

PUBLIC REPORT BY PROMTPRESS

Channel audit

Atameken Business - Жаңалықтар



@atamekenbusiness_qaz

Қазақстандағы алғашқы іскерлік telegram-арна. Оқыңыз.
Көріңіз. Табыс табыңыз. Орыс тіліндегі арнамыз → <https://t.me/atamekenbusiness> Біздің сайтымыз → <https://inbusiness.kz/kz>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
20 194	9.0%	1.8K
04.07.2026 -269 per month	per day 7.0%	ad reach 1.4K/24h
HTTPS://PROMTPRESS.COM/AUDIT/ATAMEKENBUSINESS_QAZ		

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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 20 194 —	 SUBSCRIBER REACH 8.77% avg % of subs see post	 VIEWS/POST 1.8K median 1.7K · 29 days	 POSTS/DAY 10.8 ~76 per week
 7D TREND -1.5% vs previous week	 REACTIONS/POST 25.4 total 8,032 reactions, 246 reposts, 498 comments	 POST LENGTH 667 chars median 705 · 29 days	 POSTS ANALYZED 316 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -269 last month	 CITATION RATE 64 citation index · 540 channels mentioned ever	 CHANNEL AGE 7 years 1 month created 19.05.2019

AI EDITOR SUMMARY

Channel «Atameken Business - Жаңалықтар» — 20 194 subs. Each post averages 1.8K people (9% of subs), reach is low — should expand audience. Publishes 76 posts per week (~11/day) — very active posting. For the week of Jun 22–28, reach stable (-1.5% vs week 15–21 Jun).

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 **316** posts over 29 days.
- 02 Dominant format – **Text** (141/316 posts).
- 03 Avg post length – **667** chars (median 705).
- 04 Peak audience activity – **Saturday**, 12:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (2.7K avg for top vs 1.5K for worst) – among 316 posts over 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:00 TEXT UAE bans social media for children under 15 🇦🇪According to new rules adopted by the UAE Cabinet...	VIEWS 2 819 REPOSTS —	REACTIONS 58 ER 14.0%
Nº2 20.06 · 07:48 PHOTO Бектенов шекарадағы бақылауды күшейтіп, жанар-жағармай тапшылығына жол бермеу үшін қажетті шаралар қабылдауды тапсырды. Бізге жазылыңыз ->...	VIEWS 2 646 REPOSTS 1	REACTIONS 67 ER 13.1%
Nº3 26.06 · 12:13 VIDEO Қашықтан жұмыс істеу трендтен қалып бара ма? Қазақстанда қашықтан жұмыс істейтін қызметкерлер саны азайып келеді. Соңғы бір жылда...	VIEWS 2 520 REPOSTS —	REACTIONS 16 ER 12.5%

Nº4 06.06 · 06:01 PHOTO BZhZK announces 2026 minimum sufficient threshold for pension savings The minimum sufficient threshold is 79% depending on the depositor's age...	VIEWS 2 493 REPOSTS —	REACTIONS 90 ER 12.3%
Nº5 13.06 · 08:23 PHOTO ⚡Peruashev resigns as party chair Changes continue in the country's political parties. Today Azat Peruashev left the Ak Zhol Democratic Party...	VIEWS 2 467 REPOSTS —	REACTIONS 59 ER 12.2%

