

PUBLIC REPORT PROMTPRESS

Channel audit

artsport.kz



@artsportedukz

Platform for per capita normative funding of state sports and creative orders Tech support: support@artsport.kz Call center: +7 (727) 258 88 55

SUBSCRIBERS

16 559

-170 per month

ERR (% SEE POSTS)

10.0%

per day 6.8%

REACH/POST

1.5K

ad reach 1.1K/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 16 559 —	 SUBS REACH 9.21% avg % subs see post	 VIEWS/POST 1.5K median 1.5K · —	 POSTS/WEEK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST 24.0 24 reactions, 2 reposts, 0 comments	 POST LENGTH 738 chars median 738 · —	 POSTS ANALYZED 1 —
 AD REACH 1.1K 24h avg	 CHURN / MONTH -170 last month	 CITATION RATE 1 citation index · 5 channels mentioned ever	 CHANNEL AGE 5 years 4 days created 30.06.2021

AI EDITOR SUMMARY

Channel «artsport.kz» — 16 559 subs. Each post averages 1.5K people (9% from subs), reach is low — consider expanding audience. Publishes 1 posts per week (~0 per day) — infrequent posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – 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 – Text (1/1 posts).
- 03 Avg post length – 738 chars (median 738).
- 04 Peak audience activity – Tue, 18:00 ALMT.
- 05 Top posts get ×0 more views than the weakest (508 avg for top vs 1.5K for worst) – among 1 posts over –. Analyze commonalities: topic, format, timing.

TOP 1 POSTS

Nº1

30.06 · 13:07

TEXT

Құрметті Павлодар облысының ата-аналары және жеткізушілері! Павлодар облысы бойынша шығармашылық тапсырыс бағыты бойынша кезекті бөлу...

VIEWS	REACTIONS
1 525	24
REPOSTS	ER
2	9.2%

WORST 1

↓

30.06 · 13:07

TEXT

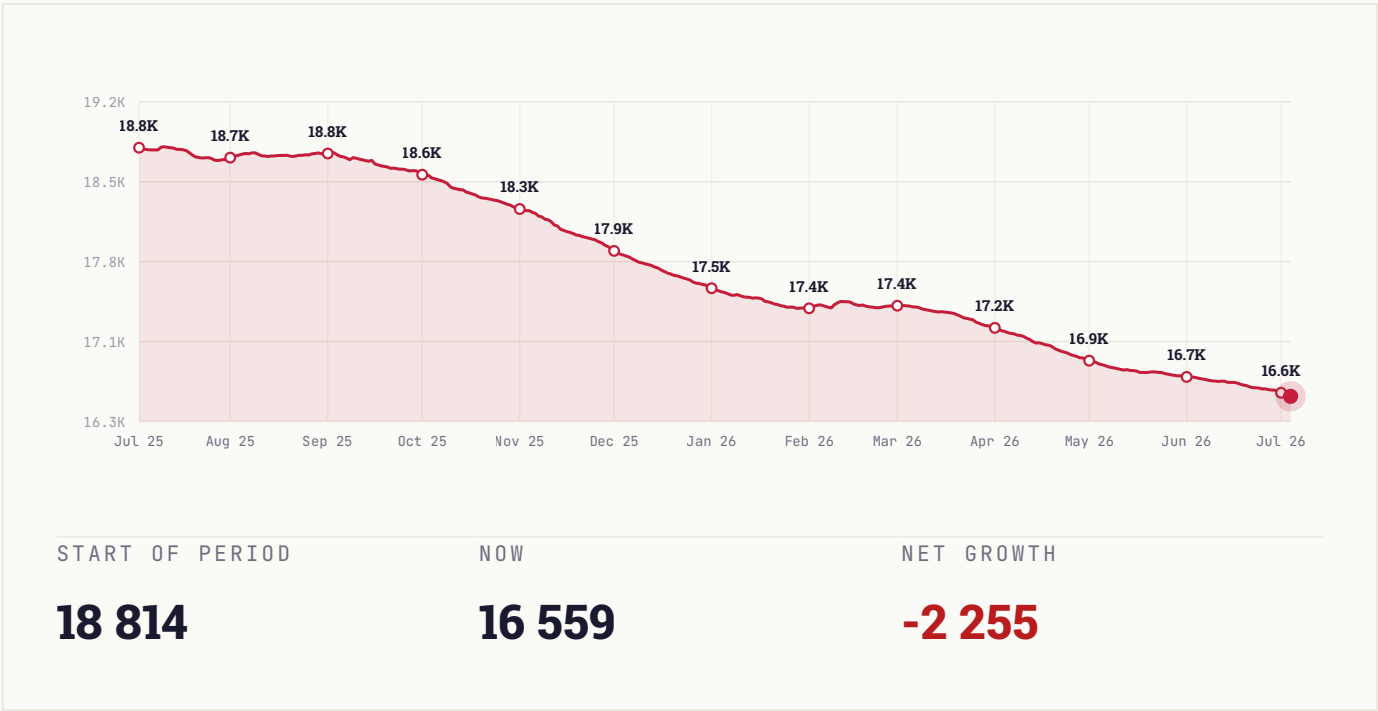
Құрметті Павлодар облысының ата-аналары және жеткізушілері! Павлодар облысы бойынша шығармашылық тапсырыс бағыты бойынша кезекті бөлу...

