

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Қаржылық Еркіндік



@yerkinfinance

Blog about stocks, bonds, investments, financial literacy

SUBSCRIBERS

20 975

+322 per month

ERR (% SEE POSTS)

16.0%

in 24 hrs **6.5%**

REACH/POST

2.7K

ad reach **1.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 20 975 —	 SUBS REACH 12.74% avg % subs see post	 VIEWS/POST 2.7K median 2.2K · 21 days	 POSTS/WEEK 8.7 over period
 7D TREND — no data for period	 REACTIONS/POST 26.0 only 701 reactions, 30 reposts, 0 comments	 POST LENGTH 247 chars median 128 · 21 days	 POSTS ANALYZED 27 21 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +322 last month	 CITATION RATE 2 citation index · 3 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 13.03.2023

AI EDITOR SUMMARY

Channel «Қаржылық Еркіндік» — 20 975 subs. Each post averages 2.7K people (13% from subs), reach is low — consider expanding audience. Posts 9 posts per week (~1/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts over 21 days.
- 02 Dominant format – Text (17/27 posts).
- 03 Avg post length – 247 chars (median 128).
- 04 Peak audience activity – Friday, 18:00 ALMT.
- 05 Top posts get 5x more views than the weakest (4.8K avg for top vs 994 for worst) – among 27 posts over 21 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 12.06 · 13:10 TEXT Tomorrow at 19:30 I have a free lesson. I'll show how to make 500K KZT passive income per month. Another...	VIEWS 4 858 REPOSTS 1	REACTIONS 15 ER 23.2%
Nº2 12.06 · 13:11 TEXT https://chat.whatsapp.com/Ixn3RBi9SOB46PhVx691j5	VIEWS 4 782 REPOSTS 1	REACTIONS 1 ER 22.8%
Nº3 13.06 · 05:02 TEXT Today I'm giving a free lesson. Link above 🖱️	VIEWS 4 682 REPOSTS —	REACTIONS 16 ER 22.3%

Nº4 13.06 · 21:15 TEXT Recaap.kz updates: Total 4710 people currently registered in the app: 1. Website - 3395 Android - 896 iPhone - 419 2. Full 1 month, 6 months no...	VIEWS 4 660 REPOSTS — REACTIONS 28 ER 22.2%
Nº5 13.06 · 05:01 TEXT Going to USA to watch Uzbekistan vs Portugal football match, insha'Allah 🤞	VIEWS 4 634 REPOSTS — REACTIONS 46 ER 22.1%

