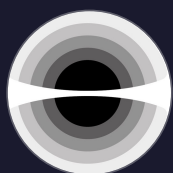


PROMTPRESS PUBLIC REPORT

Channel audit

Astana Hub



@astana_hub

The official channel of Astana Hub For prompt response to infrastructure-related issues, contact @AstanaHub_HelpDesk_bot
Information support guidelines: <https://astanahub.com/regulations/>

SUBSCRIBERS

13 245

+221 per month

ERR (% SEE POSTS)

13.0%

per day **10.9%**

REACH/POST

1.8K

ad reach **1.4K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Tech» category

09 Strategy

5 priority actions

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 13 245 —	 SUBS REACH 13.55% avg % of subs see post	 VIEWS/POST 1.8K median 1.7K · 29 days	 POSTS/WEEK 14.7 over period
 7D TREND +25.5% vs prev week	 REACTIONS/POST 5.2 total 325 reactions, 657 reposts, 8 comments	 POST LENGTH 904 chars median 1K · 29 days	 POSTS ANALYZED 63 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +221 last month	 CITATION RATE 39 citation index · 248 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 18.10.2017

AI EDITOR SUMMARY

Channel «Astana Hub » – 13 245 subs. Each post gets avg 1.8K people (14% of subs), reach is low – consider expanding audience. Publishes 15 posts/week (~2/day) – regular pace. For week 22–28 Jun, reach grew +25.5% By week 15–21 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **63** posts over 29 days.
- 02 Dominant format – **Photo** (43/63 posts).
- 03 Avg post length – **904** chars (median 1000).
- 04 Peak audience activity – **Tuesday**, 12:00 ALMT.
- 05 Top posts get **3x** more views than the weakest (3.5K avg for top vs 1.2K for worst) – among 63 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 15:18 PHOTO  Applications open for Road to Battlefield 2026 Astana Hub in partnership with Silkroad Innovation Hub, Road to...	VIEWS 3 795 REPOSTS 74	REACTIONS 3 ER 28.7%
Nº2 09.06 · 04:26 PHOTO  Astana Hub-тың BOOTCAMP бағдарламасы алғаш рет Қазақстанның 10 өңірінде іске қосылады  Бұл жай ғана оқу бағдарламасы емес, 1-31 шілде...	VIEWS 3 618 REPOSTS 41	REACTIONS 7 ER 27.3%
Nº3 09.06 · 07:19 PHOTO  Google together with Astana Hub invites developers, startups, and all AI professionals to Build with AI: Astana...	VIEWS 3 105 REPOSTS 23	REACTIONS 8 ER 23.4%

Nº4

05.06 · 12:09

PHOTO

 Join the tech movement at Global Tech Weekend Tbilisi
Astana Hub Global Tech Weekend Tbilisi 2026 international...

VIEWS

2 702

REACTIONS

1

REPOSTS

13

ER

20.4%

Nº5

22.06 · 13:49

PHOTO

 Ready to present your AI product on a global AI platform in
China? Astana Hub together with Khan Tengri Innovation Hub,
on 17–20...

