

PUBLIC REPORT BY PROMTPRESS

Channel audit

"Alatau City Invest" Analytics



@alataucityinvestkz

Welcome to Alatau City Invest! On our channel we discuss: - International stock market with real investment ideas; - Kazakhstan stocks; - Macroeconomics of our...

SUBSCRIBERS

10 156

+627 per month

ERR (% SEE POSTS)

18.0%

per day 11.2%

REACH/POST

1.8K

ad reach 1.1K/24h

— CONTENT · 2026

What's inside the report

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09 Strategy

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

SUBSCRIBERS 10 156 —	SUBS REACH 17.25% avg % of subs see post	VIEWS/POST 1.8K median 1.7K · 28 days	POSTS/WEEK 33.3 over period
7D TREND -12.5% vs prev week	REACTIONS/POST 7.2 total 968 reactions, 386 reposts, 349 comments	POST LENGTH 396 chars median 286 · 28 days	POSTS ANALYZED 134 28 days
AD REACH 1.1K 24h avg	CHURN / MONTH +627 over last month	CITATION RATE 4 citation index · 19 channels mentioned all time	CHANNEL AGE 4 years 3 months created 30.03.2022

AI EDITOR SUMMARY

Channel «"Alatau City Invest" Analytics» – 10 156 subs. Each post avg views 1.8K people (17% of subs), avg reach – room to grow. Publishes 33 posts per week (~5/day) – active posting. For week 22–28 Jun reach dropped -12.5% by week 15–21 Jun – worth analyzing causes.

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 **134** posts over 28 days.
- 02 Dominant format – **Text** (65/134 posts).
- 03 Avg post length – **396** chars (median 286).
- 04 Peak audience activity – **Friday**, 16:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (2.7K avg for top vs 1.3K for worst) – among 134 posts over 28 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 10:30 PHOTO 💡 Dear subscribers! 📌 We inform you that on June 18, 2026, a joint webinar by Alatau City Invest and KPMG Kazakhstan will be held on...	VIEWS 2 712 REPOSTS 45	REACTIONS 43 ER 26.7%
Nº2 12.06 · 11:03 PHOTO ⚡ New speculative investment idea: Qualcomm Incorporated #QCOM, which we believe has growth potential. Description: leading...	VIEWS 2 691 REPOSTS 7	REACTIONS 14 ER 26.5%
Nº3 12.06 · 12:09 TEXT ! Extraordinary general meeting of Kaspi #KSPI shareholders, held on June 11, 2026, approved dividend payment for Q1 2026 in...	VIEWS 2 669 REPOSTS 3	REACTIONS 14 ER 26.3%

Nº419.06 · 06:16 PHOTO Key corporate news see in comments.	VIEWS	REACTIONS
	2 470	2
	REPOSTS	ER
	2	24.3%
Nº518.06 · 09:27 VIDEO ⚡ Publishing the recording of a joint webinar by Alatau City Invest and KPMG Kazakhstan on: “Income declaration from securities: overview...	VIEWS	REACTIONS
	2 461	80
	REPOSTS	ER
	159	24.2%

