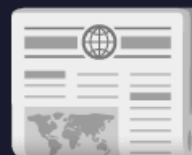


PUBLIC REPORT BY PROMTPRESS

Channel audit

ATYRAUOIL



@atyrauoi11

All the best about our city Atyrau 👍 (send video, photos here)

SUBSCRIBERS

13 493

-523 per month

ERR (% SEE POSTS)

20.0%

per day 8.3%

REACH/POST

3.5K

ad reach 1.1K/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

Year 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 Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in 'News & Media' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 13 493 —	 SUBS REACH 25.88% avg % subs see post	 VIEWS/POST 3.5K median 3.3K · 14 days	 POSTS/WEEK 2.9 over period
 7D TREND — no data for period	 REACTIONS/POST 7.2 total 43 reactions, 16 reposts, 8 comments	 POST LENGTH 1,000 chars median 1000 · 14 days	 POSTS ANALYZED 6 14 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -523 last month	 CITATION RATE 10 citation index · 26 channels mentioned all time	 CHANNEL AGE 6 years 5 months created 27.01.2020

AI EDITOR SUMMARY

Channel «**ATYRAUOIL** » – 13 493 subs. Each post averages 3.5K people (26% of subs), that's good reach. Publishes 3 posts per week (~0 per day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 14 days.
- 02 Dominant format — Photo (3/6 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Peak audience activity — Saturday, 22:00 ALMT.
- 05 Top posts get 1x more views than the weakest (3.9K avg for top vs 3.1K for worst) — among 6 posts in 14 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

№113.06 · 17:33PHOTO	VIEWS	REACTIONS
	4 216	13
Atyrau University denies corruption and violations Khaled Dosmukhamedov Atyrau University commented...	REPOSTS	ER
	5	31.2%
№209.06 · 05:26PHOTO	VIEWS	REACTIONS
	4 182	4
After interrogations and detentions: NSC confirms investigation into deputy akim of Atyrau Situation around Atyrau akimat has...	REPOSTS	ER
	3	31.0%
№305.06 · 18:56PHOTO	VIEWS	REACTIONS
	3 313	6
Legkodimova case convicts not in 'Black Berkut'? NGO 'NeMolchiKZ' sent an appeal to the Committee...	REPOSTS	ER
	1	24.6%

Nº4 08.06 · 14:06 VIDEO The story of discarded bread in Atyrau continues After a post about a large amount of bread thrown near one of...	VIEWS 3 311 REPOSTS 2	REACTIONS 10 ER 24.5%
Nº5 08.06 · 09:01 VIDEO «Bread thrown away in bags»: Atyrau residents complain about unsanitary conditions near bakery Atyrau residents are concerned about the situation near one of...	VIEWS 3 093 REPOSTS 2	REACTIONS 5 ER 22.9%

