

PUBLIC REPORT PROMTPRESS

Channel audit

АЛТЫН АДАМ



@altynadamesyk

Unique finds from excavations.

SUBSCRIBERS

35 432

+9540 per month

ERR (% SEE POSTS)

50.0%

per day 25.6%

REACH/POST

17.7K

ad reach 8.9K/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 35 432 —	 SUBS REACH 49.84% avg % of subs see post	 VIEWS/POST 17.7K median 17.7K · —	 POSTS/WEEK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST 20.0 only 20 reactions, 23 reposts, 0 comments	 POST LENGTH 1,000 chars median 1K · —	 POSTS ANALYZED 1 —
 AD REACH 8.9K 24h avg	 CHURN / MONTH +9540 over last month	 CITATION RATE 36 citation index · 94 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 19.01.2023

AI EDITOR SUMMARY

Channel «Altyn Adam» – 35 432 subs. Each post averages 17.7K people (50% of subs), this is wide reach for a channel of this size. Publishes 1 posts per week (~0 per day) – rare publications.

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 1 posts for –.
- 02 Dominant format – Video (1/1 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Tuesday, 23:00 ALMT.
- 05 Top posts get 0x more views than the weakest (5.9K avg for top vs 17.7K for worst) – among 1 posts over –. Analyze commonalities: topic, format, publish time.

TOP 1 POSTS

№1	23.06 · 18:43	VIDEO	 Friendship with a fig in your pocket An interesting exclusive interview recorded with Ukrainian Ambassador Viktor Maiko. It quite eloquently was...	VIEWS	REACTIONS
				17 660	20
				REPOSTS	ER
				23	49.8%

WORST 1

↓	23.06 · 18:43	VIDEO	 Friendship with a fig in your pocket An interesting exclusive interview recorded with Ukrainian Ambassador Viktor Maiko. It quite eloquently was...	VIEWS	REACTIONS
				17 660	20
				REPOSTS	ER
				23	49.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

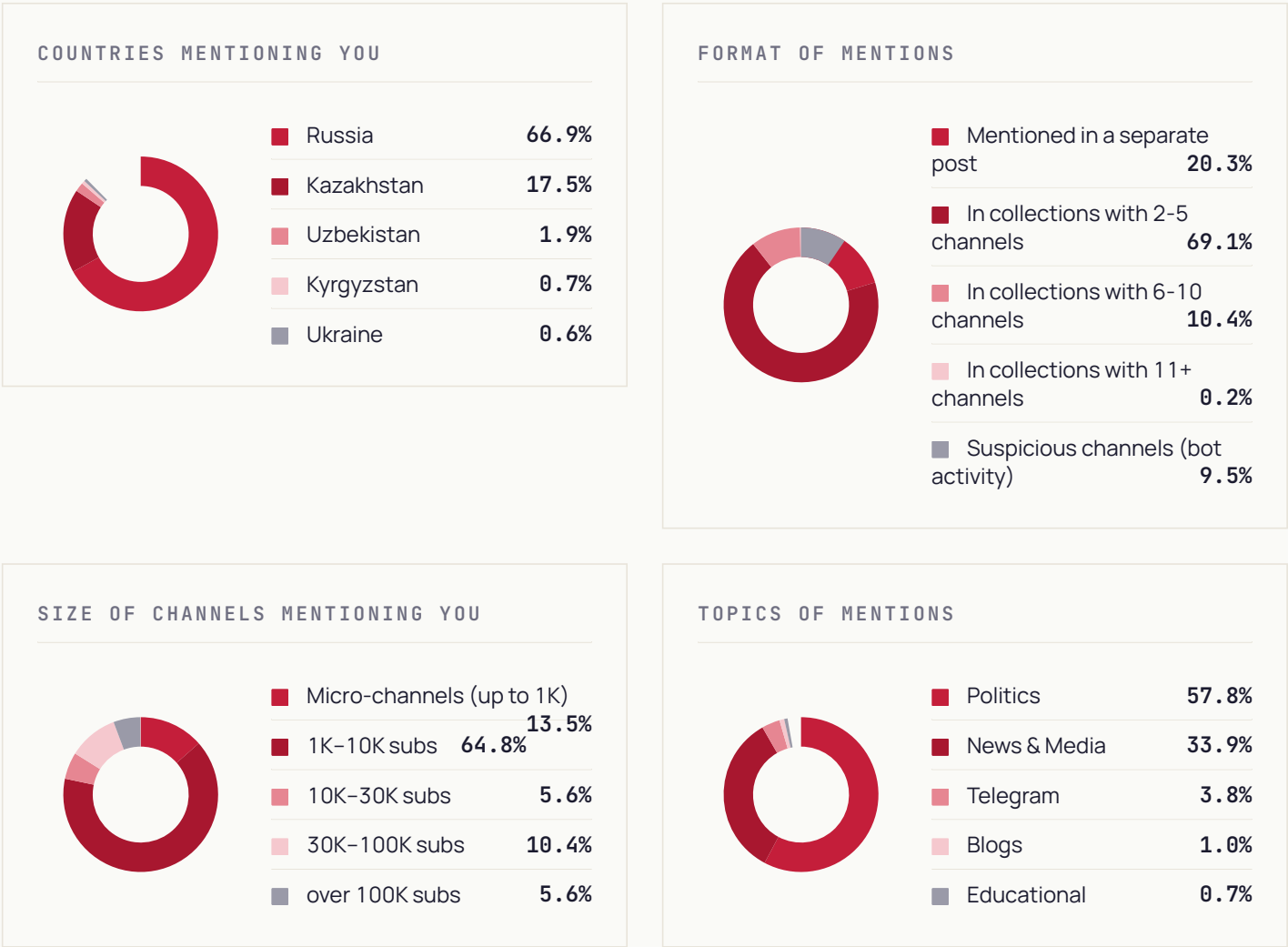
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