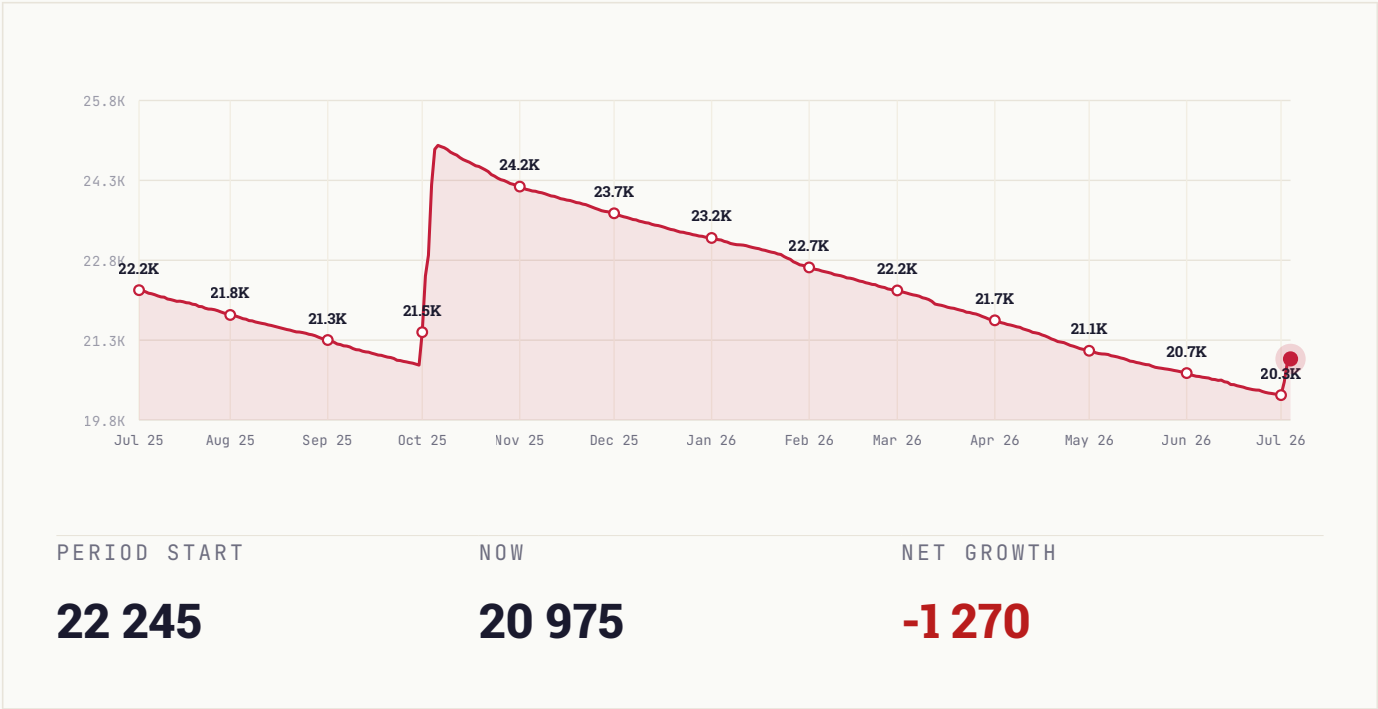
WORST 3

↓ 04.07 · 05:59 VIDEO (post without caption — video)	VIEWS 1 149 REPOSTS — REACTIONS 8 ER 5.5%
↓ 04.07 · 08:29 TEXT A site finkelisim.kz appeared for loan optimization.	VIEWS 917 REPOSTS 1 REACTIONS 3 ER 4.4%
↓ 04.07 · 08:30 POLL (post without caption — poll)	VIEWS 917 REPOSTS — REACTIONS 7 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

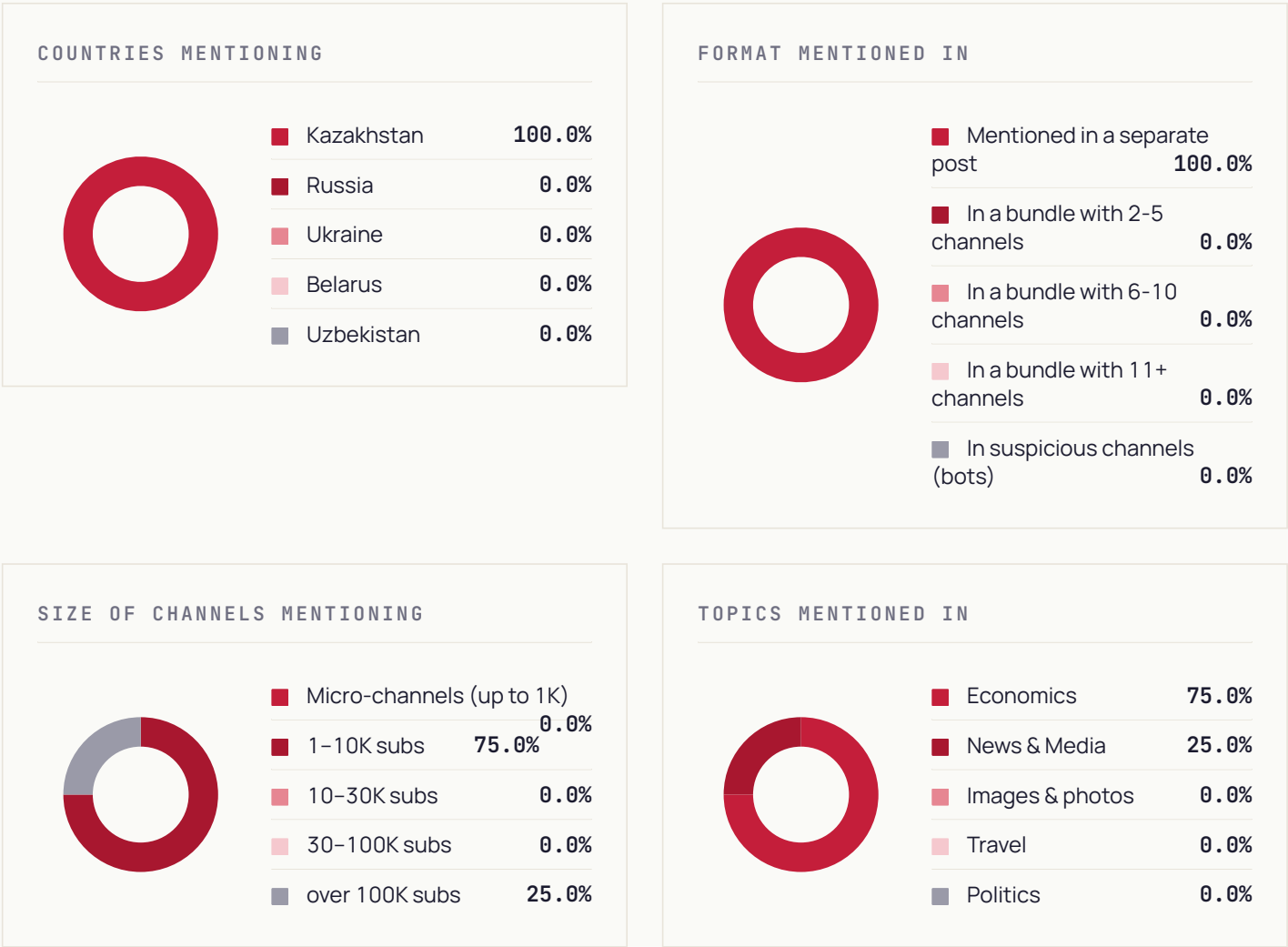
Yearly subscriber growth chart. Key months show exact subs. See gains and losses.



