

— PROMTPRESS PUBLIC REPORT

Channel audit

Atameken Business - Новости Kazakhstana



@atamekenbusiness

Kazakhstan's first business Telegram channel. Read. Watch. Earn.

Feedback 👉 @Atamekenbusiness_bot Atameken Business Qaz 👉

@atamekenbusiness_qaz Insports 👉 @insports_kz

SUBSCRIBERS

74 222

ERR (% SEE POSTS)

10.0%

REACH/POST

6.8K

+363 per month

per day 7.9%

ad reach 5.9K/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 74 222 —	 SUBS REACH 9.14% avg % subs see post	 VIEWS/POST 6.8K median 6.7K · 29 days	 POSTS/DAY 16.3 ~114 per week
 7D TREND -1.7% vs previous week	 REACTIONS/POST 96.4 total 46,153 reactions, 4,938 reposts, 2,200 comments	 POST LENGTH 635 chars median 617 · 29 days	 POSTS ANALYZED 479 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +363 last month	 CITATION RATE 331 citation index · 1,132 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 14.07.2017

AI EDITOR SUMMARY

Channel 'Atameken Business - Kazakhstan News' — 74 222 subs. Each post averages 6.8K people (9% of subs), reach is low — consider expanding audience. Publishes 114 posts per week (~16/day) — very active posting. For week Jun 22–28, reach stable (-1.7% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **479** posts over 29 days.
- 02 Dominant format – **Text** (241/479 posts).
- 03 Avg post length – **635** chars (median 617).
- 04 Peak audience activity – **Saturday**, 10:00 ALMT.
- 05 Strongest posts gather **2×** more views than weakest (14.5K avg for top vs 5.8K for worst) – among 479 posts in 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 11.06 · 12:04 TEXT  Kazakhs can apply for grants up to 1.73 mln tenge for business From June 24 to July 8, the Business.enbek.kz portal accepts...	VIEWS	REACTIONS
	15 393	56
	REPOSTS	ER
	54	20.7%
Nº2 11.06 · 05:04 TEXT Subsidiary bank 'Abu Dhabi Commercial Bank' opens in Kazakhstan It will be called Abu Commercial Bank (Kazakhstan), and its...	VIEWS	REACTIONS
	14 349	70
	REPOSTS	ER
	44	19.3%
Nº3 29.06 · 04:30 PHOTO Energy Ministry denies gas shortage amid Karachaganak field operations According to the agency, fuel supplies to...	VIEWS	REACTIONS
	13 823	34
	REPOSTS	ER
	7	18.6%

Nº4 06.06 · 05:36 PHOTO UAPF publishes minimum sufficiency thresholds for pension savings New thresholds increased by 79% or more depending on age...	VIEWS 10 381 REPOSTS 79	REACTIONS 371 ER 14.0%
Nº5 12.06 · 11:28 TEXT ⚡⚡⚡⚡ Amanat joins the Adilet party At the Amanat congress, delegates unanimously supported joining the Adilet party...	VIEWS 10 363 REPOSTS 15	REACTIONS 518 ER 14.0%

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WORST 3

↓ 04.06 · 08:27 PHOTO Drones for farmers now produced in Turkestan region A UAV assembly plant for agriculture has started operations. They...	VIEWS 5 874 REPOSTS 18	REACTIONS 71 ER 7.9%
↓ 23.06 · 07:30 POLL (post without caption – poll)	VIEWS 5 863 REPOSTS 2	REACTIONS 8 ER 7.9%
↓ 04.06 · 07:52 POLL (post without caption – poll)	VIEWS 5 773 REPOSTS 7	REACTIONS 7 ER 7.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

