

PUBLIC REPORT BY PROMTPRESS

Channel audit

Almaty day



@almaty_dau

News Events interesting places Almaty and a bit more Ads/collab
@Artem_managet

SUBSCRIBERS

15 120

-580 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.9%

REACH/POST

638

ad reach 435/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 15 120 —	 SUBS REACH 4.22% avg % subs see post	 VIEWS/POST 638 median 631 · 29 days	 POSTS/WEEK 49.7 for the period
 7D TREND -2.9% vs previous week	 REACTIONS/POST 2.1 total 435 reactions, 432 reposts, 0 comments	 POST LENGTH 375 chars median 360 · 29 days	 POSTS ANALYZED 211 29 days
 AD REACH 435 24h avg	 CHURN / MONTH -580 for the last month	 CITATION RATE 0 citation index · 5 channels mentioned ever	 CHANNEL AGE 2 years 3 months created 27.03.2024

AI EDITOR SUMMARY

Channel «Almaty day» — 15 120 subs. Each post averages 638 people (4% from subs), reach is low — consider expanding audience. Publishes 50 posts per week (~7/day) — active posting. Week 22–28 Jun reach stable (-2.9% vs week 15–21 Jun).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 211 posts over 29 days.
- 02 Dominant format — Photo (114/211 posts).
- 03 Avg post length — 375 chars (median 360).
- 04 Peak audience activity — Saturday, 19:00 ALMT.
- 05 Top posts get 2x more views than the weakest (890 avg for top vs 480 for worst) — among 211 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 04:00 PHOTO  Drinking wine in the morning is healthier than saving it for evening, experts say. According to them, wine promotes faster...	VIEWS 891 REACTIONS 1 REPOSTS 8 ER 5.9%
Nº2 04.06 · 18:24 TEXT Emergency info: On June 4 at approx 21:22 an earthquake occurred in Almaty. The seismic station network of the National Scientific...	VIEWS 890 REACTIONS — REPOSTS 3 ER 5.9%
Nº3 04.06 · 18:25 TEXT Epicenter is 316 km northeast of Almaty in Kazakhstan. Estimated intensity (in points): Almaty...	VIEWS 889 REACTIONS — REPOSTS 3 ER 5.9%

Nº4

09.06 · 11:39

TEXT

Men in Kazakhstan to be protected from forced marriage

Deputy Interior Minister Sanzhar Adilov said in the Majilis corridors that a new...

VIEWS

875

REPOSTS

5

REACTIONS

3

ER

5.8%

Nº5

10.06 · 11:39

TEXT

Almaty resident complains about rats on Terrenkur

A resident of Almaty posted a video on Threads from Terrenkur, saying it's not the first time...

VIEWS

862

REPOSTS

1

REACTIONS

2

ER

5.7%

WORST 3

↓ 29.06 · 18:00 PHOTO Family Park in Almaty won't be built over with residential complexes The akimat stated that information circulating on social media about possible...	VIEWS 500 REPOSTS 1 REACTIONS 1 ER 3.3%
↓ 29.06 · 19:20 PHOTO ⚡ China creates AI laser that shoots down mosquitoes mid-air – SCMP The device from startup Photon Matrix Lab uses an AI camera and...	VIEWS 480 REPOSTS 2 REACTIONS 2 ER 3.2%
↓ 29.06 · 18:54 PHOTO What about the LEZ zone in central Almaty? It's been running in pilot mode for almost two months. The project is still in the...	VIEWS 461 REPOSTS 1 REACTIONS — ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