VIEWS

2 699

REACTIONS

5

REPOSTS

19

ER

20.4%

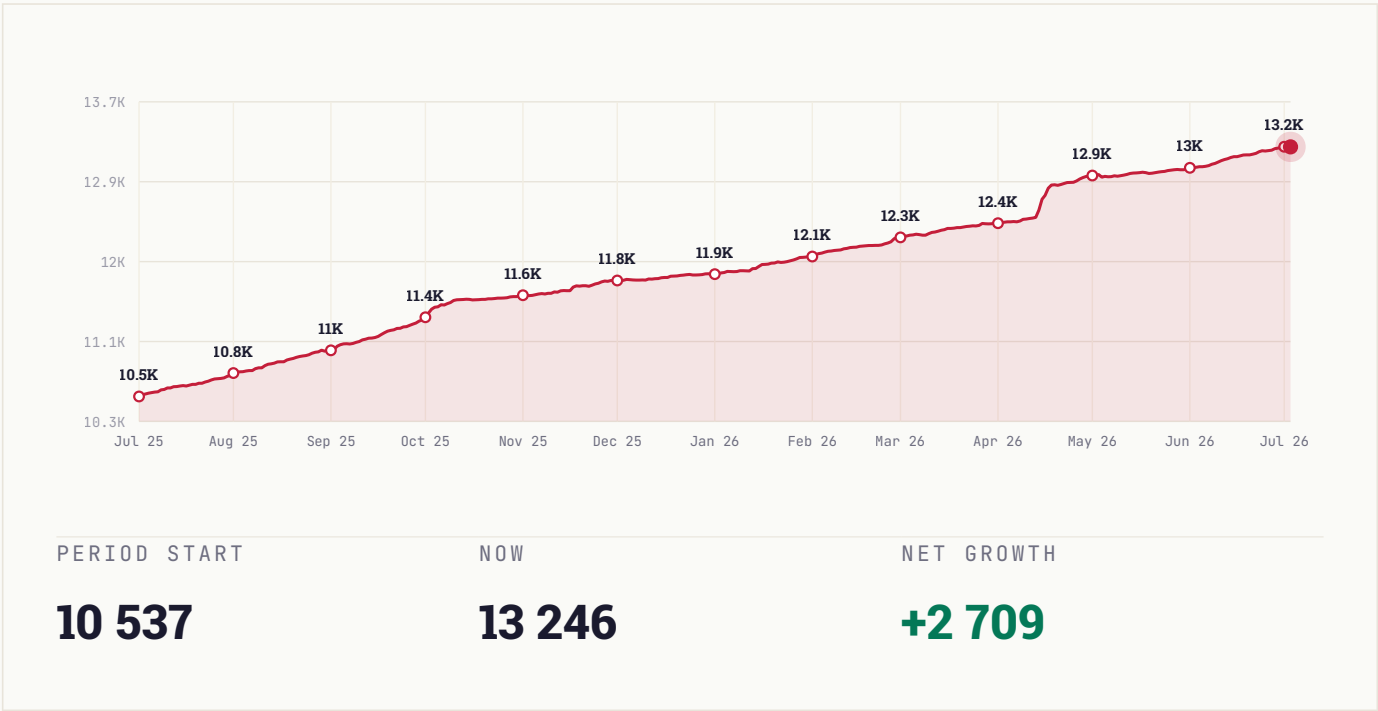
WORST 3

↓ 04.06 · 13:59 VIDEO Survival Days прошли — и это было мощно 🍔 70 участников AIpreneurs на два дня сменили офисы, ноутбуки и Wi-Fi на природу, командные...	VIEWS 1 336 REACTIONS 8 REPOSTS 4 ER 10.1%
↓ 17.06 · 13:12 TEXT 🧩 Trusted Kazakhstan: Why IT expats choose Kazakhstan A new joint podcast with Astana Hub on the Digital Business YouTube channel...	VIEWS 1 268 REACTIONS 9 REPOSTS 9 ER 9.6%
↓ 15.06 · 07:04 PHOTO 🔥 Fireside Chat with Magzhan Madiyev at Almaty Hub How Kazakhstan is becoming one of the key AI development hubs in...	VIEWS 1 134 REACTIONS 9 REPOSTS 1 ER 8.6%

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 gained or lost subs.

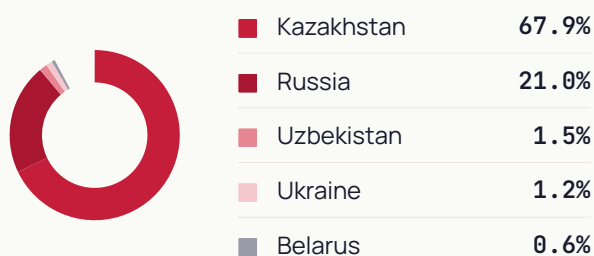


SECTION 04 • MENTIONS

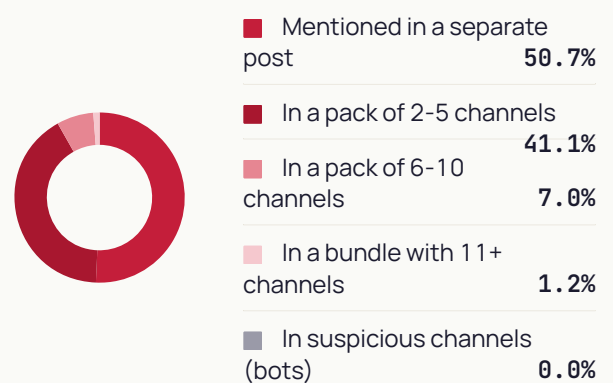
Who and how mentions the channel

Citation index **39** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentioned **248** different channels.