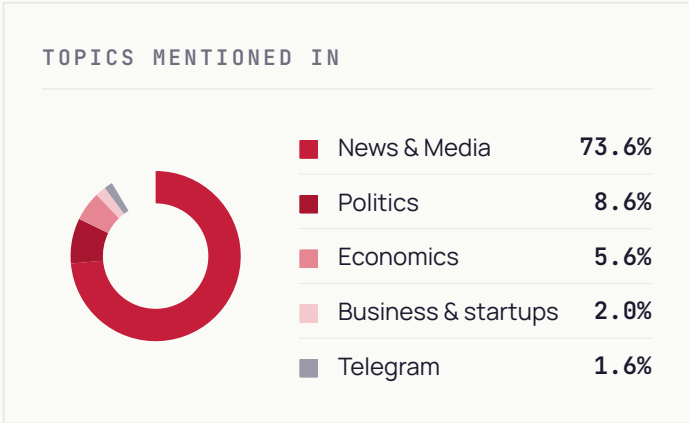
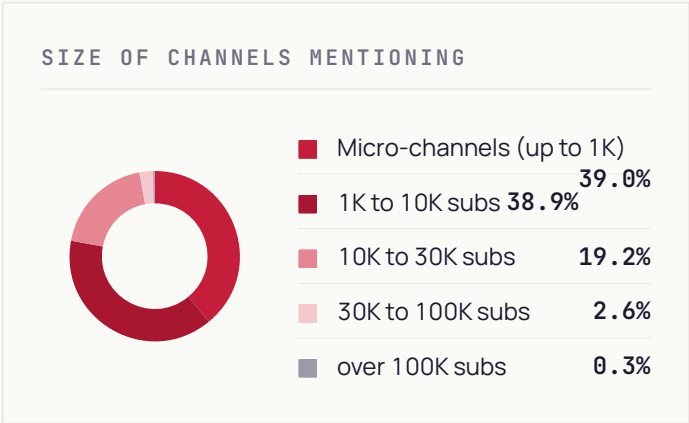
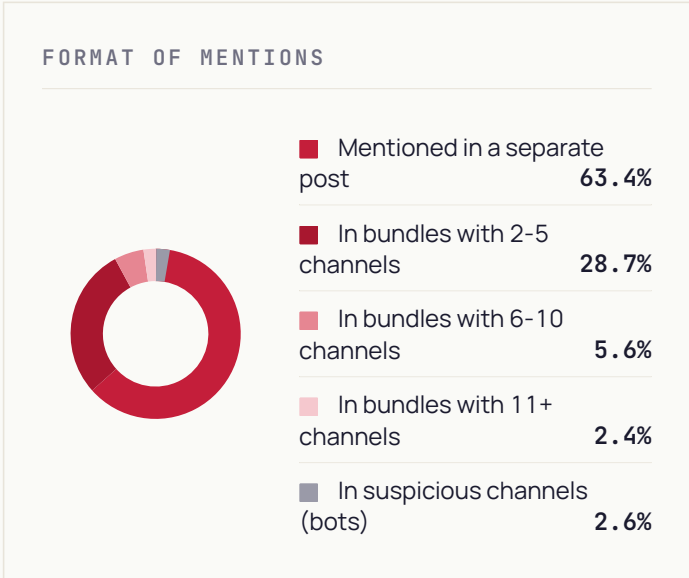
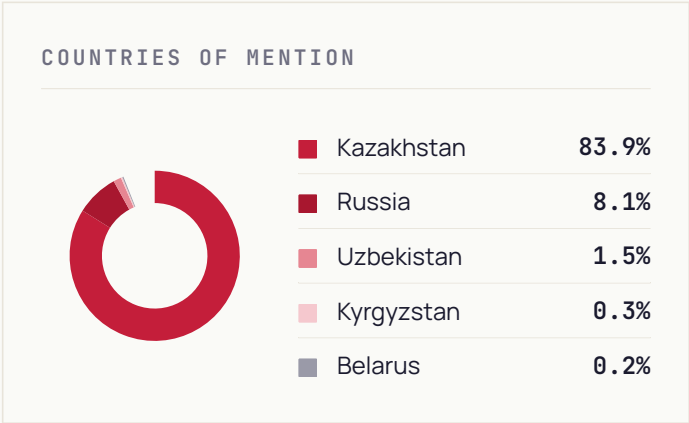
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