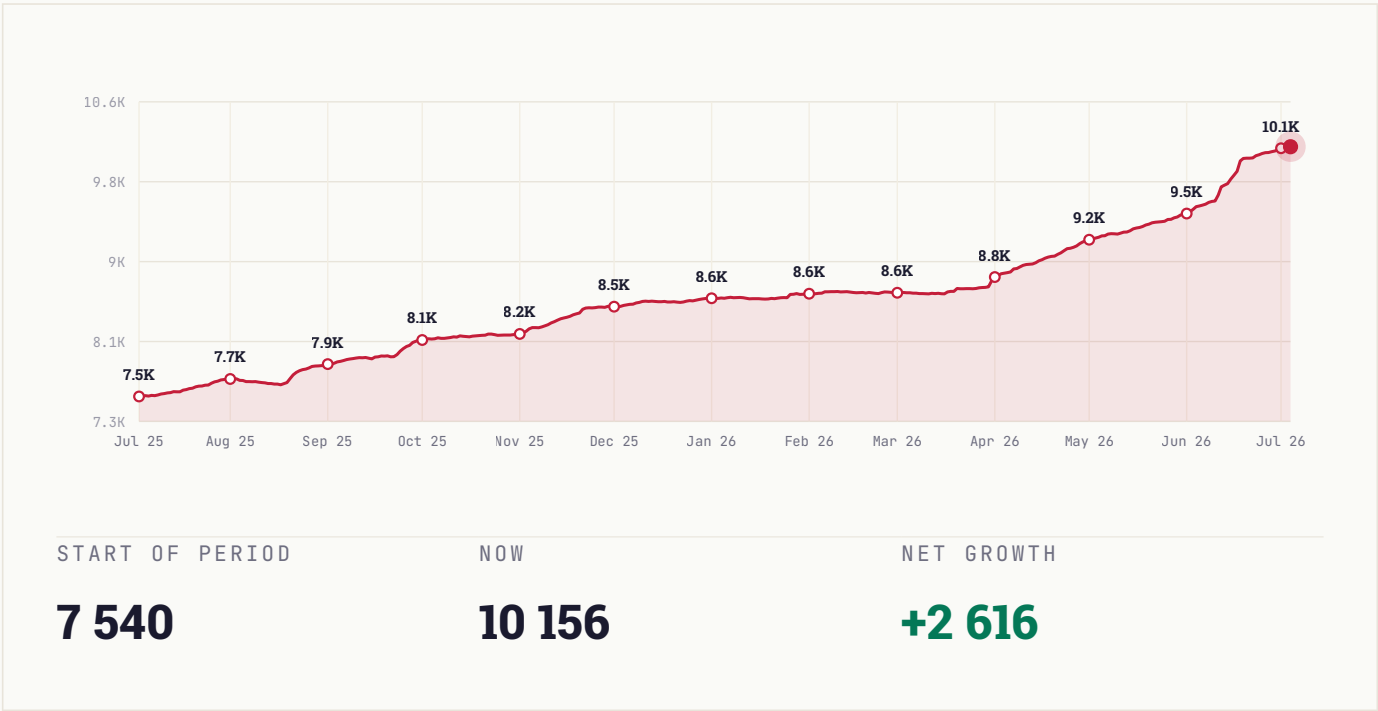
WORST 3

↓ 01.07 · 05:59 TEXT Investment ideas update 01.07.2026 Key news on companies from our list, more in comments...	VIEWS	REACTIONS
	1 332	—
	REPOSTS	ER
	—	13.1%
↓ 01.07 · 05:52 PHOTO Key corporate news see in comments.	VIEWS	REACTIONS
	1 305	—
	REPOSTS	ER
	1	12.8%
↓ 01.07 · 05:29 PHOTO US indices rose Tuesday: S&P 500 +0.8%, Nasdaq +1.5%, boosted by a semiconductor sector rebound after recent...	VIEWS	REACTIONS
	1 290	4
	REPOSTS	ER
	1	12.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

