

PUBLIC REPORT PROMTPRESS

Channel audit

KeyNews



@allkeynews

All the most important about Kazakhstan Send news or ask a question: @keynews1_bot

SUBSCRIBERS

19 233

-76 per month

ERR (% SEE POSTS)

15.0%

in 24 hrs **12.1%**

REACH/POST

2.8K

ad reach **2.3K**/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 19 233 —	 SUBS REACH 14.43% avg % subs see post	 VIEWS/POST 2.8K median 2.7K · 29 days	 POSTS/WEEK 16.8 over period
 7D TREND +8.4% vs previous week	 REACTIONS/POST 7.2 total 505 reactions, 46 reposts, 0 comments	 POST LENGTH 851 chars median 912 · 29 days	 POSTS ANALYZED 70 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH -76 over last month	 CITATION RATE 27 citation index · 127 channels mentioned ever	 CHANNEL AGE 5 years 9 months created 22.09.2020

AI EDITOR SUMMARY

Channel «KeyNews» — 19 233 subs. Each post averages 2.8K people (14% of subs), reach is low — consider expanding audience. Publishes 17 posts/week (~2/day) — regular schedule. Week 22–28 Jun reach grew by +8.4% by week 15–21 Jun — positive trend.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 70 posts in 29 days.
- 02 Dominant format – Text (45/70 posts).
- 03 Avg post length – 851 chars (median 912).
- 04 Peak audience activity – Tuesday, 19:00 ALMT.
- 05 Top posts get 3× more views than the weakest (3.9K avg for top vs 1.2K for worst) – among 70 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 30.06 · 14:52 TEXT Tokayev and Putin held phone talks Today, June 30, the presidents of Kazakhstan and Russia, Kassym-Jomart...	VIEWS 3 911 REPOSTS 1	REACTIONS 7 ER 20.3%
Nº2 18.06 · 06:35 TEXT Russian economist: Kazakhstan's social priorities indicate economic growth This opinion was expressed in an interview with «Delovoy...	VIEWS 3 839 REPOSTS —	REACTIONS 12 ER 20.0%
Nº3 01.07 · 02:19 PHOTO Tests of a new spacecraft began at Baikonur At the Baikonur Cosmodrome, tests of a new cargo spacecraft have started...	VIEWS 3 832 REPOSTS 1	REACTIONS 7 ER 19.9%

Nº4 24.06 · 07:31 TEXT Russians can receive government services in Kazakhstan Russian citizens can receive government services in Kazakhstan and 10 other countries, according to...	VIEWS 3 780 REPOSTS 1	REACTIONS 10 ER 19.7%
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Nº5 30.06 · 10:23 TEXT Head of Kazakhstan's Atomic Energy Agency spoke at a forum in Russia Construction of NPP and further development of nuclear energy in...	VIEWS 3 768 REPOSTS —	REACTIONS 8 ER 19.6%
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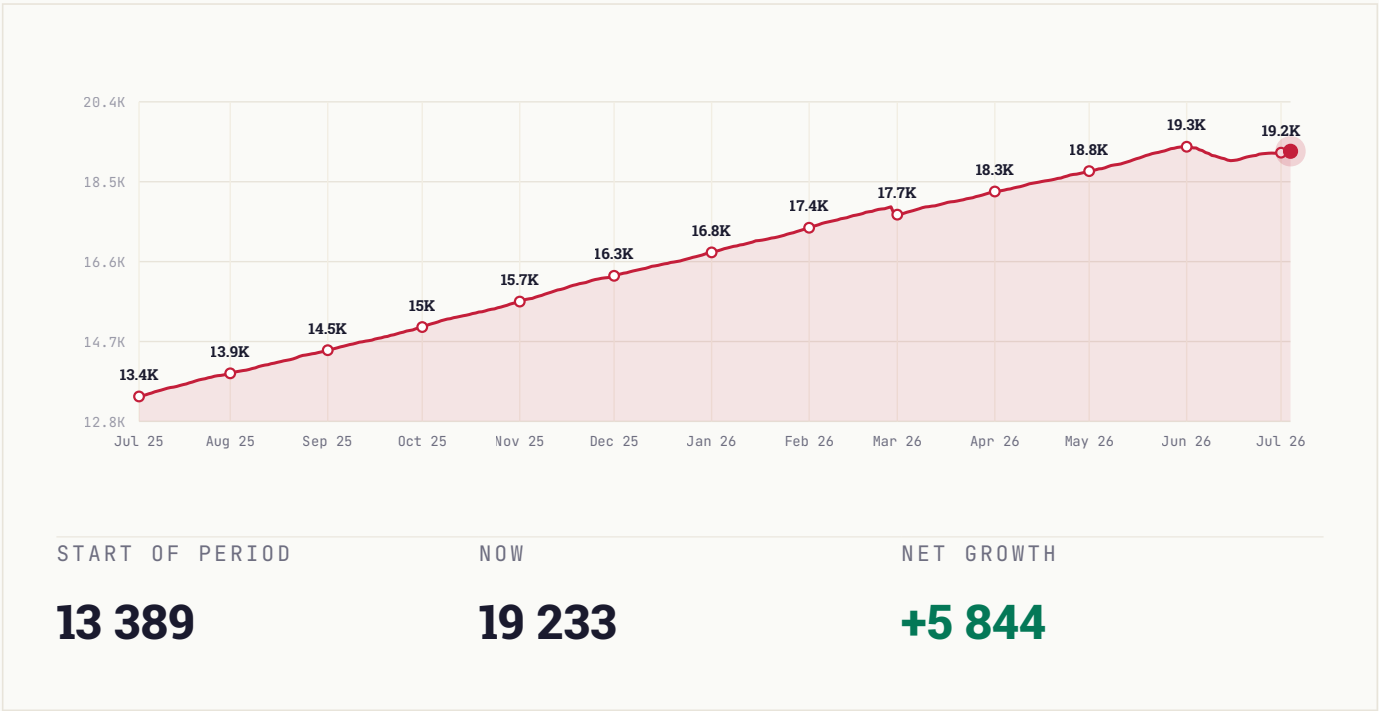
WORST 3

