

— PUBLIC REPORT BY PROMTPRESS

Channel audit

БАРАХОЛКА ОПТОМ



@baraholka_optom

Order page <https://baraholkaoptom.kz> Wa.me/+77766249749

SUBSCRIBERS

11 463

-137 per month

ERR (% SEE POSTS)

8.0%

daily 3.2%

REACH/POST

832

ad reach 365/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» 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 11 463 —	 SUBSCRIBER REACH 7.26% avg % subs see post	 VIEWS/POST 832 median 894 · 29 days	 POSTS/WEEK 32.7 over period
 7D TREND -25.8% vs previous week	 REACTIONS/POST 0.2 24 reactions, 196 reposts, 0 comments	 POST LENGTH 71 chars median 54 · 29 days	 POSTS ANALYZED 136 29 days
 AD REACH 365 24h avg	 CHURN / MONTH -137 last month	 CITATION RATE 2 citation index · 8 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 08.07.2022

AI EDITOR SUMMARY

Channel «BARAHOLKA OPT WHOLESALE» – 11 463 subs. Each post avg views 832 people (7% subs), reach low – should expand audience. Publishes 33 posts/week (~5/day) – active publishing. Week Jun 22–28 reach dropped -25.8% to week Jun 15–21 – worth analyzing reasons.

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 136 posts over 29 days.
- 02 Dominant format — Video (107/136 posts).
- 03 Avg post length — 71 chars (median 54).
- 04 Peak audience activity — Friday, 15:00 ALMT.
- 05 Top posts get 3x more views than weakest (1.5K avg top vs 569 worst) — among 136 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 06:48 VIDEO P9 headphones 1000 tenge Order site https://baraholkaoptom.kz Wa.me/+77766249749	VIEWS 1 652 REP. 4	REACTIONS — ER 14.4%
Nº2 20.06 · 10:47 PHOTO Carpet 200*300cm Non-pile 6,300 tenge from 5 pcs of one type 6,000 tg color selection available	VIEWS 1 428 REP. —	REACTIONS — ER 12.5%
Nº3 14.06 · 06:47 PHOTO Inflatable vest 1,400 tenge	VIEWS 1 358 REP. 1	REACTIONS — ER 11.8%

Nº4 12.06 • 10:09 VIDEO Self-fixing bandage 2.5cm x 4m 130 tenge Order site https://baraholkaoptom.kz Wa.me/+77766249749	VIEWS 1 330 REACTIONS — REP. 1 ER 11.6%
Nº5 20.06 • 10:47 PHOTO Pileless rug 200×300 cm 7000 tenge, from 5 pcs 6500 tg Gray 6500 tenge, from 5 pcs 6200 tg Color options available	VIEWS 1 298 REACTIONS 1 REP. 2 ER 11.3%