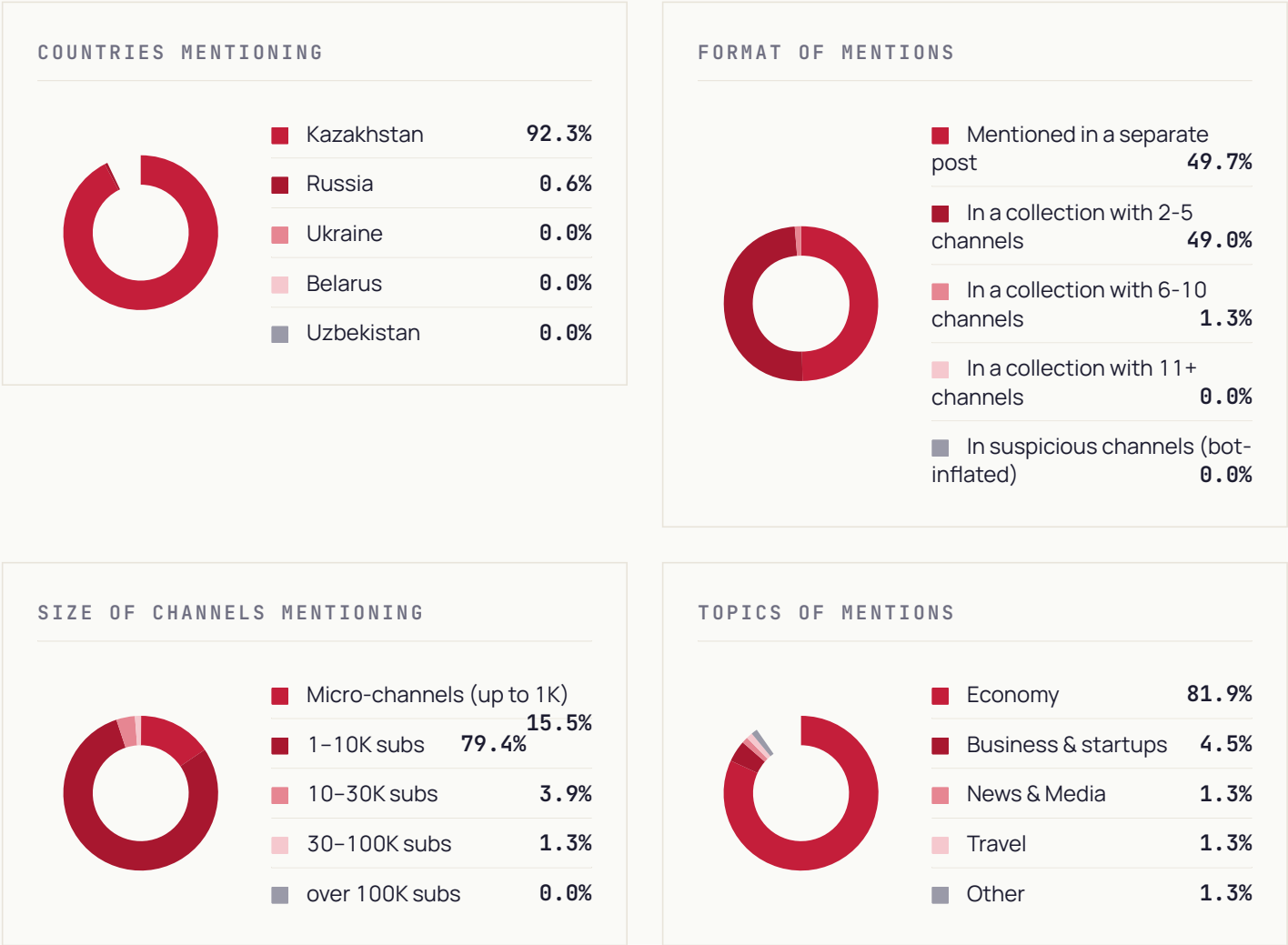
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

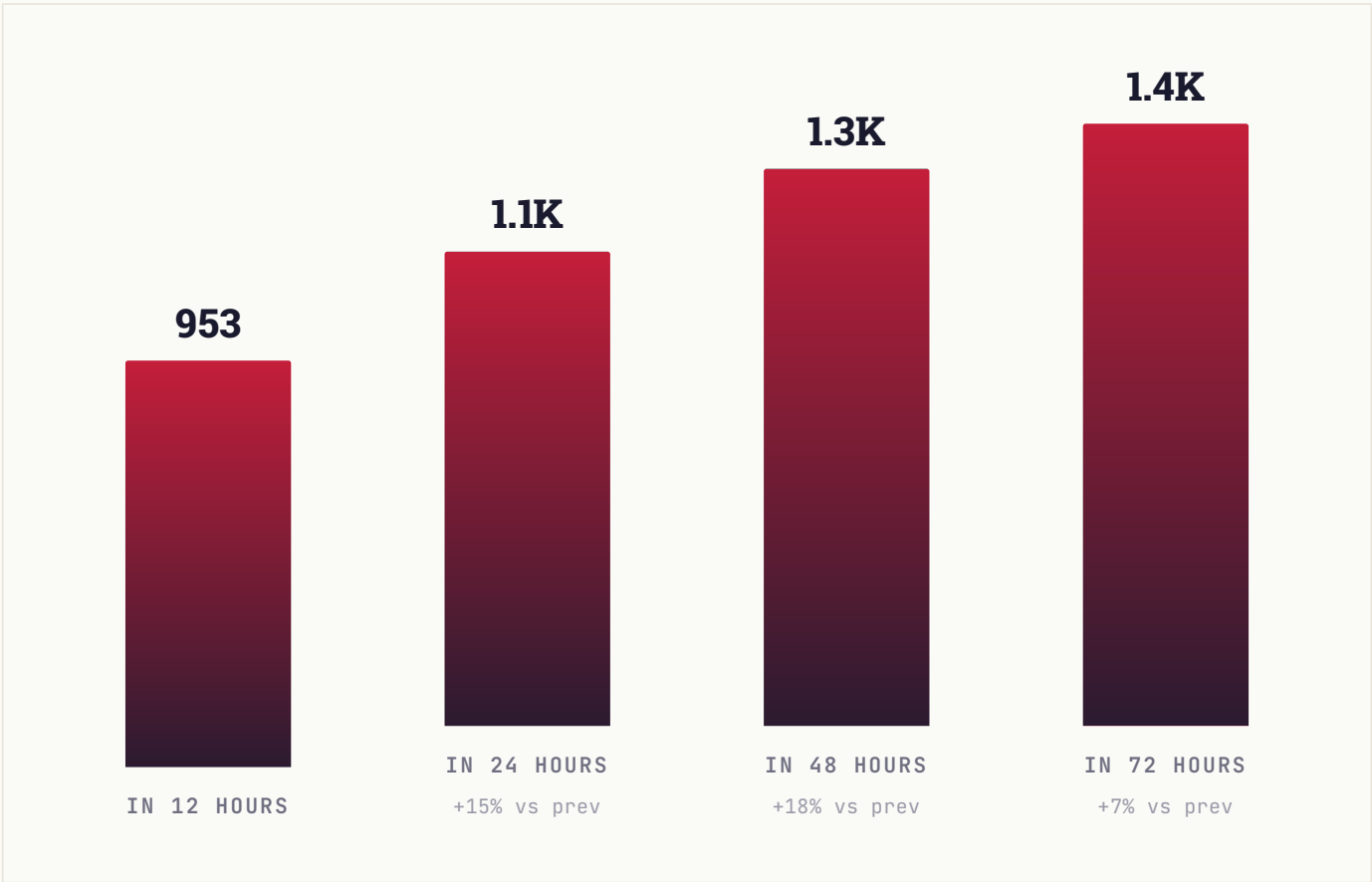
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 19 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and 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
AZ Alibek Zhalgaspayev Investing in Kazakhstan 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
"C" "Alatau City Invest" Analytics YOU	10.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#29 of 99). Niche leader — TENGONOMIKA (72K), median subs 3.5K. Aim for top quartile — realistic 6-12 month horizon.