↓ 08.06 · 09:34 PHOTO Russian investor launches new sulfuric acid plant in Kazakhstan In Zhambyl region of Kazakhstan, a new plant has been launched...	VIEWS 2 036 REPOSTS 1	REACTIONS 3 ER 10.6%
↓ 04.06 · 12:20 TEXT Moscow celebrated Kazakhstan's State Symbols Day At the Kazakh Embassy in Russia a festive event was held to mark...	VIEWS 1 041 REPOSTS 1	REACTIONS — ER 5.4%
↓ 15.06 · 06:20 PHOTO Parade of nationalities in Omsk united two thousand people On Russia Day, Omsk hosted a Parade of Nationalities, bringing together over two...	VIEWS 561 REPOSTS 1	REACTIONS 11 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

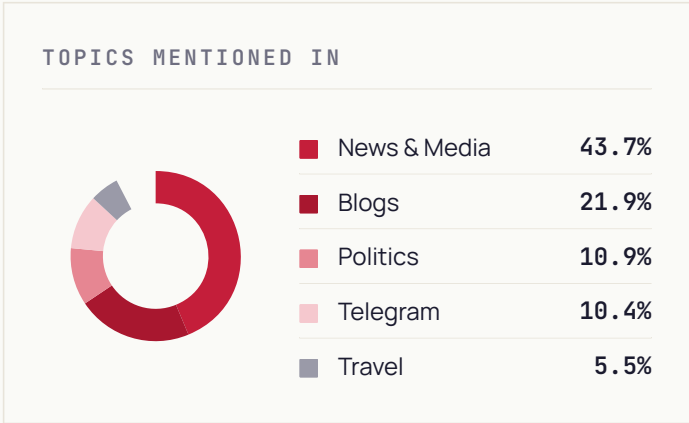
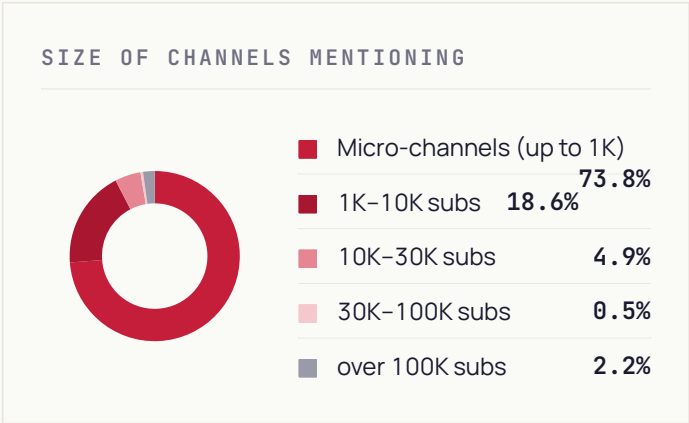
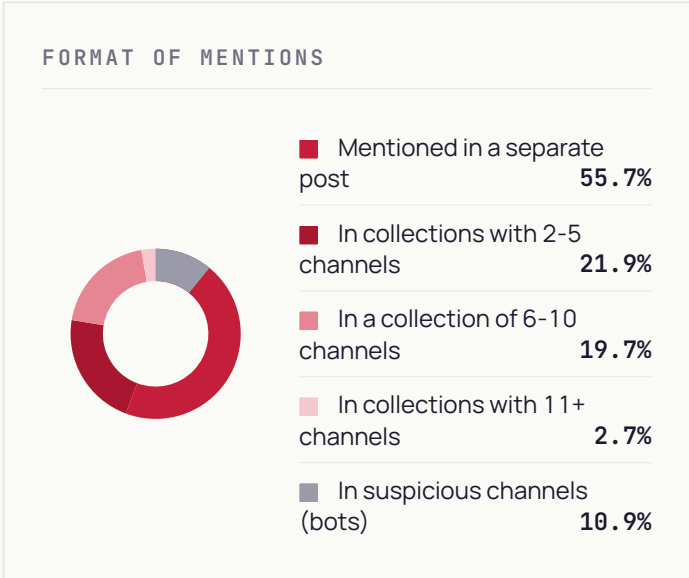
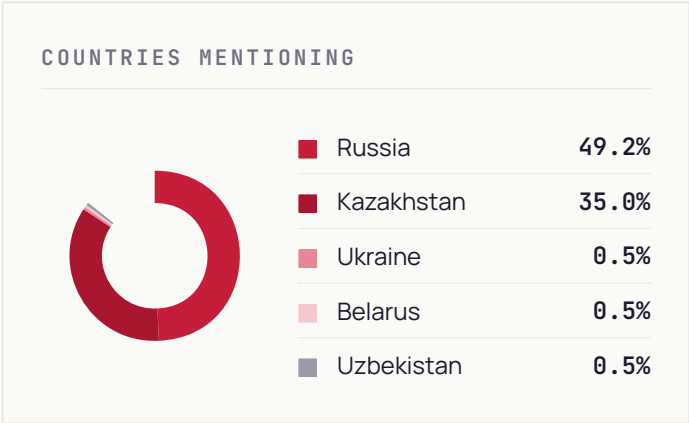
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