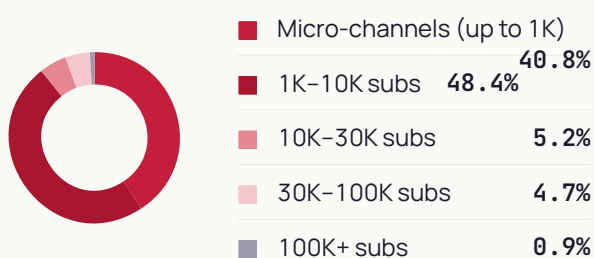
COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



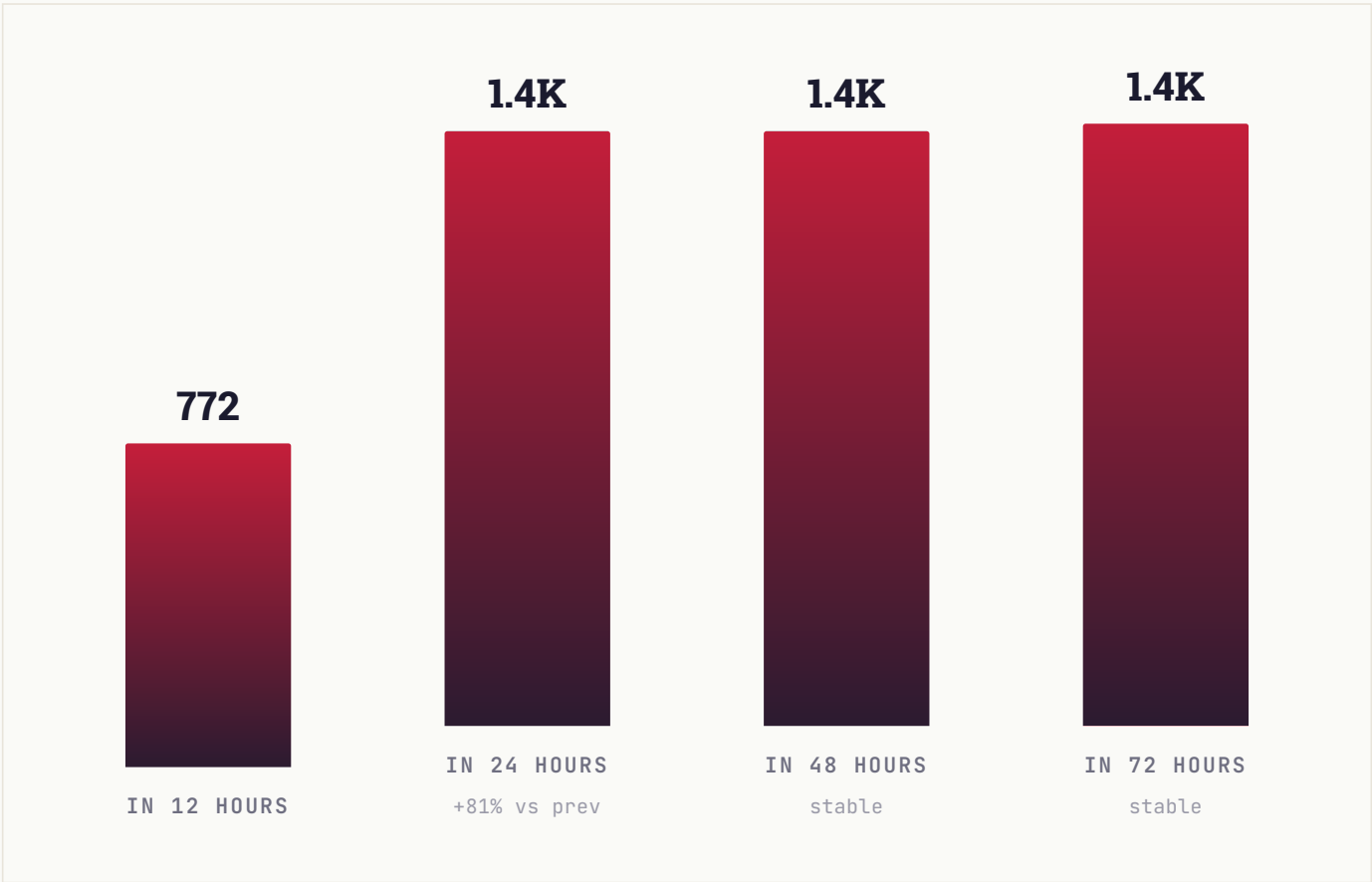
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
TW Tim Wallpapers & Techno Time	120.9K
AB Alisher Beisebay	53.5K
TT The Tech	26.1K
BJ BlueScreen Digital Kazakhstan	25.2K
CN Kazakhstan remote	20.9K
AP AI Prompt Office	15.2K
AH Astana Hub YOU	13.2K
AB Alisher Beisebay IT	10.9K
DE Devs.kz	10.2K
SE SecuriXy.kz	9.8K
NI NICASES	9.3K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#7 of 93). Strong position. Niche leader — Tim Wallpapers & Techno Time (120.9K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **34**, they brought **1 378** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	204
December 2025	9	6	97
November 2025	5	4	190
October 2025	13	10	271
September 2025	3	3	334
August 2025	2	2	282