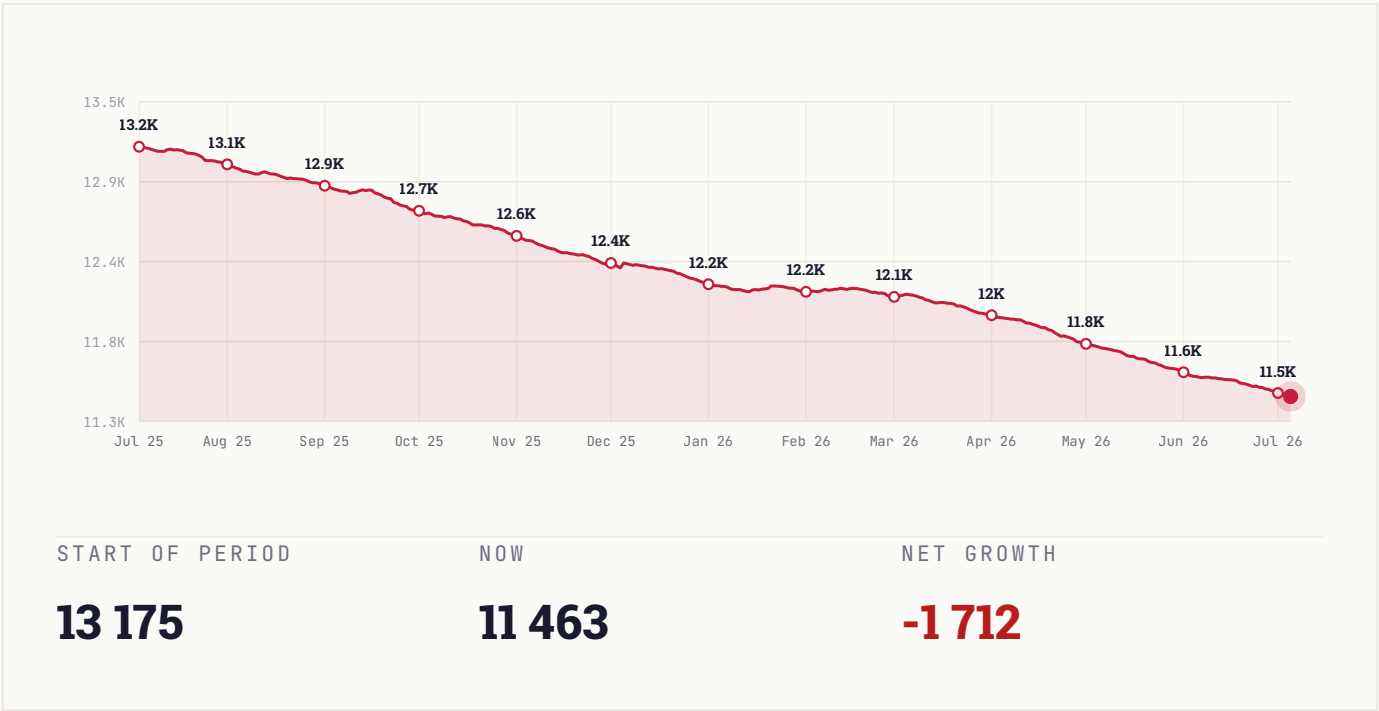
WORST 3

↓ 01.07 • 14:19 PHOTO Styler in case 4800 tenge Order https://baraholkaoptom.kz/	VIEWS 598 REACTIONS 2 REP. 2 ER 5.2%
↓ 01.07 • 14:11 VIDEO Electronic hair removal tush 2850 tenge	VIEWS 576 REACTIONS 2 REP. — ER 5.0%
↓ 01.07 • 15:50 VIDEO Window blinds 60*180. 1100 tg 80*180cm 1200 tg Colors: black Order page https://baraholkaoptom.kz...	VIEWS 534 REACTIONS — REP. 1 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

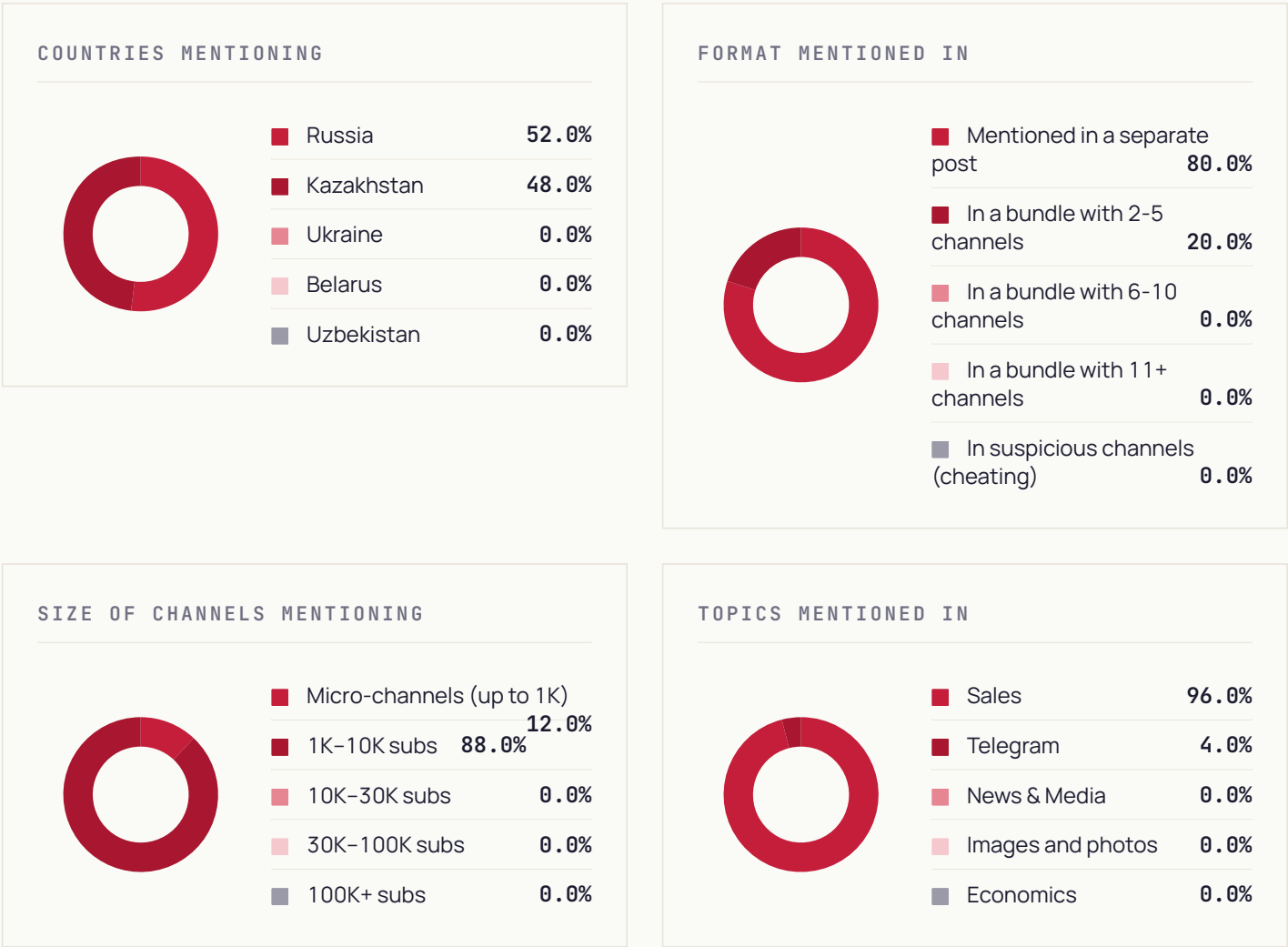
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel and how