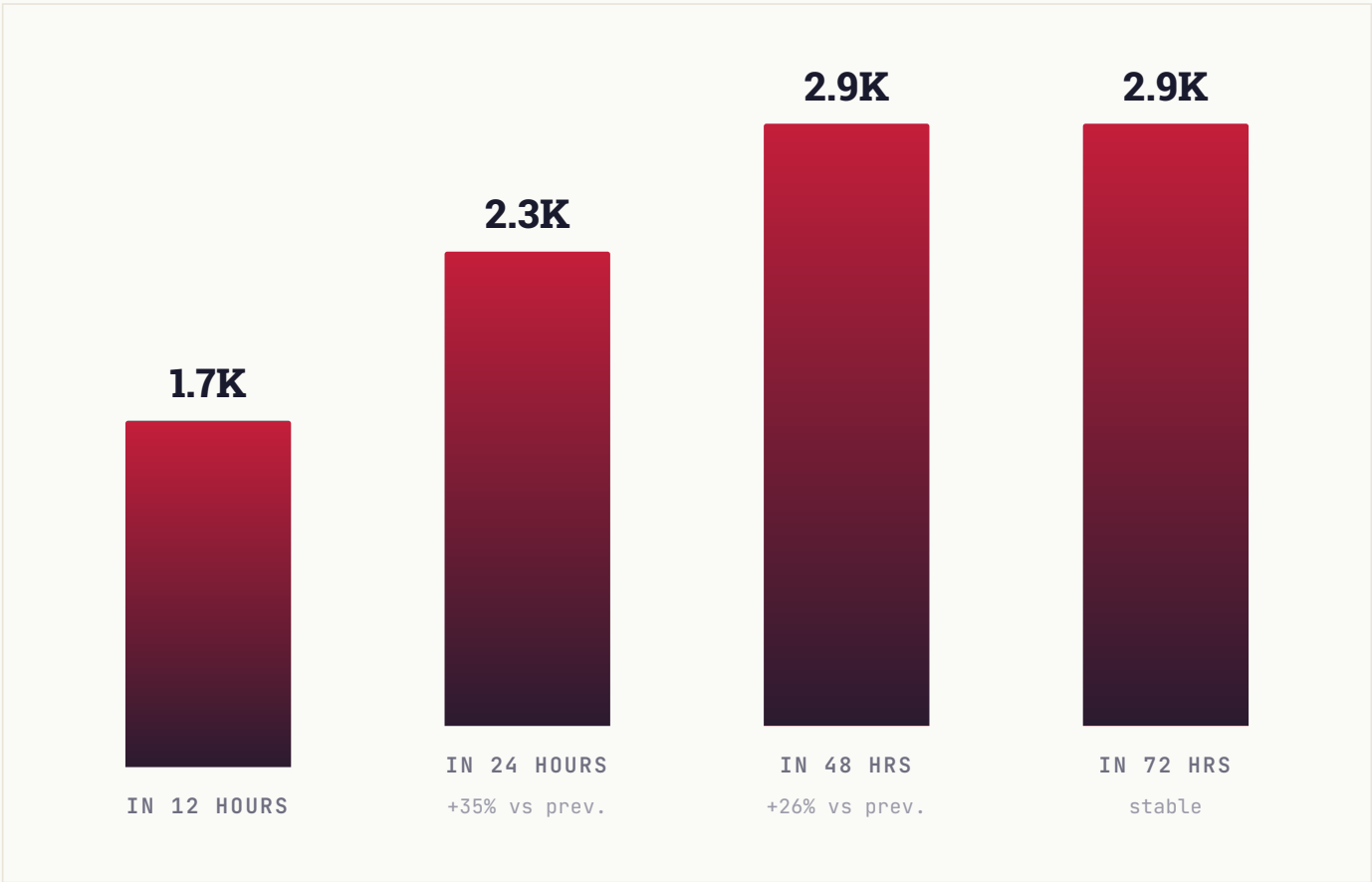
Citation index **27** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **127** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
KE KeyNews YOU	19.2K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#54 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions occurred **5**, they brought **3 466** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	581	
December 2025	1	1	577	
Nov 2025	1	1	606	
Oct 2025	1	1	602	
Sep 2025	0	0	558	
August 2025	1	1	542	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
5	6	3 466