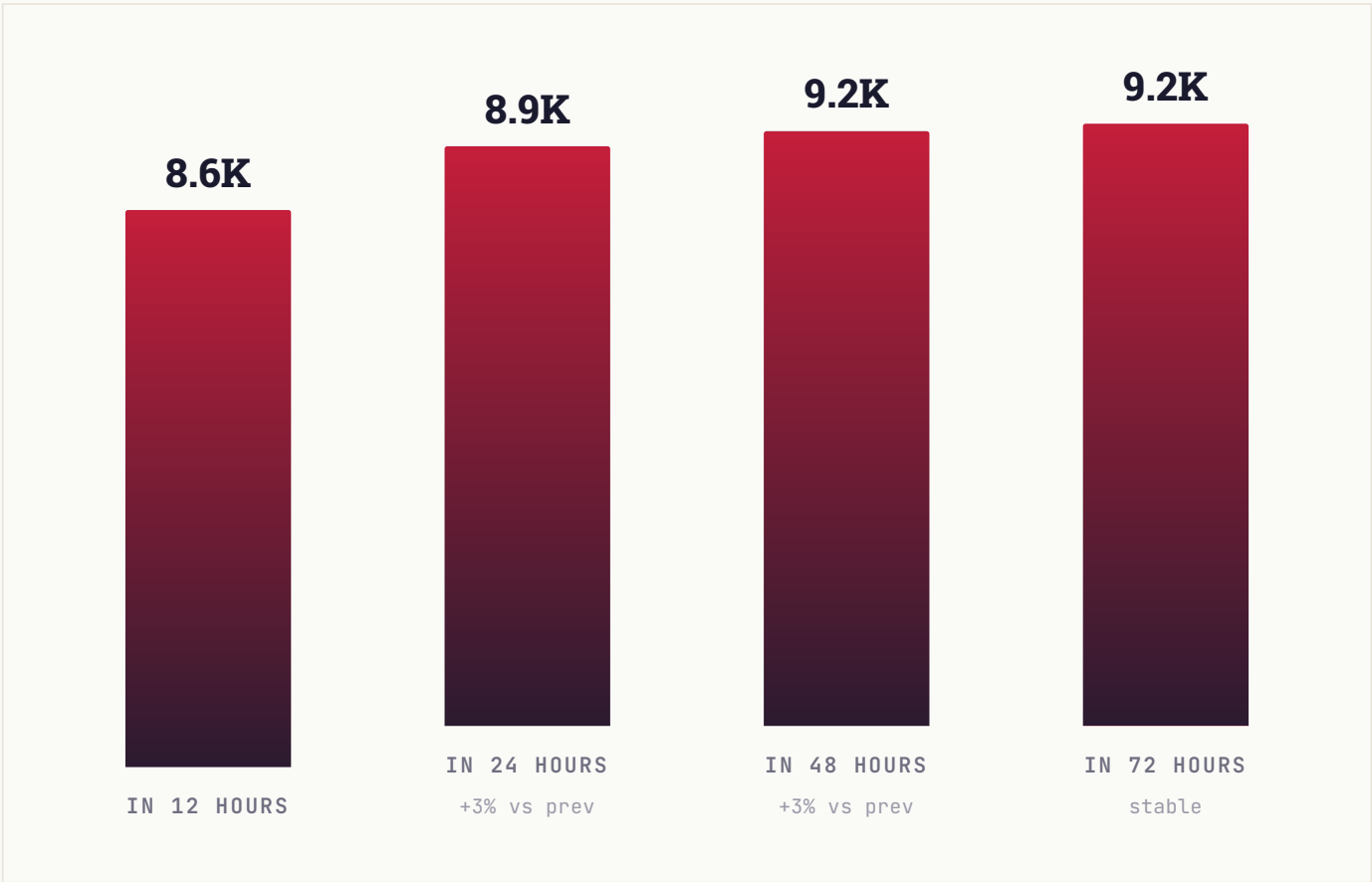
Citation index **36** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time the channel was mentioned **94** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 its rank among niche peers.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	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 - News of Kazakhstan	74.2K
AA Алтын Адам YOU	35.4K