VIEWS	REACTIONS
1 525	24
REPOSTS	ER
2	9.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

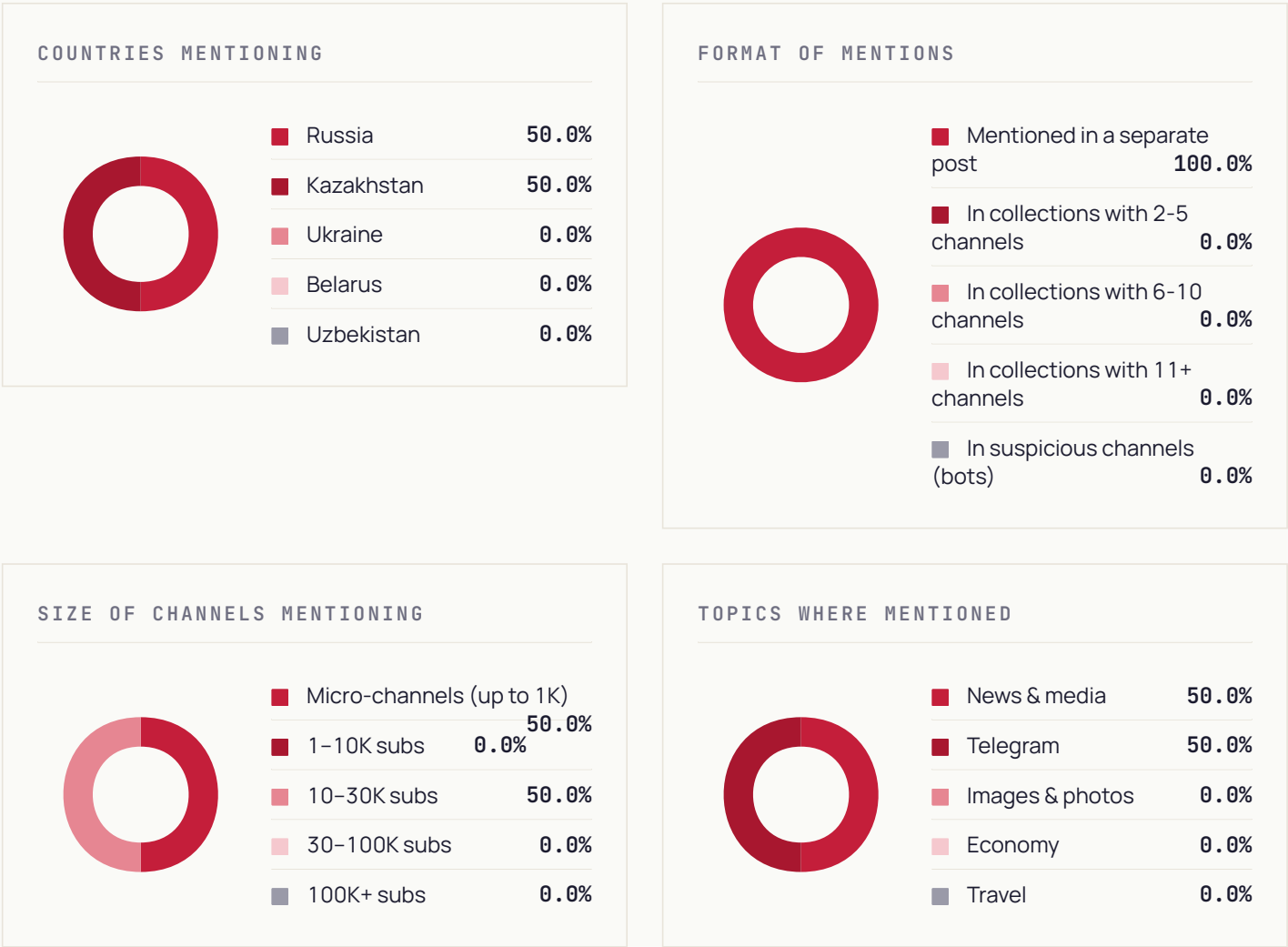
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