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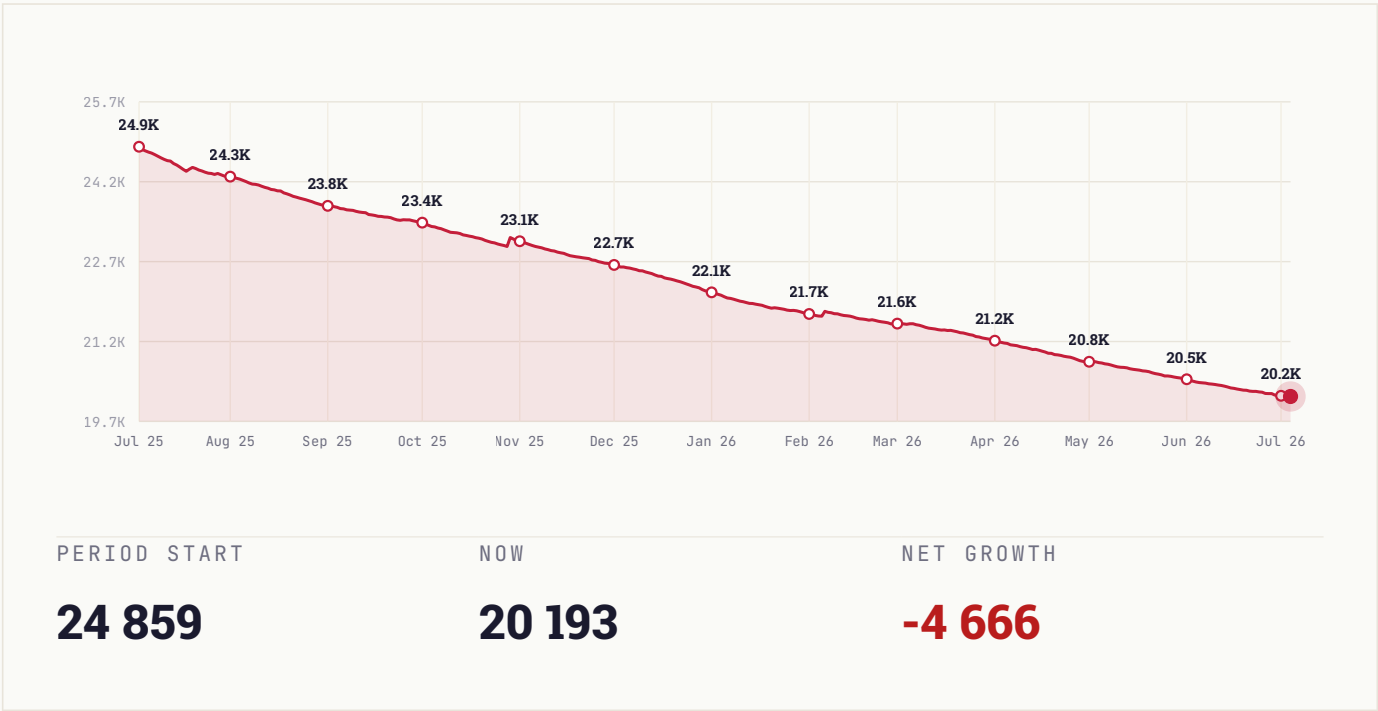
WORST 3

↓ 23.06 · 09:06 PHOTO 📦 Kazakhstan boosts chocolate exports by 40% In Jan-Apr 2026, Kazakhstan exported 8.8K tons of chocolate and cocoa...	VIEWS 1 537 REPOSTS 2	REACTIONS 34 ER 7.6%
↓ 22.06 · 11:10 PHOTO 📍 95 countries may join Nomad Games At least 95 countries are expected to participate in the VI World Nomad Games in Kyrgyzstan...	VIEWS 1 534 REPOSTS 1	REACTIONS 27 ER 7.6%
↓ 23.06 · 11:05 TEXT Bloggers' confiscated smartphones from Zhanabylovs sold at auction Astana City Department of State Property and Privatization...	VIEWS 1 497 REPOSTS —	REACTIONS 16 ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