COMPARATIVE CONCLUSION

Channel intop half of niche (#30 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **16**, they brought **14 257** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	2 214
December 2025	13	13	1 341
November 2025	1	1	1 520
October 2025	1	1	6 509
September 2025	0	0	690
August 2025	0	0	1 983
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS
16	6		14 257

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

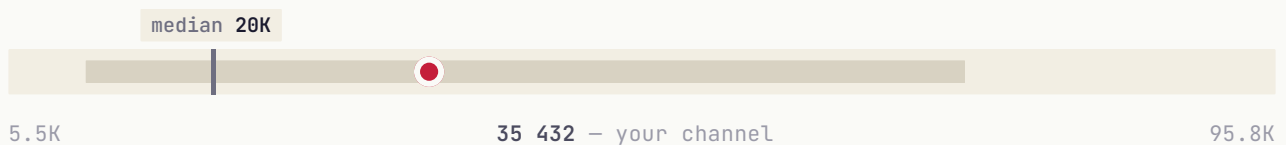
#30 /100

POSITION IN NICHE

Channel in the top half of the ranking

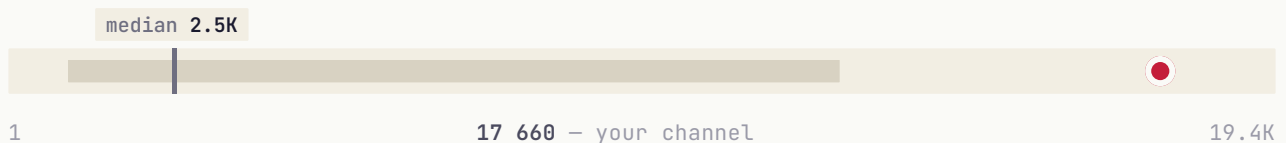
SUBSCRIBERS

better than 61% of niche



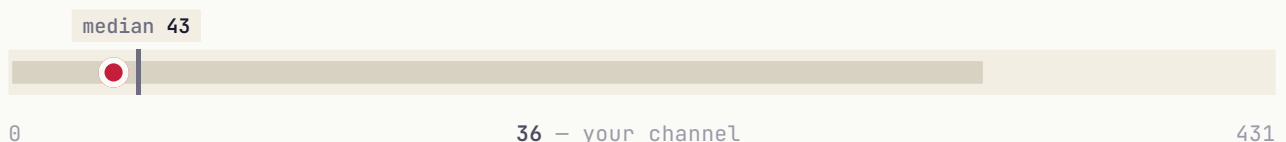
AVG REACH / POST

better than 90% of niche



CITATION INDEX

18% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.0 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Tuesday

Audience is most active on this day and at 23:00 ALMT.

EFFECT

**Best window
for an
important post**

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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 minutes using public data. To go further, run ads through us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