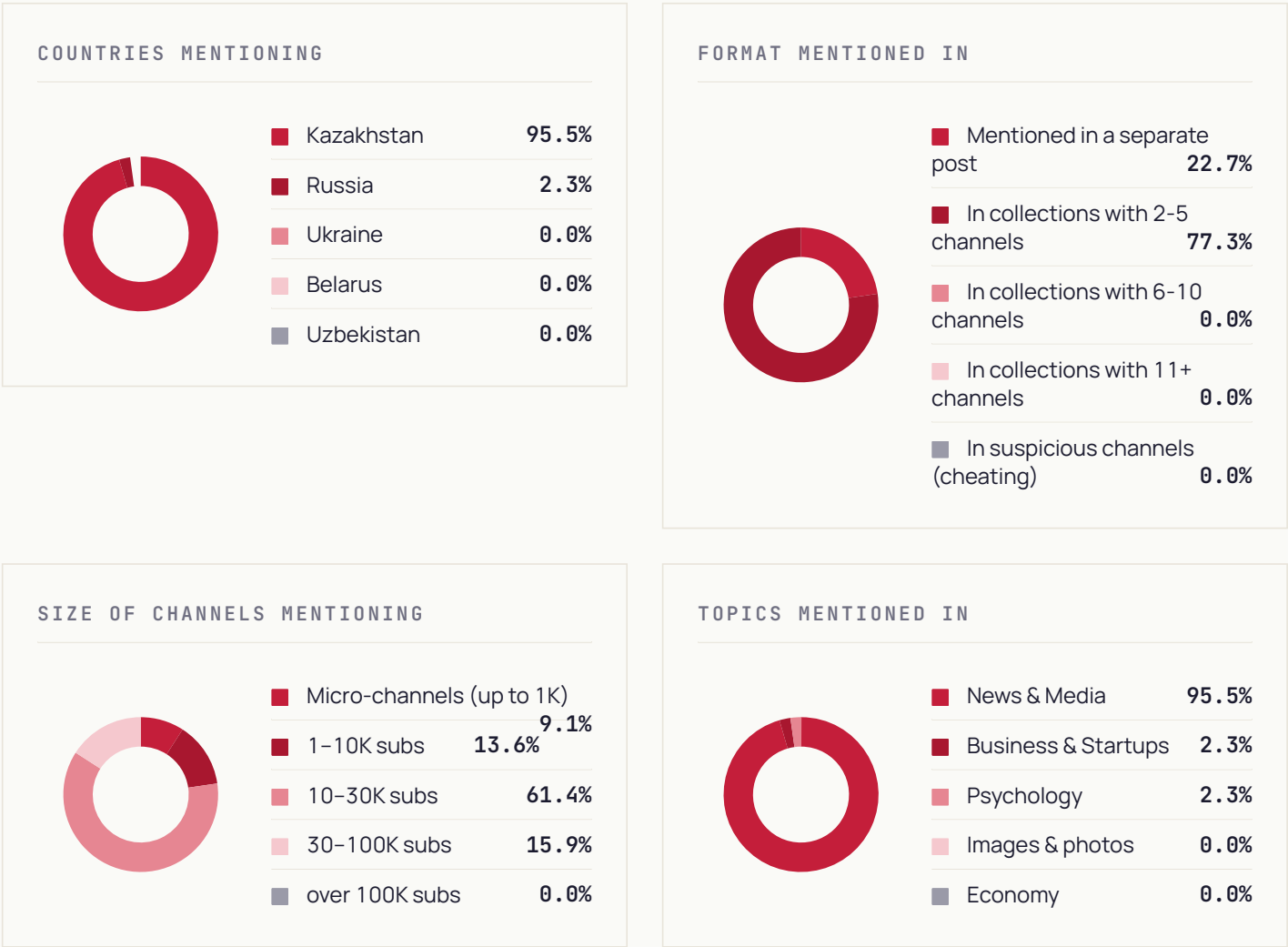
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

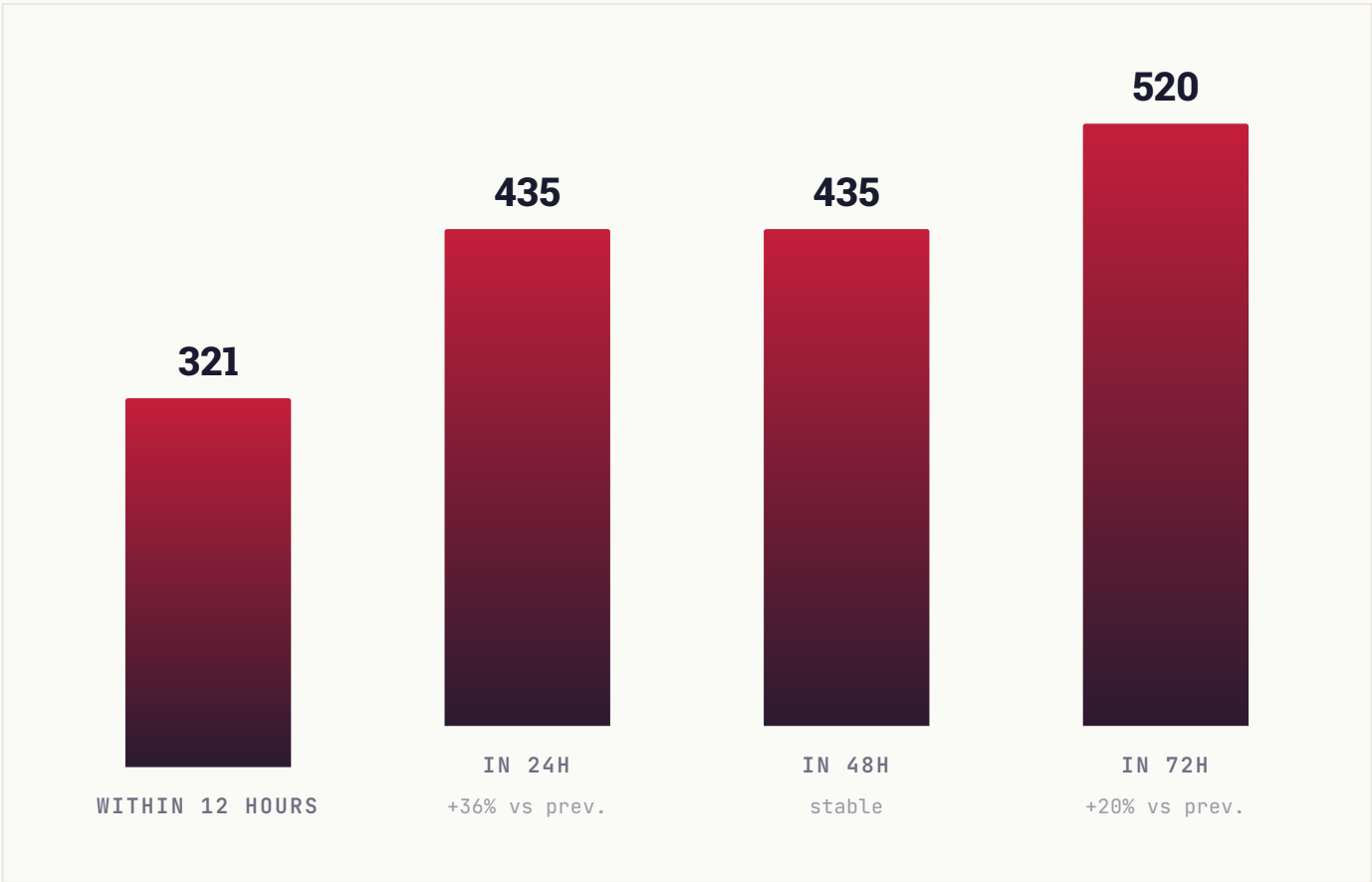
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 5 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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 where it stands 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
NO NONEWS	76.2K
AB Atameken Business - Kazakhstan News	74.2K
AD Almaty day YOU	15.1K

