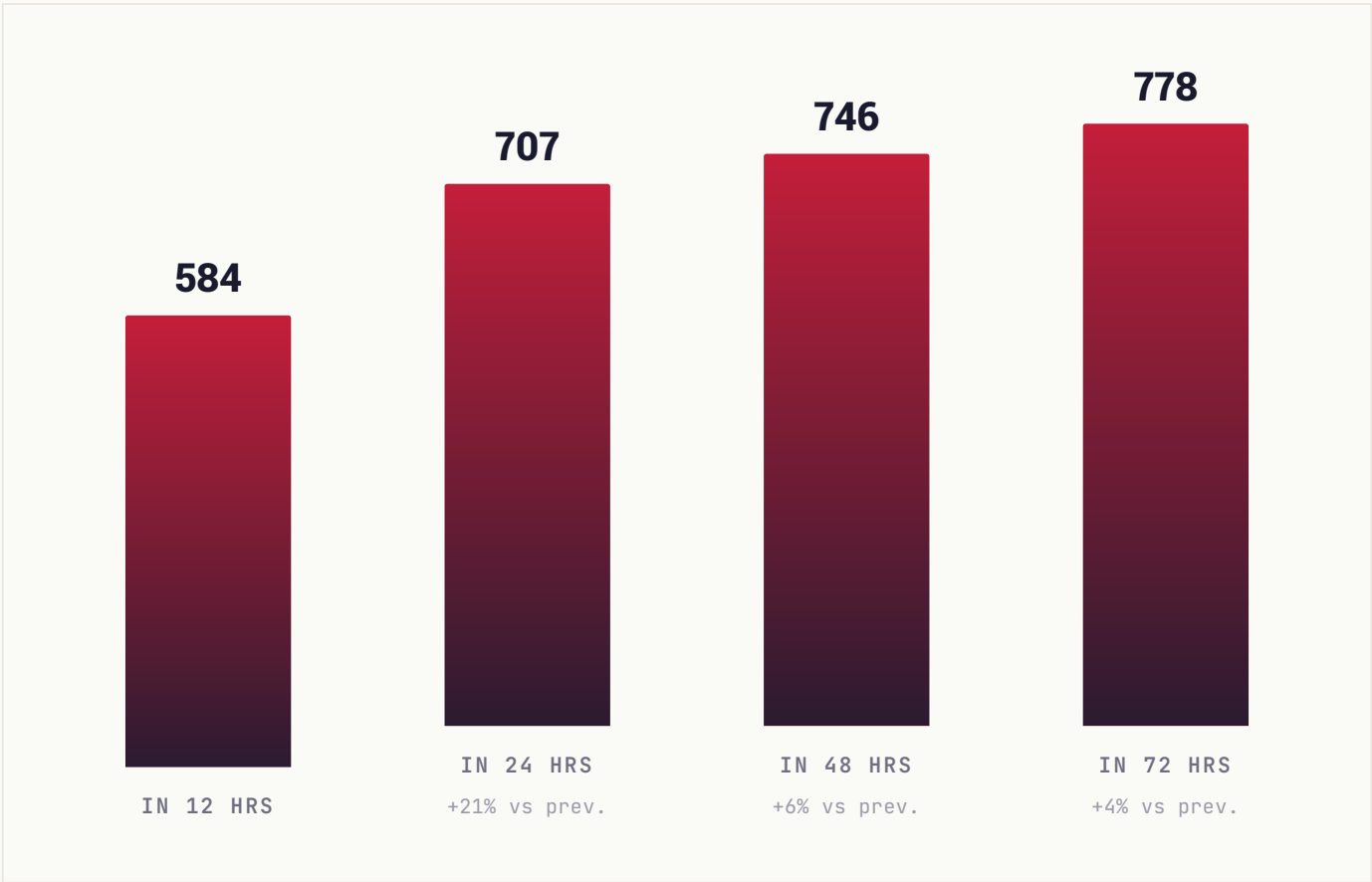
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned 16 different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TE TENGENOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - News Kazakhstan	47.1K
B  Bugin.info   	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AZ Alibek Zhalgaspaiev Investments in RK 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
BI БУХГАЛТЕРУ И ВІЗНЕСМЕНУ ОТ УЧЁТ.KZ YOU	13.3K

COMPARATIVE SUMMARY

Channel intop 25% of niche (#17 of 99). Leader — TENGENOMIKA (72K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **348** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	69
December 2025	0	0	26
Nov 2025	0	0	80
Oct 2025	0	0	48
Sep 2025	0	0	74
August 2025	0	0	51
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS
0	6		348