|

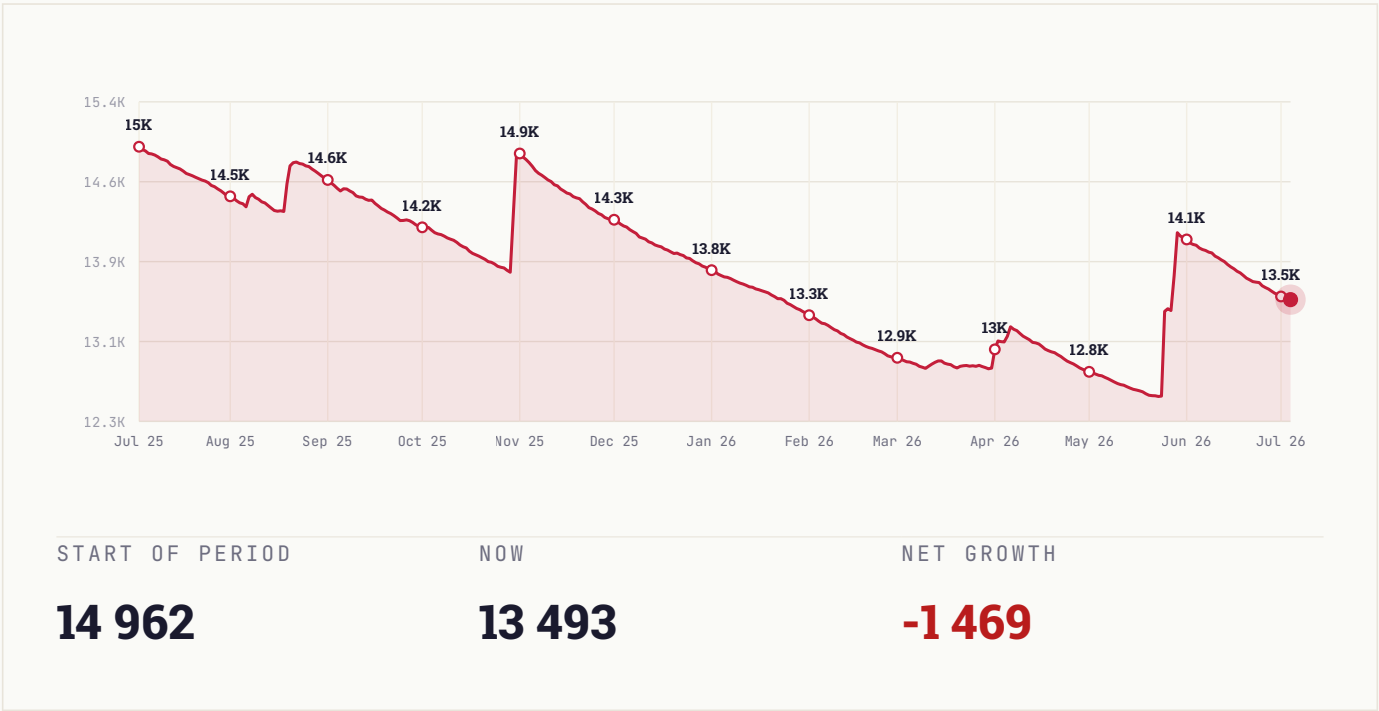
WORST 3

↓ 08.06 · 14:06 VIDEO The story of discarded bread in Atyrau continues After a post about a large amount of bread thrown near one of...	VIEWS 3 311 REPOSTS 2	REACTIONS 10 ER 24.5%
↓ 08.06 · 09:01 VIDEO «Bread thrown away in bags»: Atyrau residents complain about unsanitary conditions near bakery Atyrau residents are concerned about the situation near one of...	VIEWS 3 093 REPOSTS 2	REACTIONS 5 ER 22.9%
↓ 20.06 · 05:47 VIDEO «Hacker from Atyrau» deported to Kazakhstan Atyrau residents scammed via Instagram: suspect extradited from Turkey On June 19 from...	VIEWS 2 838 REPOSTS 3	REACTIONS 5 ER 21.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

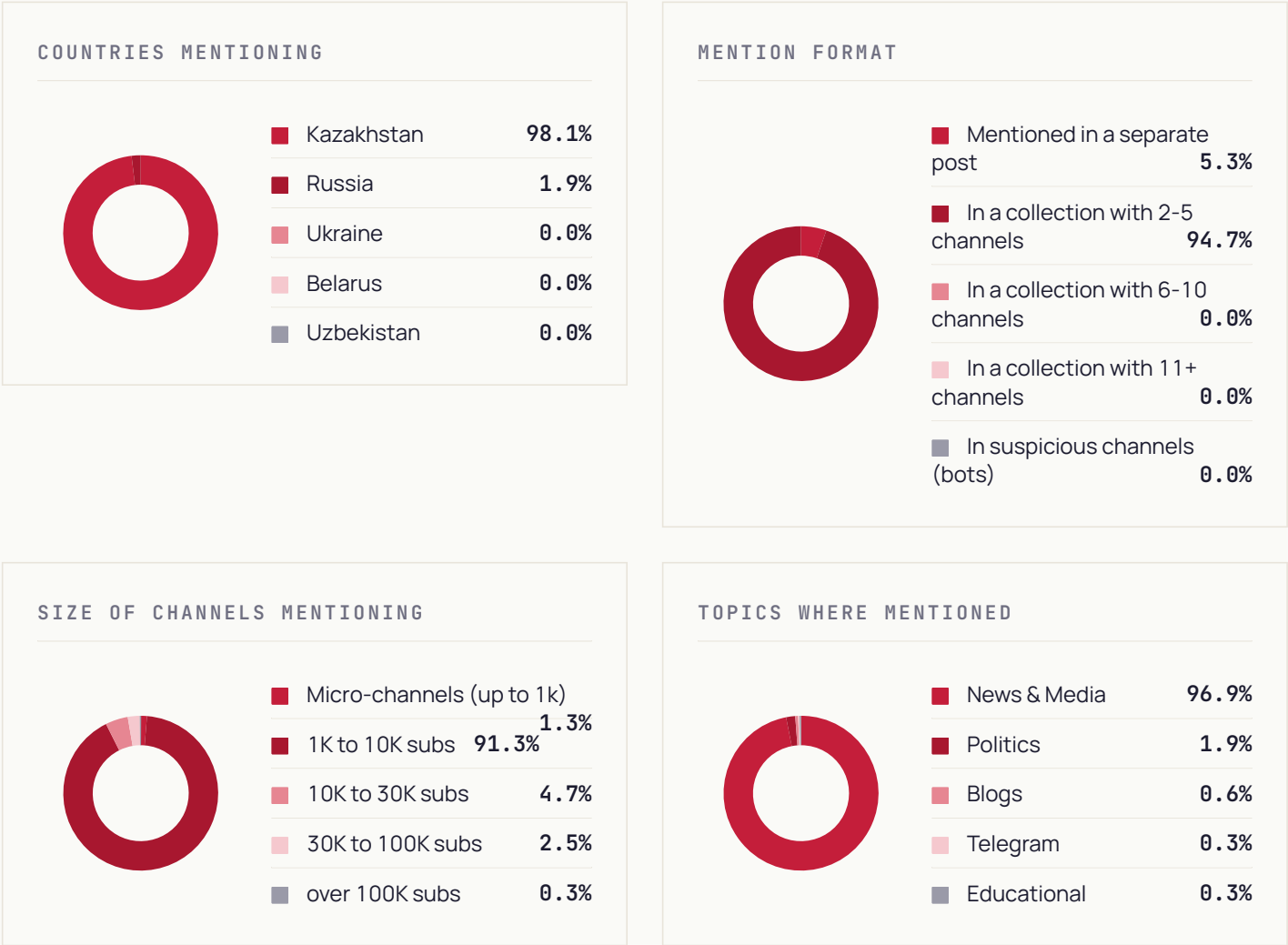
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