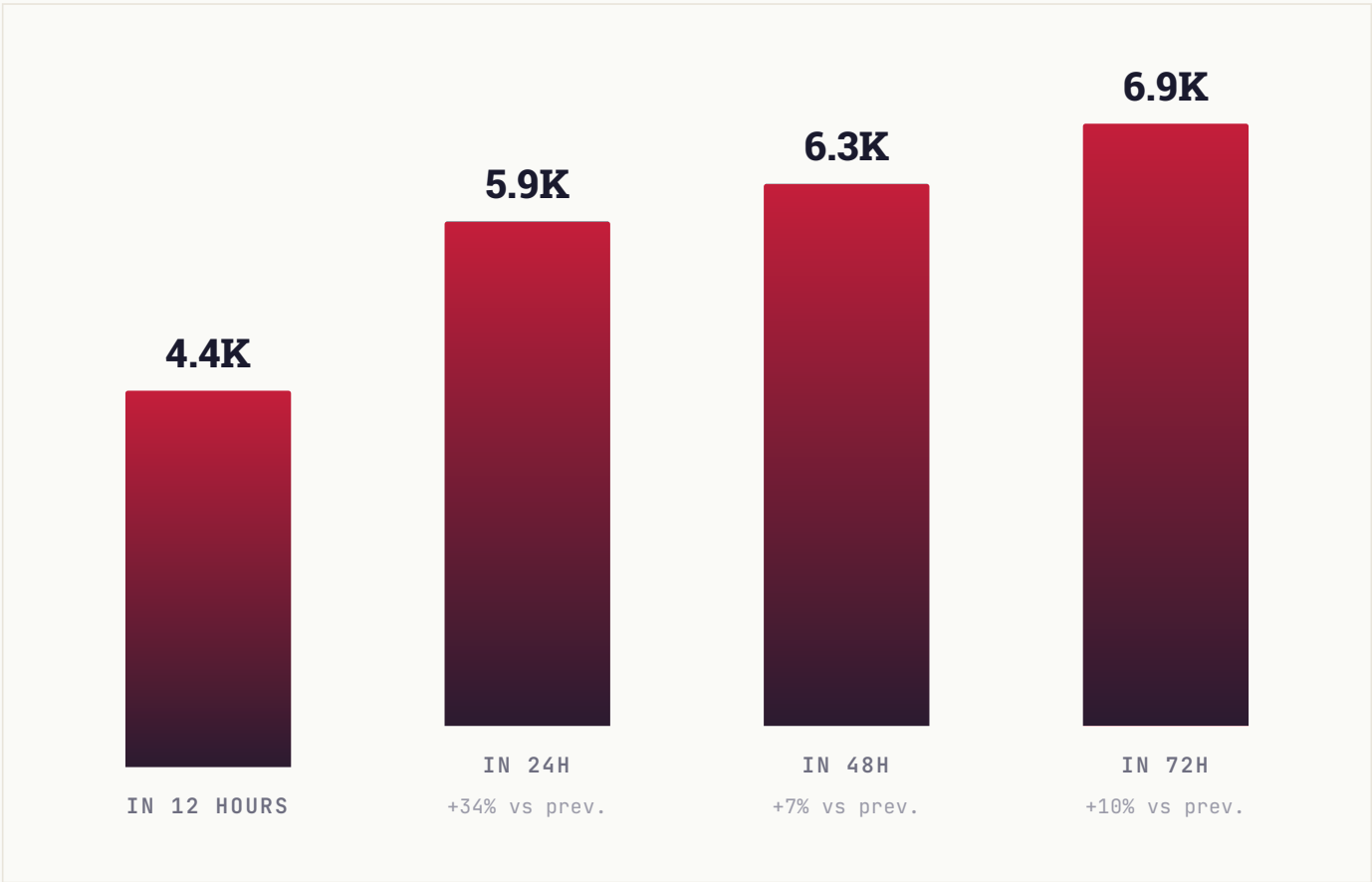
Citation index **331** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 132** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Новости Kazakhstana	256.4K
Z- Zakon.kz - Новости Kazakhstana и мира	204.1K
ZN ZTB NEWS - Новости Kazakhstana	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NOTKhabar	76.2K
AB Atameken Business - Новости Kazakhstana YOU	74.2K
N- NUR.KZ - Новости Kazakhstana	73.6K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#10 of 99). Strong position. Niche leader: Dauletten (342.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **910**, they brought **4 488** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	134	50	546
December 2025	237	44	763
Nov 2025	183	63	2 028
Oct 2025	143	56	165
September 2025	116	33	834
August 2025	97	30	152

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
910	6	4 488

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «News & Media» and saw how your channel compares. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#10/100

RANK IN NICHE

Channel in top 10% news & media



— 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

Main post of the week — on Saturday

Audience is most active on this day at 10:00 ALMT.

EFFECT

Best window for a key post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

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
- 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 lever.

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 bring relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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