

PUBLIC REPORT BY PROMTPRESS

Channel audit

Атас отандас!



@atasotandas

Reliable info, no censorship, from the heart of an aul resident.
Contact/Suggest news — @atasotandas_bot

SUBSCRIBERS

47 456

+10281 per month

ERR (% SEE POSTS)

20.0%

per day 18.8%

REACH/POST

9.4K

ad reach 8.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 47 456 —	 SUBSCRIBER REACH 19.84% avg % subs see post	 VIEWS/POST 9.4K median 9.3K · 29 days	 POSTS/WEEK 31.7 for the period
 7D TREND -4.9% vs previous week	 REACTIONS/POST 17.4 total 2,318 reactions, 451 reposts, 390 comments	 POST LENGTH 827 chars. median 903 · 29 days	 POSTS ANALYZED 133 29 days
 AD REACH 8.9K 24h avg	 CHURN / MONTH +10281 for the last month	 CITATION RATE 30 citation index · 65 channels mentioned ever	 CHANNEL AGE 2 years 2 months created 14.04.2024

AI EDITOR SUMMARY

Channel «Atas otandas!» – 47 456 subs. Each post gets avg 9.4K people (20% of subs), average reach – room to grow. Publishes 32 posts/week (~5/day) – active posting. Week of Jun 22–28 reach stable (-4.9% vs week of Jun 15–21).

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 **133** posts over 29 days.
- 02 Dominant format – **Photo** (87/133 posts).
- 03 Avg post length – **827** chars (median 903).
- 04 Peak audience activity – **Monday**, 20:00 ALMT.
- 05 Top posts drive **2x** more views than the weakest (14K avg for top vs 7.1K for worst) – among 133 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 13:56 VIDEO Drunk monster killed children A terrible tragedy occurred in Arys. A drunk woman driving a car flew off the road, crashed through a fence...	VIEWS 14 276 REPOSTS 4	REACTIONS 37 ER 30.1%
Nº2 08.06 · 15:02 PHOTO Trump demands a peace that no longer exists Both sides, Israel and Iran, seek an immediate CEASEFIRE! Final negotiations on...	VIEWS 14 108 REPOSTS 1	REACTIONS 10 ER 29.7%
Nº3 08.06 · 10:36 VIDEO 14-year-old teen stole a car in Uralsk In Uralsk, a teen decided to go for a ride in a JAC. However, he didn't have permission to...	VIEWS 13 761 REPOSTS 1	REACTIONS 14 ER 29.0%

Nº4 19.06 • 07:41 PHOTO Foot-and-mouth epidemic approaches Kazakhstan The Food and Agriculture Organization of the United Nations (FAO) officially recognized...	VIEWS 13 583 REPOSTS 7 REACTIONS 12 ER 28.6%
Nº5 08.06 • 07:29 VIDEO Pashinyan won the election In Armenia, parliamentary elections were held, as a result of which Nikol Pashinyan's party won 49.81% of the vote and...	VIEWS 12 889 REPOSTS 5 REACTIONS 26 ER 27.2%

WORST 3

↓ 04.06 • 13:56 VIDEO Fake beautification Submitted video from Zhezkazgan shows artificial turf being rolled along roads...	VIEWS 8 107 REPOSTS 3 REACTIONS 26 ER 17.1%
↓ 04.06 • 11:46 PHOTO Lost arm at part-time job In Semey, 21-year-old student Nurasył Zhanabayev lost his arm while working part-time at a production base...	VIEWS 7 454 REPOSTS 3 REACTIONS 24 ER 15.7%
↓ 09.06 • 07:47 VIDEO Call-center network recruiting drug couriers for Kazakhstan dismantled in Kyiv. Per Interior Ministry, these offices...	VIEWS 5 684 REPOSTS 3 REACTIONS 14 ER 12.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