SECTION 04 · MENTIONS

Who and how mentions the channel

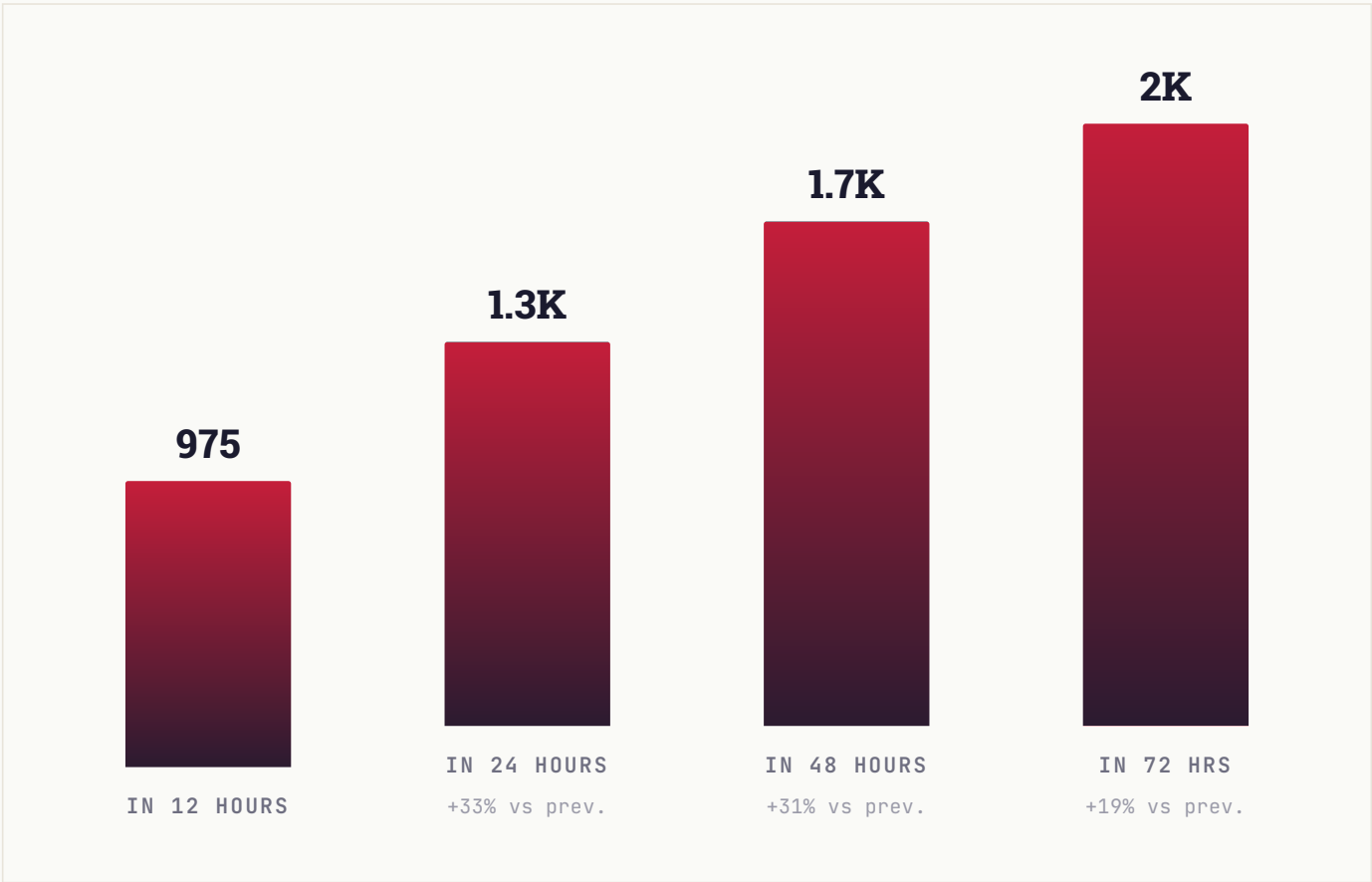
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. Over all time, the channel was mentioned 3 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post 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 — you can see its place among niche neighbors.