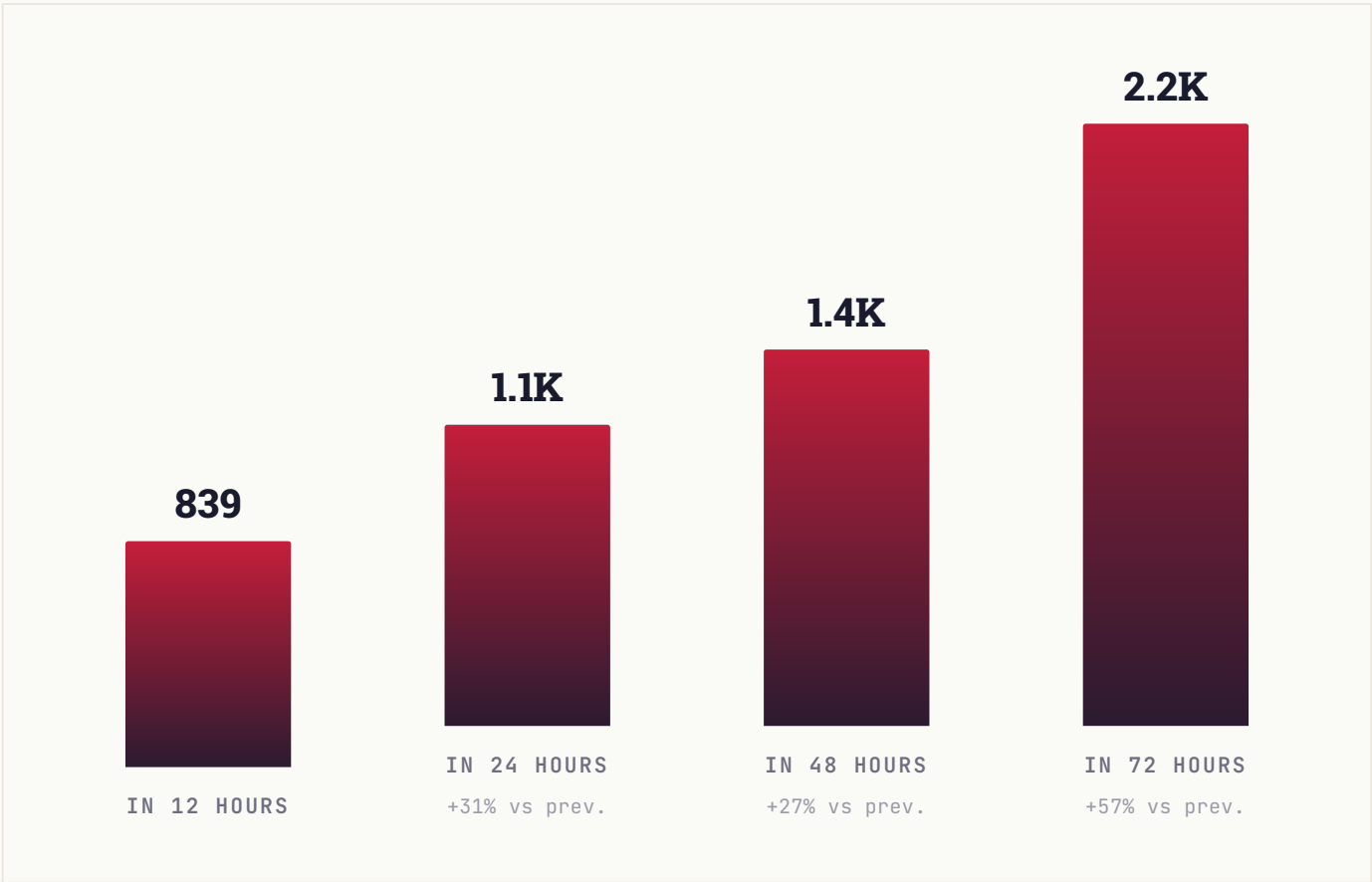
Citation index **10** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **26** different channels.