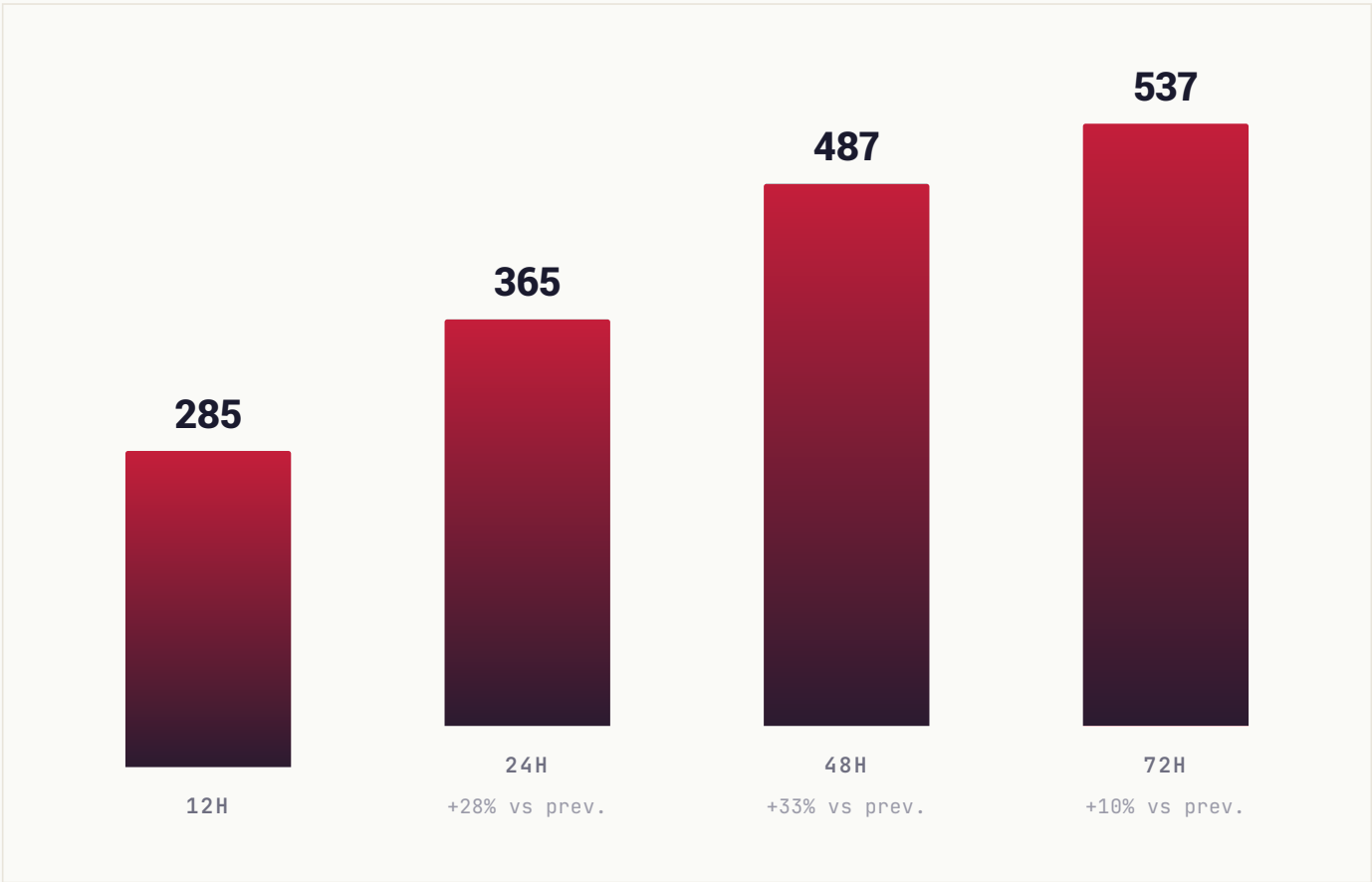
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time channel mentions: 8 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KP Kazakhstan Cheaper	206K
AK Rent apartment Almaty Roommate	77.3K
JA Janapost.kz	33.2K
АП Almaty Roommates Apartments Apartment	29.4K
C- Discounts.live - Discounts in Kazakhstan	24.1K
TK TRENDSHOP КАТАЛОГ ОПТОМ	18.7K
KA Apartments Almaty Apartment rental Almaty Roommate search Almaty	17.4K
AK Rent Apartment Almaty Roommate Housemate	16.8K
MO Model3D_stl	13.2K
AC Amway Central Asia	13.1K
BO БАРАХОЛКА ОПТОМ YOU	11.5K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#14 of 100). Leader — Kazakhstan Cheaper (206K). Goal for the coming months: enter the 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 **0**, they brought **160** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	42	
December 2025	0	0	52	
November 2025	0	0	4	
October 2025	0	0	14	
Sep 2025	0	0	29	
August 2025	0	0	19	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	160