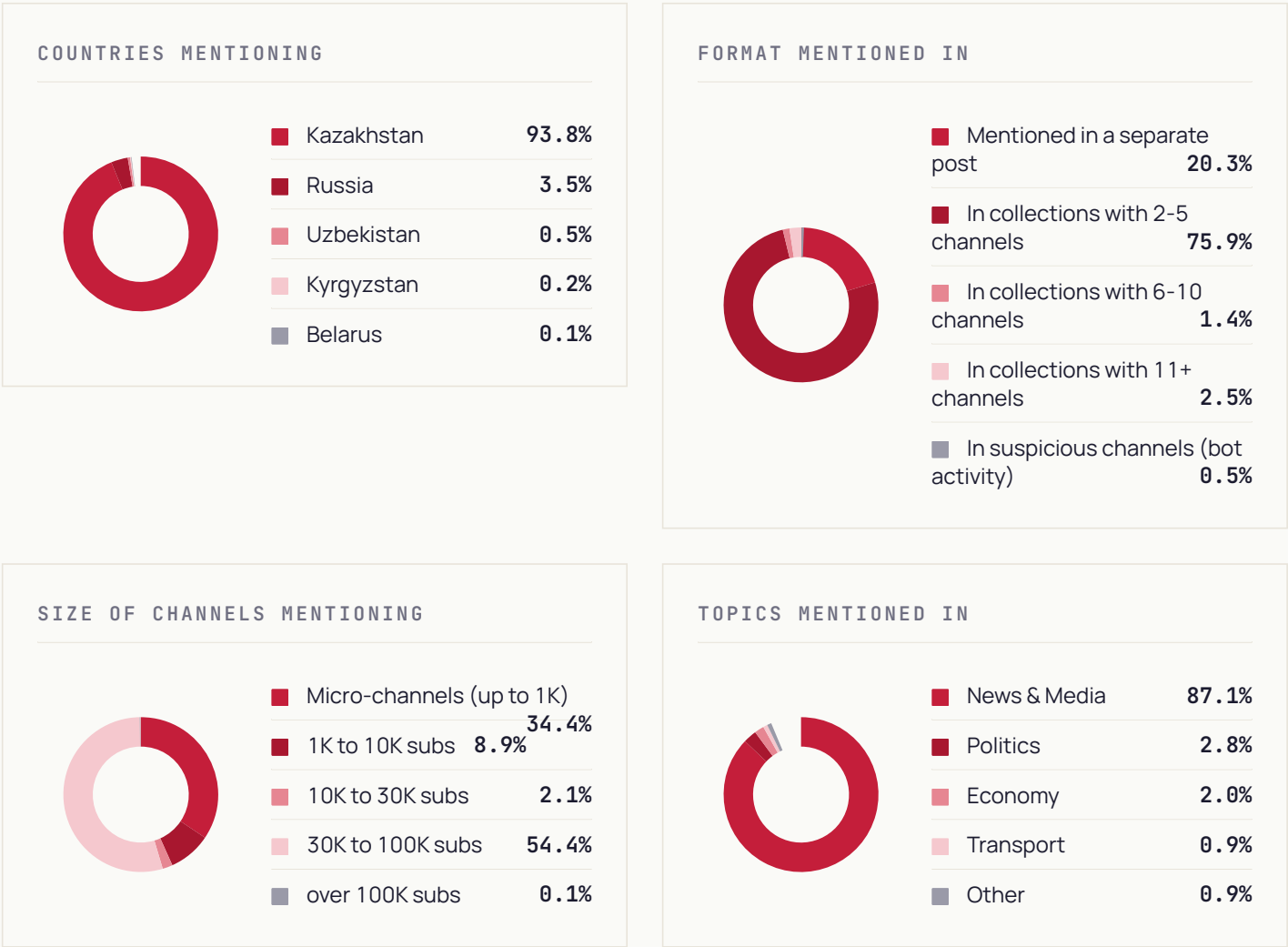
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