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

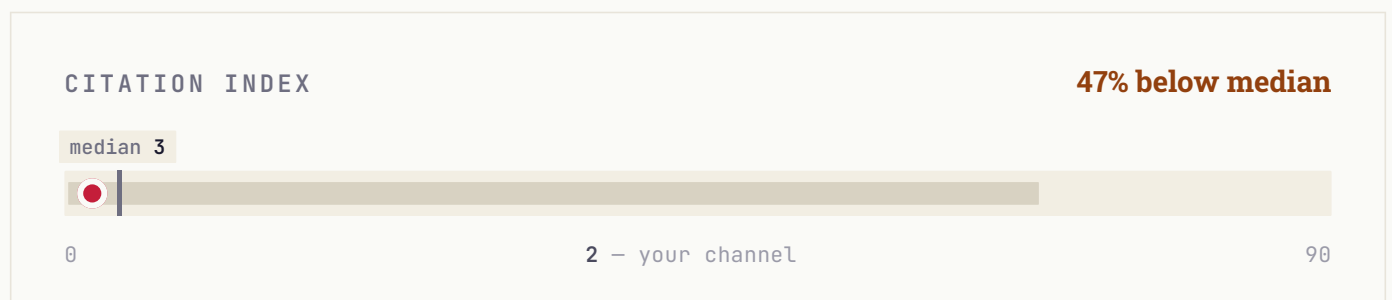
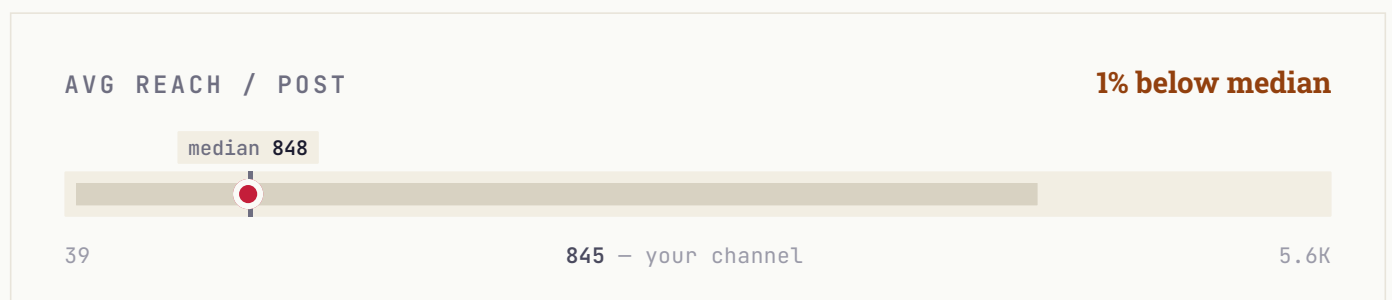
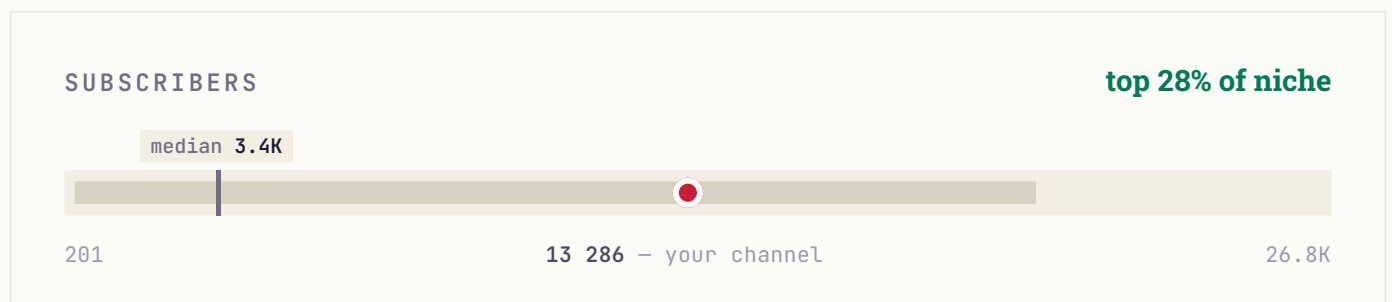
Took top-100 channels in category «Economy» and compared your channel to them. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#17

/100

RANK IN NICHE

Channel in top 17% — 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 Tuesday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (organic 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment 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 target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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