CHANNEL		SUBSCRIBERS
TE	TENGENOMIKA	72K
KF	FINANCE.kz	63.9K
TL	Tengri Live - News of Kazakhstan	47.1K
B	Bugin.info	34K
PA	Paydabar	32.7K
KA	Kaspi.kz	27.4K
AЖ	Alibek Zhalgaspaiev Investing in Kazakhstan	25.2K
ҚС	Қаржылық сауаттылық	24.7K
FB	Freedom Broker	21.2K
BUT	Finance news	21K
ҚЕ	Қаржылық Еркіндік	21K

COMPARATIVE SUMMARY

Channel in top 25% of niche (#11 of 99). Leader — TENGENOMIKA (72K). Goal for the coming months: enter the niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track mentions of your channel monthly. Over the last **6 months** such mentions occurred **0**, they brought **4 060** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	0	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	4 060	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
0	6	4 060

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

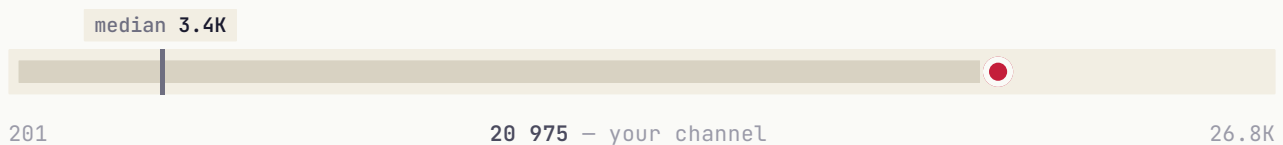
Took top-**100** channels in «**Economics**» and saw how your channel compares. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#11/100

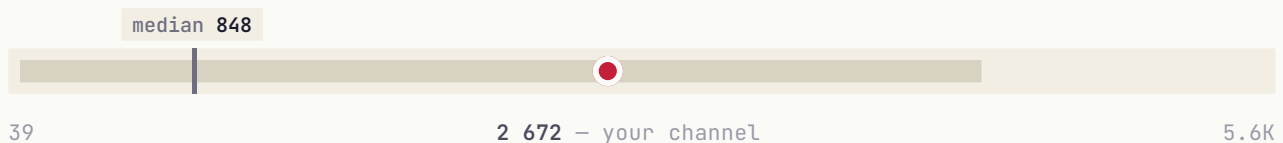
RANK IN NICHE

Channel in top 11% – strong position

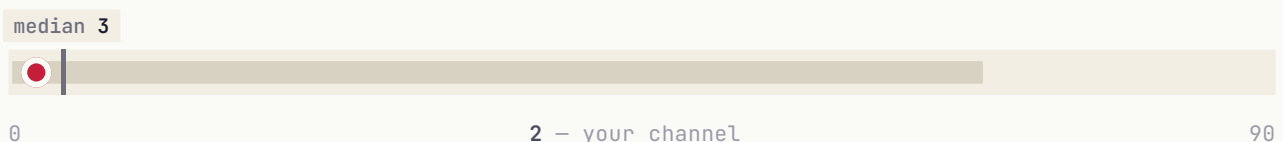
SUBSCRIBERS

better than 90% of niche


AVG REACH / POST

better than 71% of niche


CITATION INDEX

47% below median


— 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

Post of the week — on Friday
Audience is most active on this day at 18:00 ALMT.

EFFECT
Best window for important posts
- 02

Increase share of video posts
Video in Telegram holds audience longer and is algorithm-friendly. Aim for 15-25%.

EFFECT
Video retains audience better
- 03

System traffic purchase
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 poll per week on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Cross-post with same-niche 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan 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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