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. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Daletten	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 Daletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
A ATYRAUOIL  YOU	13.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#80 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Daletten (342.4K).

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 **9**, they brought **1 777** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	2	2	0	
December 2025	2	2	4	
November 2025	1	1	0	
October 2025	1	1	1 142	
September 2025	2	2	30	
August 2025	1	1	601	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
9		6		1 777

— SECTION 08 • NICHE COMPARISON

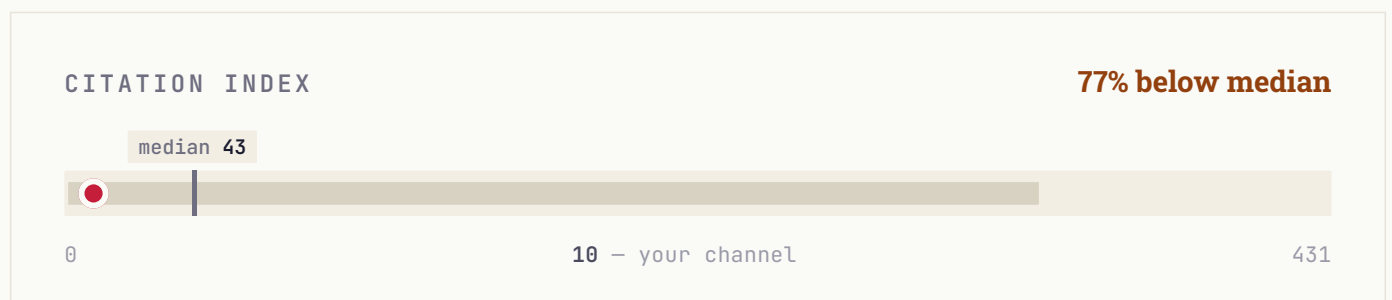
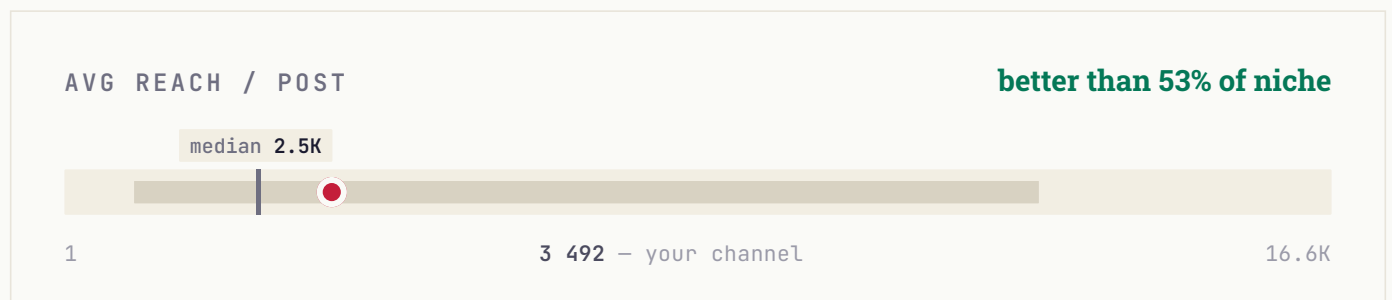
Where the channel stands in its league

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

#80 /100

RANK IN NICHE

Channel in bottom 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**Increase posting frequency**

Now 2.9 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Saturday**

Audience is most active on this day at 22:00 ALMT.

EFFECT

**Best window
for an
important post****03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. 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. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