COMPARATIVE INSIGHT

Channel inbottom half of niche top-100 (#68 of 99). Niche median — 20.2K subs. First growth KPI — reach the 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 were **4**, they brought **19 070** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	1	1	0	
Nov 2025	0	0	9 145	
Oct 2025	2	1	3 230	
Sep 2025	1	1	2 830	
August 2025	0	0	3 865	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
4	6	19 070

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

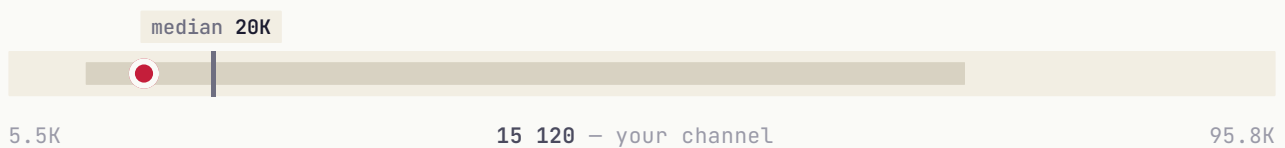
Took top-100 channels in category «News & Media» and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#68 /100

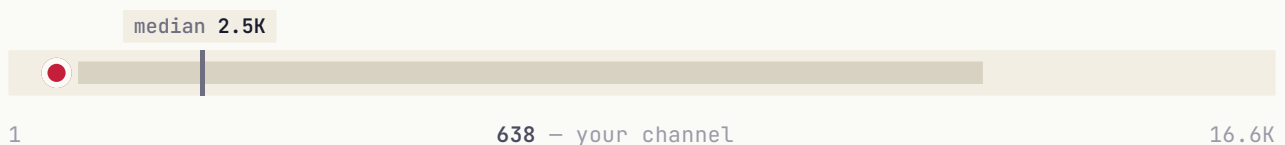
RANK IN NICHE

Channel in the bottom half of the ranking

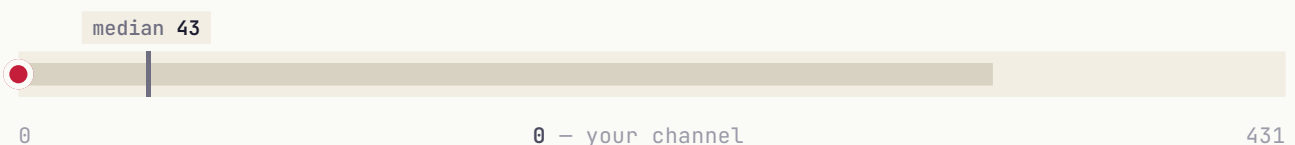
SUBSCRIBERS

24% below median

AVG REACH / POST

74% below median

CITATION INDEX

99% below median

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

Top post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.22% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.3pp ER

03

System traffic buying

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment 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. Want to go further? Run ads through us and hit 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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