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
34	6	1 378

SECTION 08 · NICHE COMPARISON

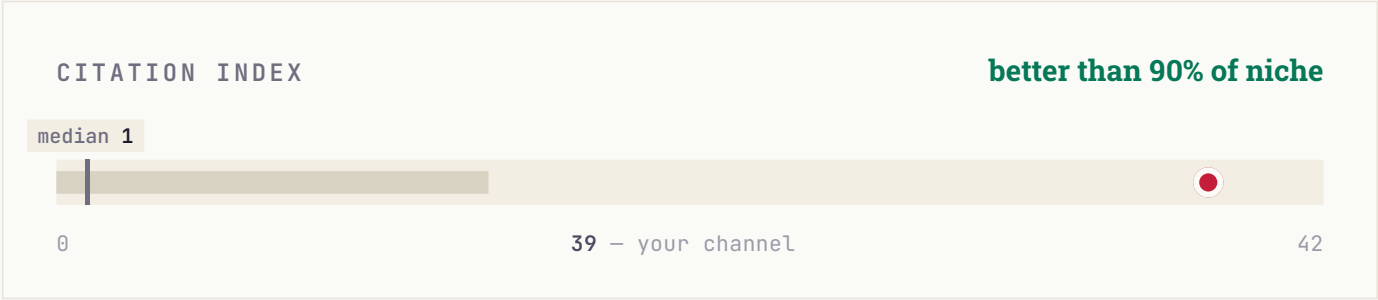
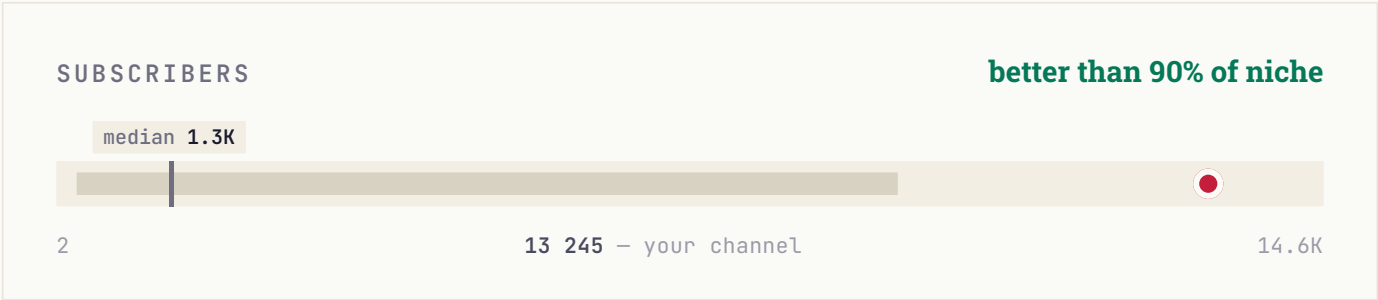
Where the channel stands in its league

Took top-93 channels in category "Tech» and saw how your channel compares.
Gray bar – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#7 /93

POSITION IN NICHE

Channel in top 7% tech



— 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 12:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Systematic 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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want more? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