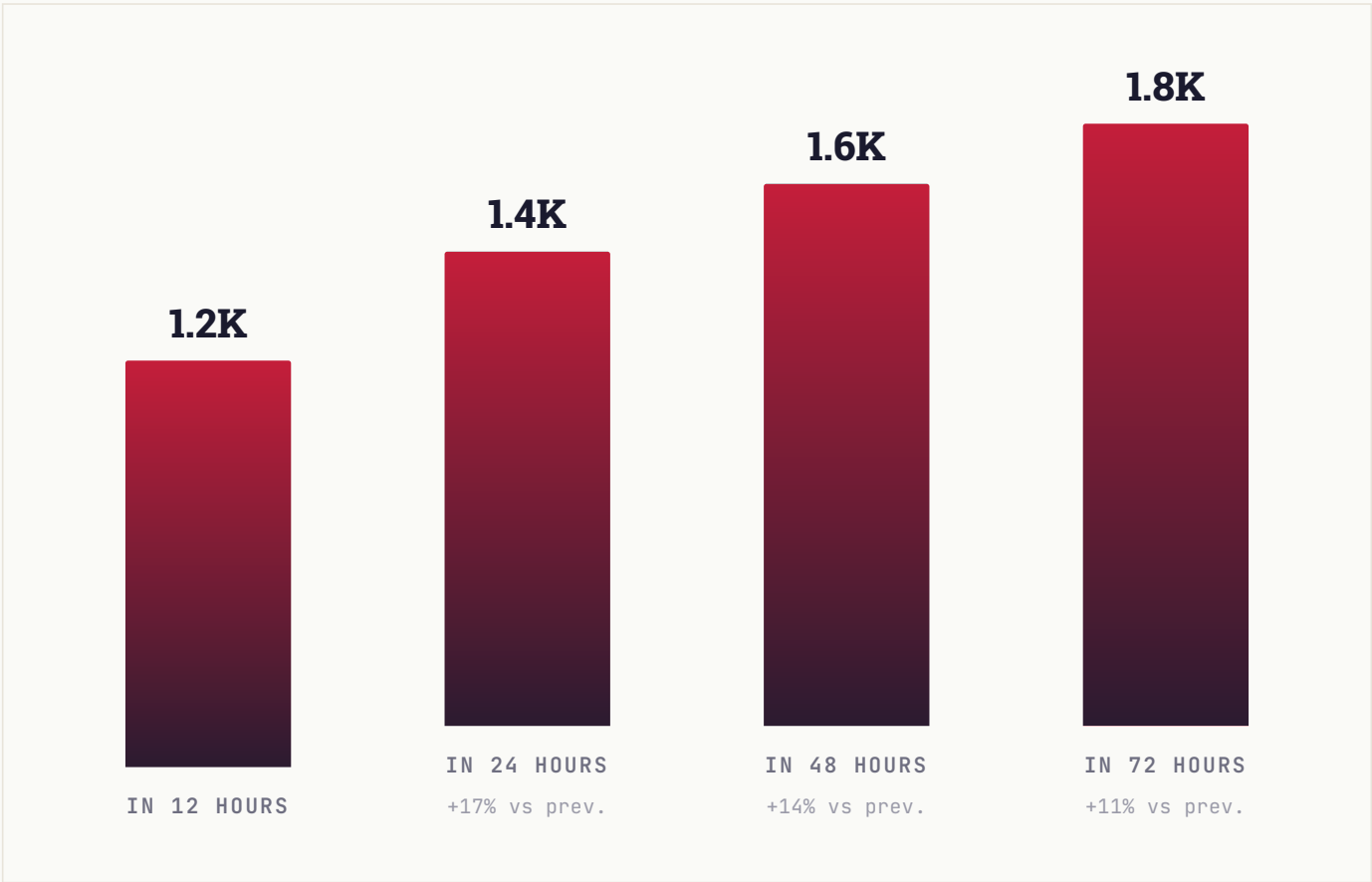
Citation index **64** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **540** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows 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
AB Atameken Business - Жаңалықтар YOU	20.2K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#50 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **246**, they brought **187** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	29	12	10	
December 2025	40	11	0	
Nov 2025	44	14	0	
Oct 2025	49	13	166	
Sep 2025	44	19	11	
August 2025	40	10	0	
TOTAL MENTIONS	246	MONTHS IN DATA	6	ATTRACTED SUBSCRIBERS
			187	