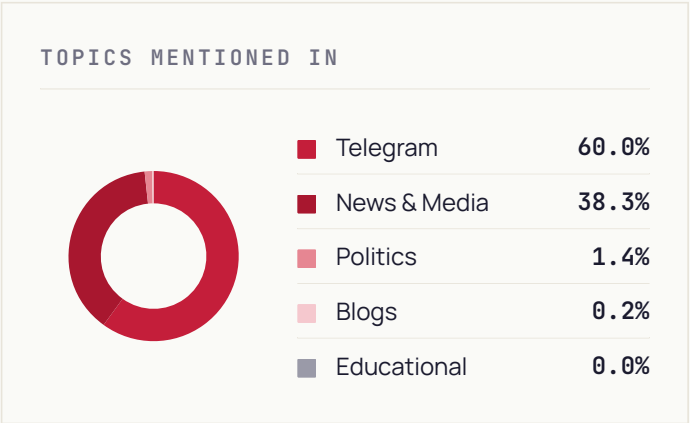
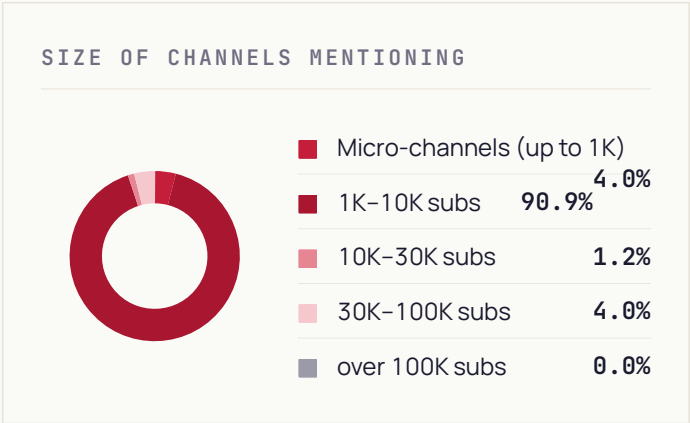
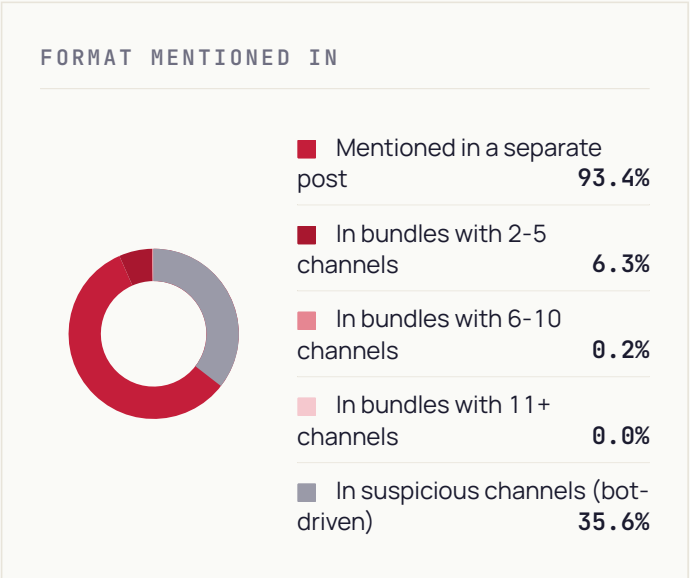
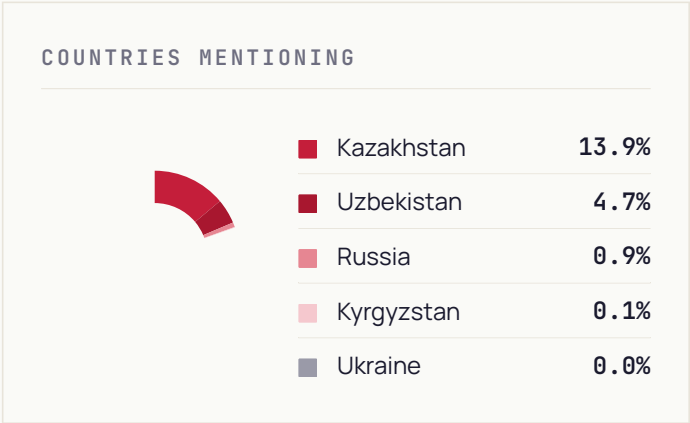
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. churn.