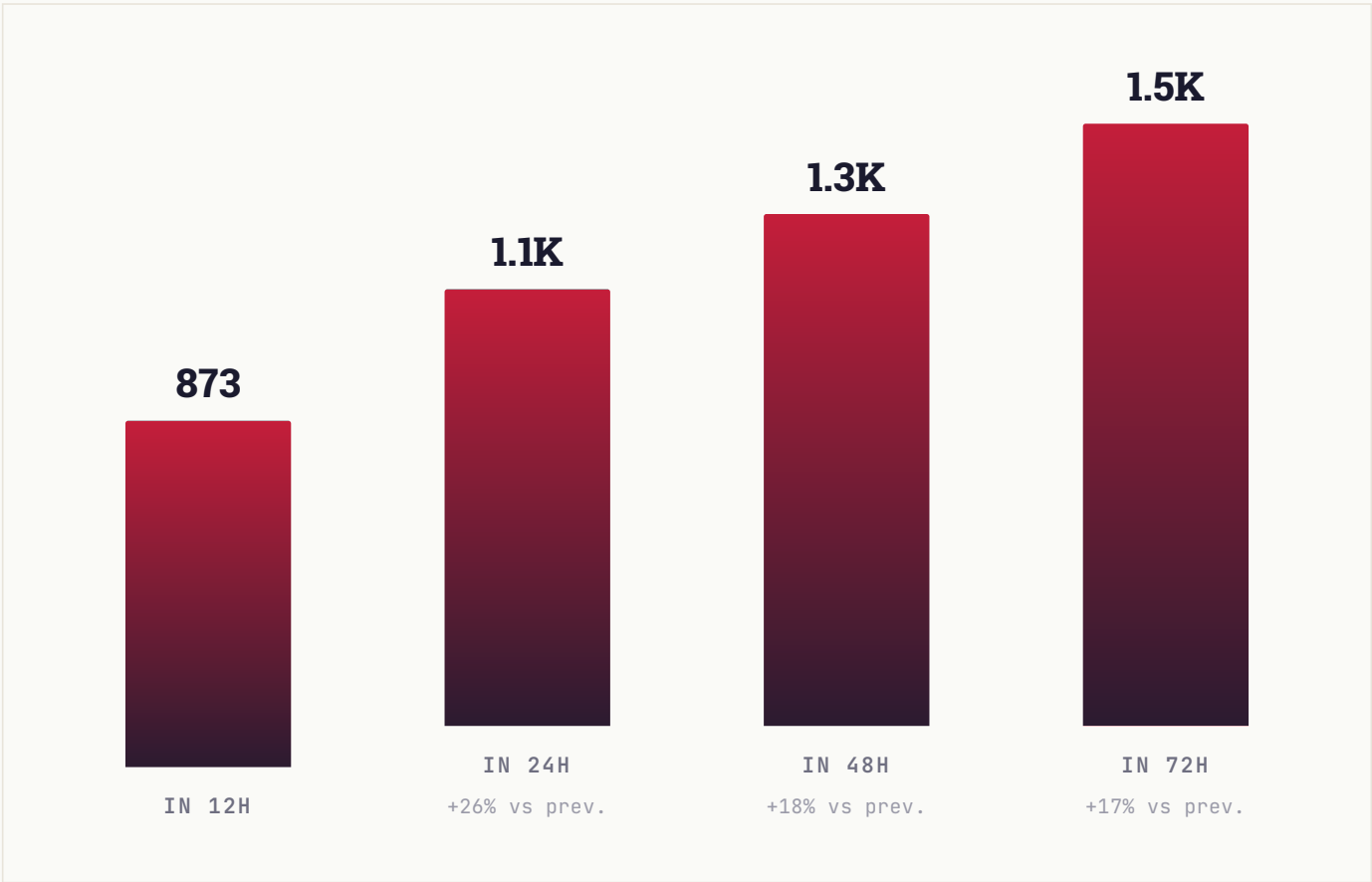
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 5 different channels.