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 **18**, they brought **1 096** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	84
December 2025	3	2	112
Nov 2025	5	2	304
Oct 2025	2	2	91
Sep 2025	3	2	292
August 2025	3	1	213

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
18	6	1 096

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «**Economy**» and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#29

/100

RANK IN NICHE

Channel in top half of ranking

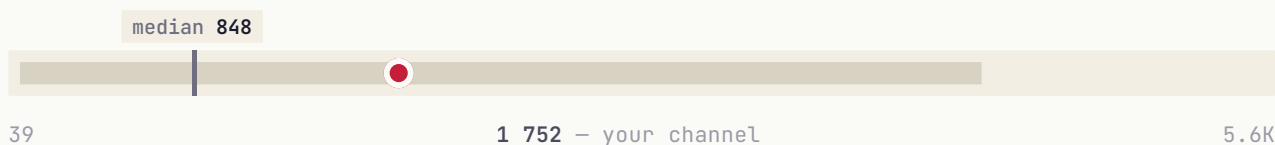
SUBSCRIBERS

better than 65% of niche



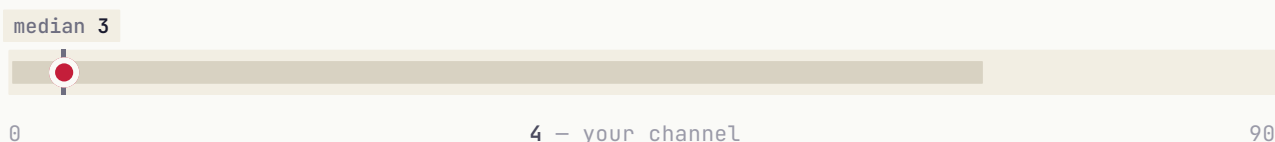
AVG REACH / POST

better than 60% of niche



CITATION INDEX

better than 50% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|---|
| 01 | Main post of the week — on Friday | EFFECT |
| | Audience is most active on this day at 16:00 ALMT. | Best window
for important
post |
| 02 | Increase share of video posts | EFFECT |
| | Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share. | Video retains
audience
better |
| 03 | Systematic traffic buying | EFFECT |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | +1000-3000
subs |
| 04 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy win. | +5-15% ER |
| 05 | Cross-promo with neighboring channels | EFFECT |
| | Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth. | 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 plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