SECTION 04 · CITATIONS

Who mentions the channel and how

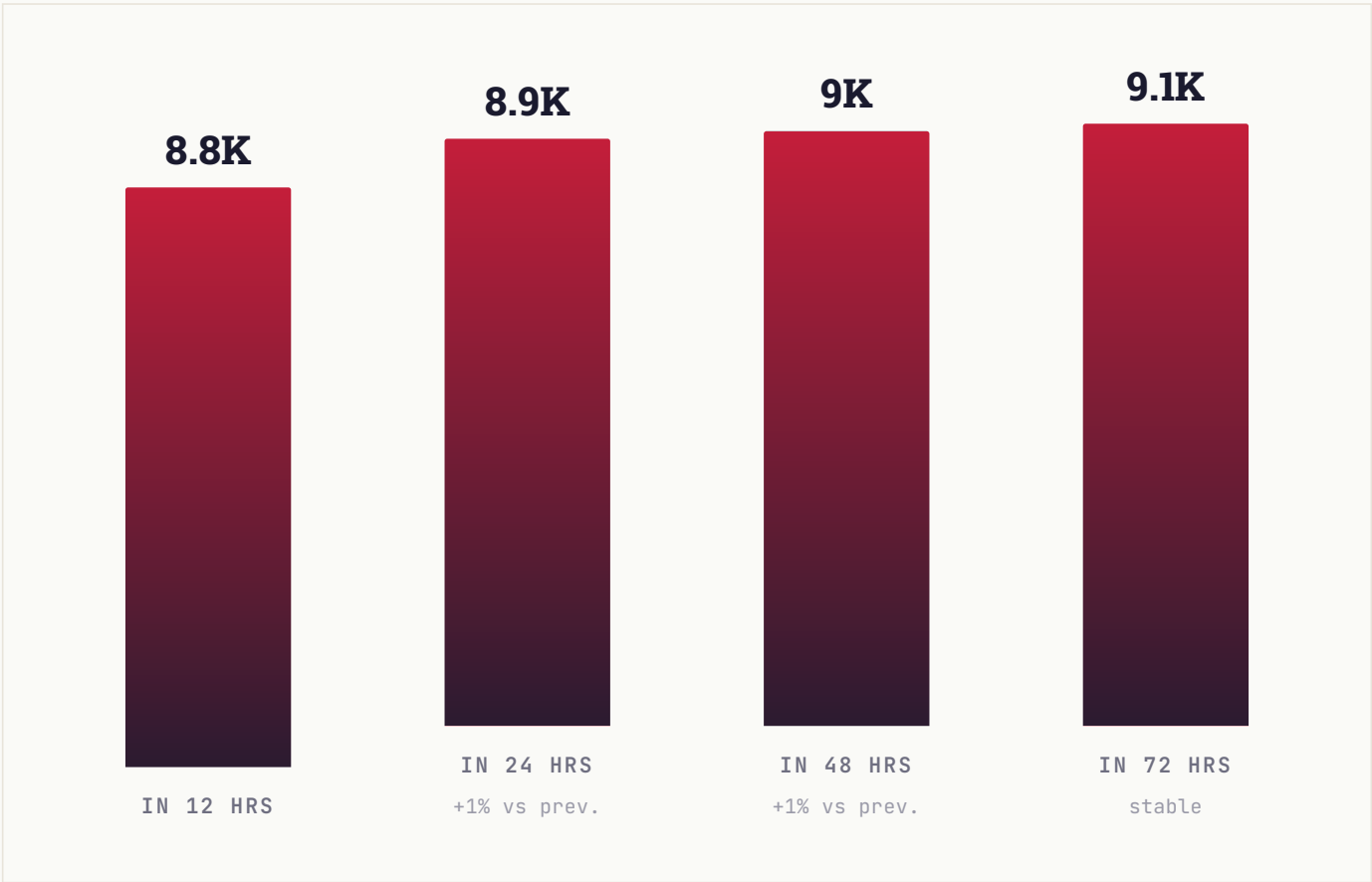
Citation index **30** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **65** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is 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
JSC Атас отандас! YOU	47.5K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#19 of 99). Leader — Dauletten (342.4K). Goal for coming months: break into niche top-10 via systematic traffic work.

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 **3 769**, they brought **18 040** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1 086	14	1 240
December 2025	1 176	14	764
November 2025	1 262	16	3 697
October 2025	212	21	7 586
September 2025	16	3	3 075
August 2025	17	5	1 678

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
3 769	6	18 040

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

#19

/100

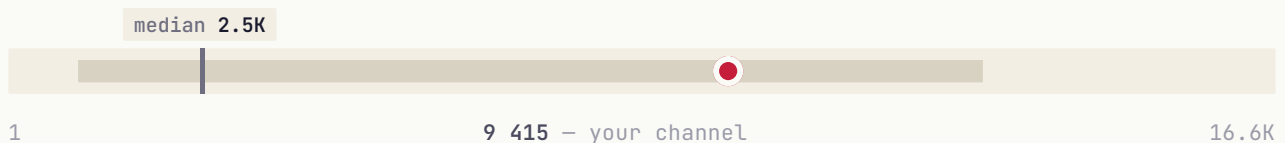
POSITION IN NICHE

Channel in top 19% – strong position

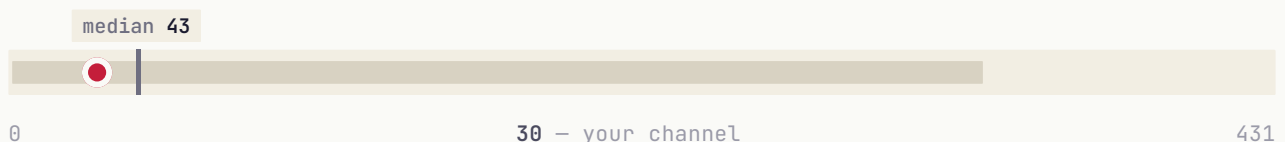
SUBSCRIBERS

better than 70% of niche

AVG REACH / POST

better than 77% of niche

CITATION INDEX

32% 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**Main post of the week — on Monday**

Audience is most active on this day at 20:00 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 — it's a source of organic traffic.

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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