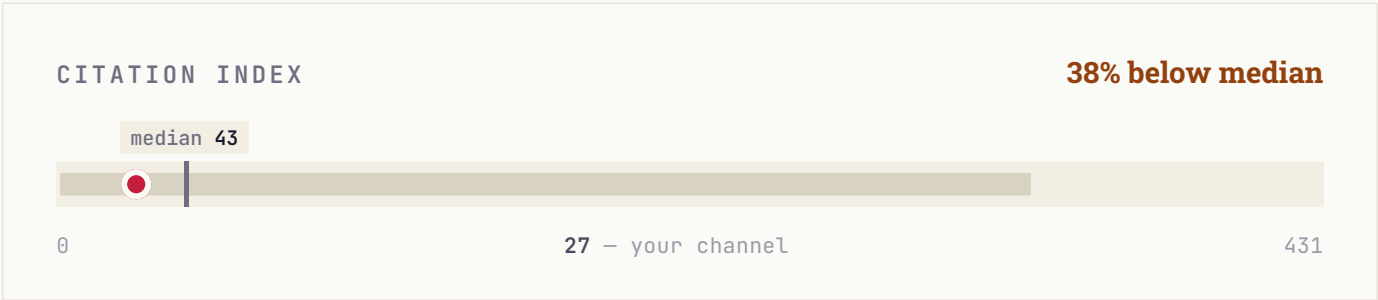
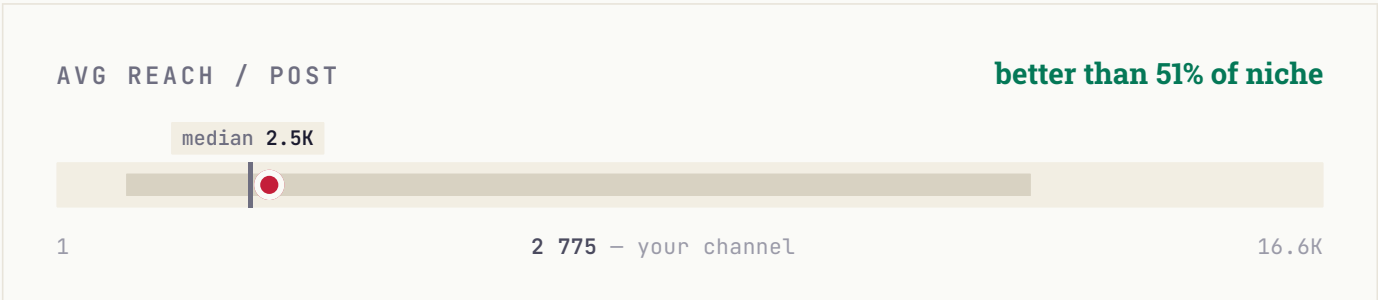
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#54/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— 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 an
important post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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