SECTION 08 · NICHE COMPARISON

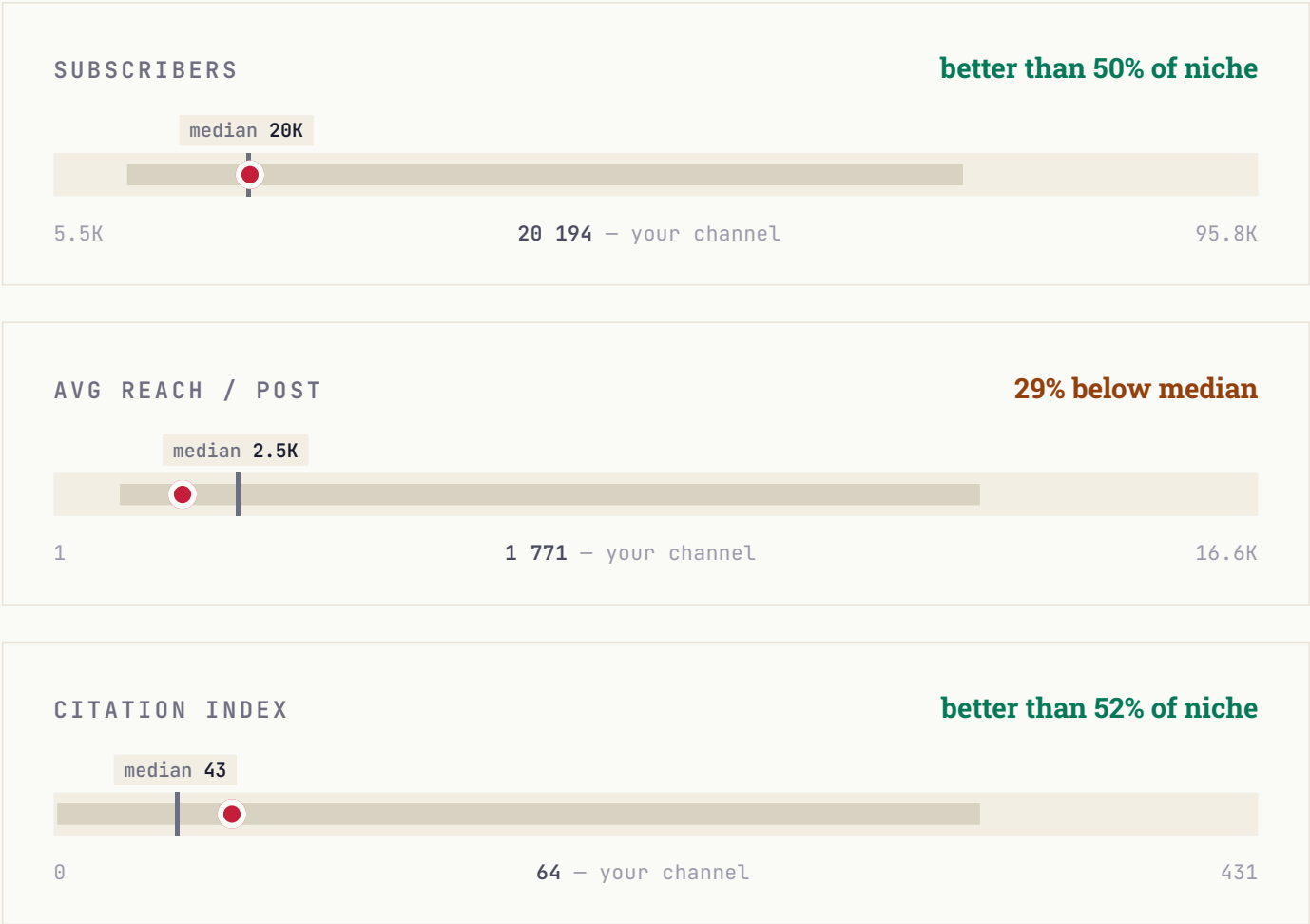
Where the channel ranks in its league

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

#50/100

POSITION IN NICHE

Channel in top half of ranking



— 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 Saturday
Audience is most active on this day at 12:00 ALMT.

EFFECT
Best window for important posts
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 03

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 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 — what we can do in minutes using public data. Want to go further — run ads through us and close 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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