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Sales» and saw how your channel stacks up.

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

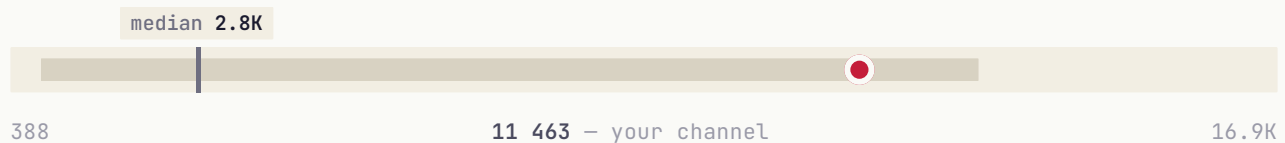
#14

/100

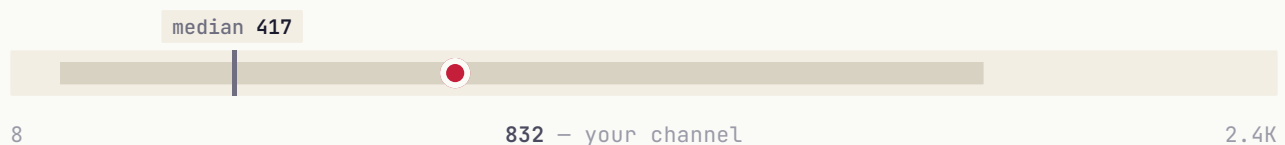
RANK IN NICHE

Channel in top 14% – strong position

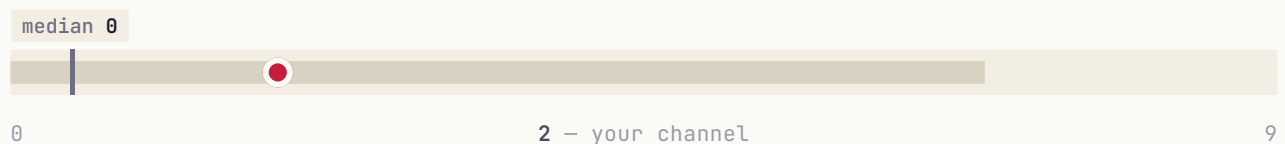
SUBSCRIBERS

better than 83% of niche

AVG REACH / POST

better than 61% of niche

CITATION INDEX

better than 59% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Friday

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 typically boost ER by +5-15%. One poll per week on a hot topic — an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with same-segment channels. Not 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 — 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 a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch an ad on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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