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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

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
AR artsport.kz YOU	16.6K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#57 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **172** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	16
December 2025	0	0	0
November 2025	1	1	1
October 2025	0	0	0
September 2025	0	0	39
August 2025	0	0	116

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	172

— 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.

#57

/100

POSITION IN NICHE

Channel in the bottom half of the ranking

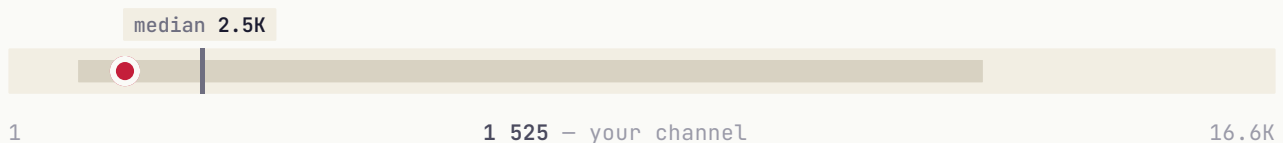
SUBSCRIBERS

17% below median



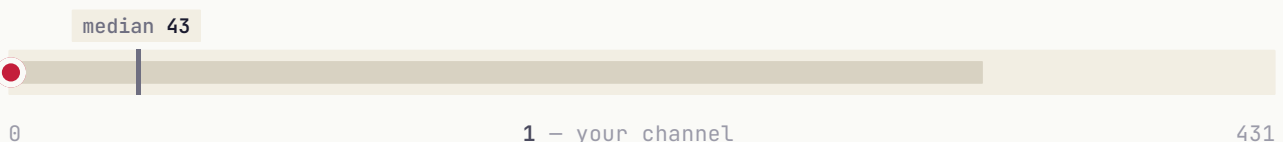
AVG REACH / POST

39% below median



CITATION INDEX

98% 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**Increase posting frequency**

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

EFFECT

**Consistency
beats volume****02****Top post of the week — on Tuesday**

Audience most active on this day at 18:00 ALMT.

EFFECT

**Best window
for an
important post****03****Increase video post share**

Video in Telegram holds audience longer and is favored
by the algorithm. Recommend reaching 15-25%.

EFFECT

**Video retains
audience
better****04****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****05****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 win.

EFFECT

+5-15% ER

★ 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 with us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager