

PROMTPRESS PUBLIC REPORT

Channel audit

Astanovka98



@astanovka98

Only the most useful and interesting capital news. Send info/photo/video/audio: t.me/A98_new_bot. For cooperation and ads: <https://tapter.one/astanovka98>. Astanovka98 —...

SUBSCRIBERS

59 708

-486 per month

ERR (% SEE POSTS)

25.0%

in 24h **20.5%**

REACH/POST

14.8K

ad reach **12.2K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» 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 59 708 —	 SUBSCRIBER REACH 24.73% avg % subs see post	 VIEWS/POST 14.8K median 14.7K · 29 days	 POSTS/DAY 8.2 ~58 per week
 7D TREND +1.8% vs previous week	 REACTIONS/POST 235.1 total 56,884 reactions, 15,919 reposts, 1,306 comments	 POST LENGTH 254 chars median 240 · 29 days	 POSTS ANALYZED 242 29 days
 AD REACH 12.2K 24h avg	 CHURN / MONTH -486 last month	 CITATION RATE 162 citation index · 456 channels mentioned all time	 CHANNEL AGE 9 years 11 months created 30.07.2016

AI EDITOR SUMMARY

Channel «Astanovka98» — 59 708 subs. Each post avg views 14.8K people (25% of subs), avg reach — room to grow. Publishes 58 posts/week (~8/day) — active posting. Week Jun 22–28 reach stable (+1.8% vs week of June 15–21).

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 **242** posts in 29 days.
- 02 Dominant format – **Photo** (88/242 posts).
- 03 Avg post length – **254** chars (median 240).
- 04 Peak audience activity – **Tuesday**, 15:00 ALMT.
- 05 Top-performing posts get **2×** more views than the weakest (30.3K avg for top vs 12.8K for worst) – among 242 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 08:36 PHOTO Kaspi Gold can now be added to Apple Pay. Kaspi.kz users started receiving push notifications about linking Kaspi Gold cards to...	VIEWS 31 265 REPOSTS 1 055	REACTIONS 423 ER 52.4%
Nº2 09.06 · 10:17 TEXT Now sexual violence cases in Kazakhstan will be investigated by female investigators. The Interior Ministry believes this will help reduce...	VIEWS 30 538 REPOSTS 196	REACTIONS 879 ER 51.1%
Nº3 10.06 · 07:21 PHOTO Hookahs may be allowed again from July 1? At least, that info appeared on Threads. The Ministry of Health said the issue...	VIEWS 29 175 REPOSTS 255	REACTIONS 339 ER 48.9%

Nº4 23.06 · 10:29 TEXT Kazakhstan tightens digital signature security. Now, besides EDS and password, users must confirm login...	VIEWS 27 053 REPOSTS 70	REACTIONS 152 ER 45.3%
Nº5 22.06 · 11:17 TEXT Today Kazakhstan national team head coach Talgat Baysufinov resigned. The KFF noted it was his decision. The new coach...	VIEWS 25 336 REPOSTS 24	REACTIONS 142 ER 42.4%

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WORST 3

↓ 08.06 · 10:00 PHOTO Buses temporarily skip Millennium Park stop.	VIEWS 12 848 REPOSTS 11	REACTIONS 45 ER 21.5%
↓ 08.06 · 09:35 VIDEO "You've got mail from Hogwarts." That's the cute little owl we met yesterday in Astana.	VIEWS 12 836 REPOSTS 64	REACTIONS 338 ER 21.5%
↓ 04.06 · 06:45 PHOTO From June 6 to July 6, traffic on Tlenbiev Ave will be partially restricted. The restrictions are due to the construction of a transport interchange at...	VIEWS 12 766 REPOSTS 34	REACTIONS 43 ER 21.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

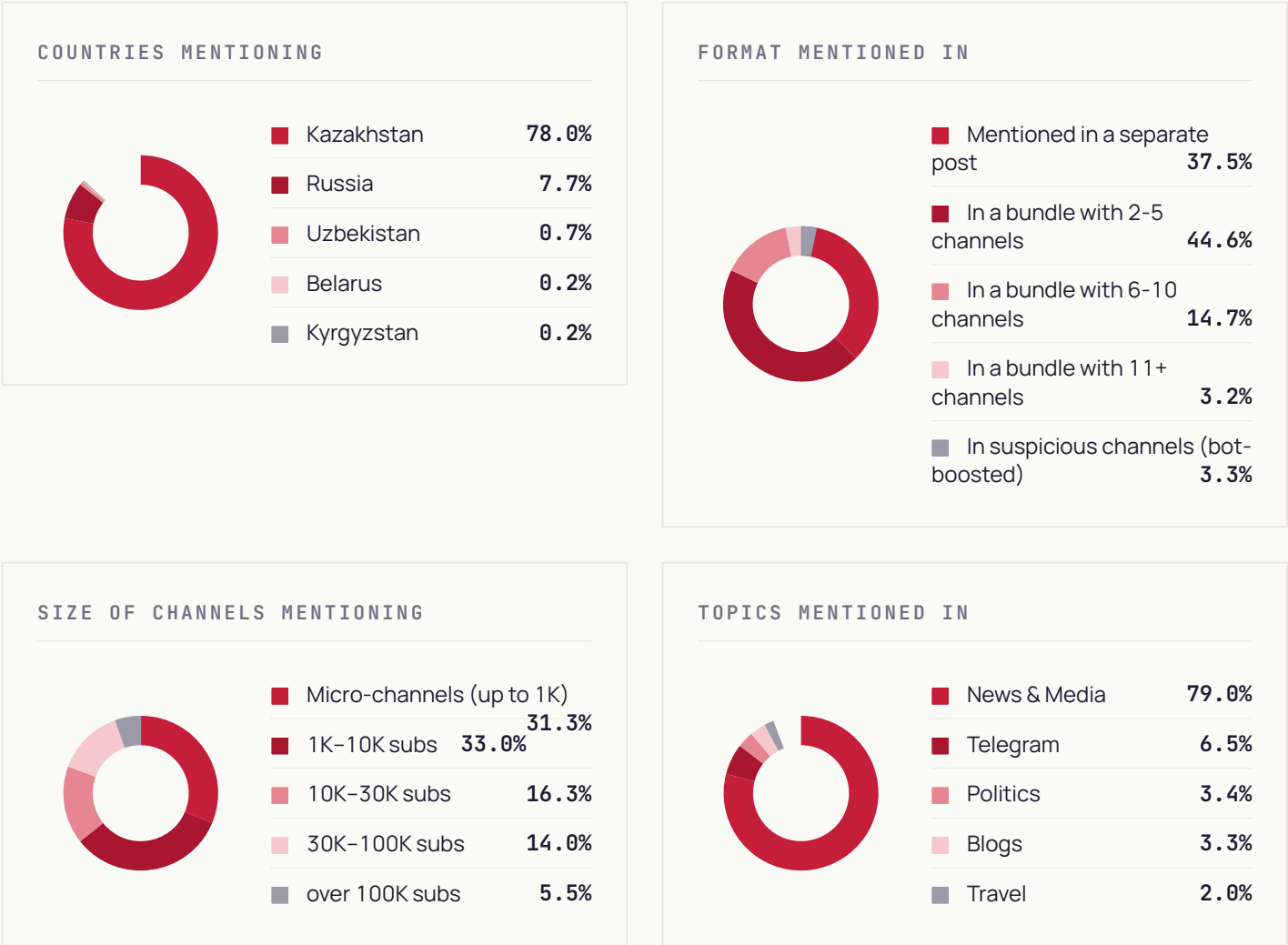
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

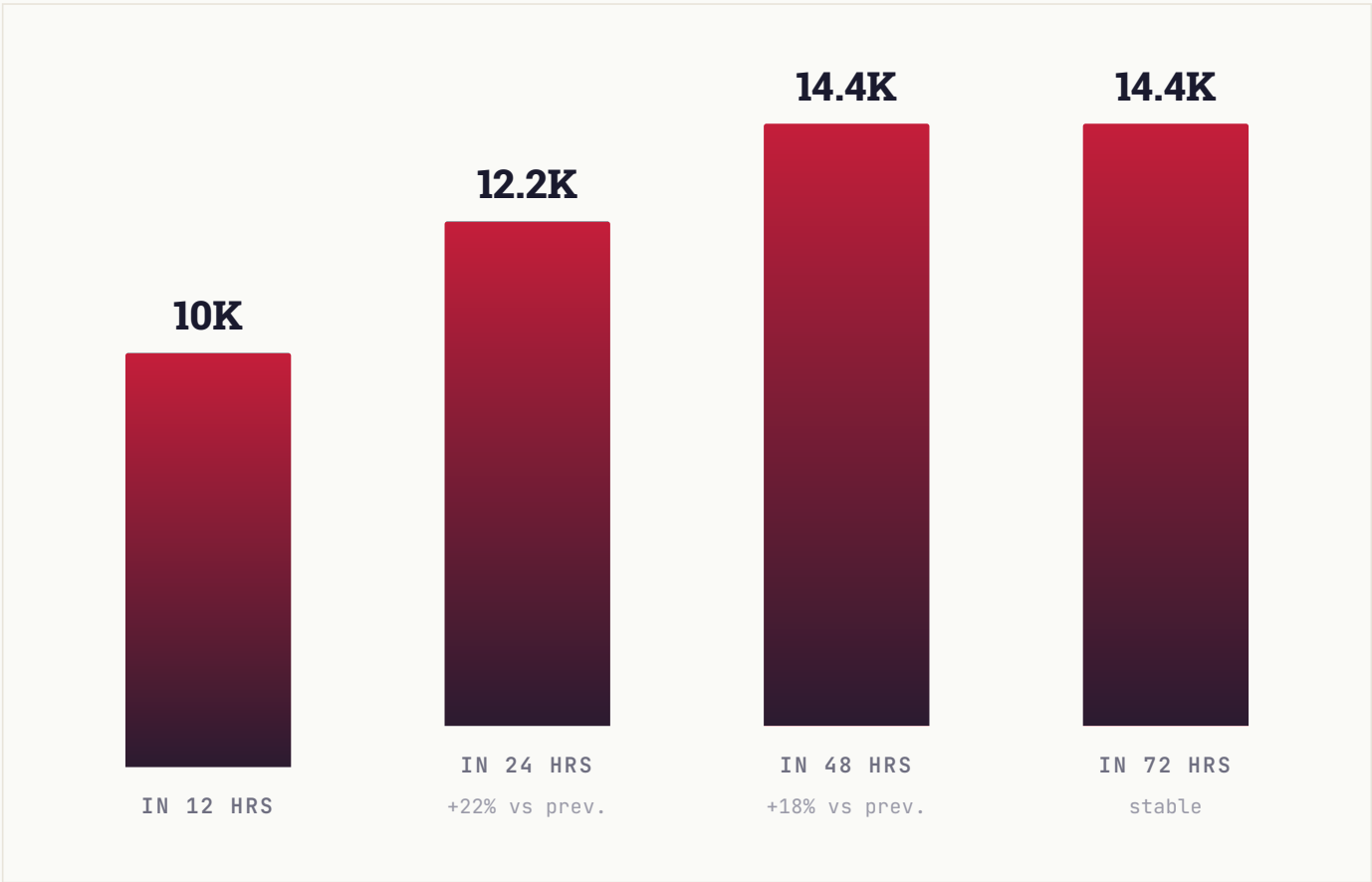
Citation index **162** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **456** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank 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
AS Astanovka98 YOU	59.7K

COMPARATIVE INSIGHT

Channel in top 25% niche (#14 of 99). Leader — Dauletten (342.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **161**, they brought **2 787** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	46	22	470
December 2025	25	19	223
November 2025	23	22	119
October 2025	36	23	68
Sep 2025	15	10	1 443
August 2025	16	10	464

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
161	6	2 787

— 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 where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

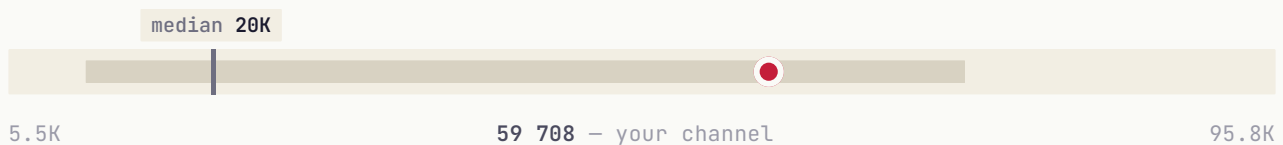
#14 /100

POSITION IN NICHE

Channel in top 14% – strong position

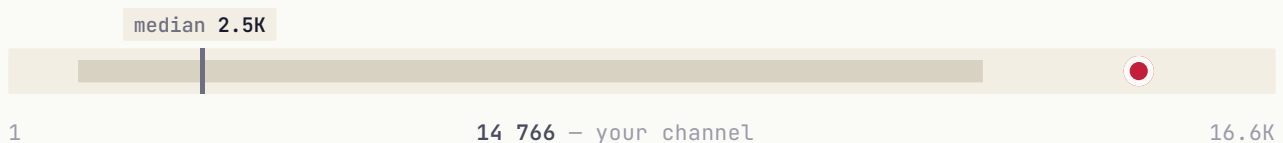
SUBSCRIBERS

better than 79% niche



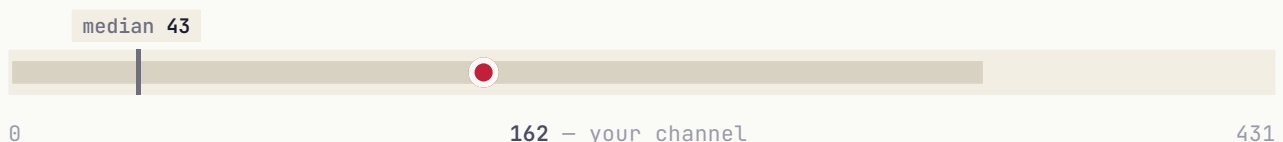
AVG REACH / POST

better than 90% niche



CITATION INDEX

better than 66% niche



— 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

Top post of the week — on Tuesday

Audience is most active on this day at 15:00 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 boost ER by +5-15%.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. 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 — that's organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using 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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