
PUBLIC REPORT PROMTPRESS

Channel audit

CHECK- POINT.KZ - News of Kazakhstan and the world without censorship



@check_point_kz

News without censorship Got a story? Send it to our bot https://t.me/check_point_kz_bot

SUBSCRIBERS

14 065

+9183 per month

ERR (% SEE POSTS)

8.0%

per day 2.8%

REACH/POST

983

ad reach 406/24h

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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 14 065 —	 SUBS REACH 6.99% avg % subs see post	 VIEWS/POST 983 median 950 · 29 days	 POSTS/WEEK 35.5 over period
 7D TREND +15.0% vs previous week	 REACTIONS/POST 3.2 total 477 reactions, 393 reposts, 137 comments	 POST LENGTH 546 chars median 565 · 29 days	 POSTS ANALYZED 151 29 days
 AD REACH 406 24h avg	 CHURN / MONTH +9183 last month	 CITATION RATE 1 citation index · 10 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 29.12.2021

AI EDITOR SUMMARY

Channel «CHECK-POINT.KZ - News of Kazakhstan and the world without censorship» — 14 065 subs. Each post averages 983 people (7% of subs), reach is low — consider expanding audience. Publishes 36 posts per week (~5/day) — active posting. For week 22–28 Jun reach grew +15.0% by week 15–21 Jun — positive trend.

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 151 posts over 29 days.
- 02 Dominant format — Video (121/151 posts).
- 03 Avg post length — 546 chars (median 565).
- 04 Peak audience activity — Saturday, 15:00 ALMT.
- 05 Top posts get 5x more views than the weakest (2.1K avg for top vs 444 for worst) — among 151 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 10:02 VIDEO Rapper from Kazakhstan Darkhan, known as 'Kislo-Sladkiy', missing in Pattaya. According to relatives, he was last seen...	VIEWS	REACTIONS
	2 129	11
	REPOSTS	ER
	3	15.1%
Nº2 12.06 · 07:58 VIDEO  Police in Almaty search for woman after bus attack on student Incident occurred on public transport in Almaty. By...	VIEWS	REACTIONS
	2 102	5
	REPOSTS	ER
	8	14.9%
Nº3 08.06 · 20:41 VIDEO Almaty Our Telegram bot received a video showing a road conflict between a courier on a moped and a car driver.	VIEWS	REACTIONS
	2 035	4
	REPOSTS	ER
	2	14.5%

Nº4

24.06 • 06:12

PHOTO

✗ Residents of «Yrysty» residential complex have been without gas for over a year The Check-point.kz editorial office received an appeal from residents of the «Yrysty» residential complex in the Alatau district of Almaty. According to them...

VIEWS

1 941

REACTIONS

7

REPOSTS

2

ER

13.8%

Nº5

06.06 • 10:18

VIDEO

✗ According to a subscriber, the Zhezkazgan Akimat provided false information to information resources regarding the use of...

VIEWS

1 935

REACTIONS

4

REPOSTS

5

ER

13.8%

WORST 3

↓ 01.07 • 05:46 PHOTO

📖 Starting from the new academic year, new compulsory subjects will appear in Kazakh schools. Minister of Education Zholdas Suleimenova announced...

VIEWS

453

REACTIONS

9

REPOSTS

6

ER

3.2%

↓ 01.07 • 06:39 VIDEO

🚗 In Uralsk, teenagers stole a car and staged a «chase». According to police, on June 29 on Yesenzhanov Street, a group of schoolchildren illegally...

VIEWS

446

REACTIONS

—

REPOSTS

1

ER

3.2%

↓ 01.07 • 05:34 VIDEO

Kazakh woman suspected of fraud worth 6 bln tenge detained in Turkey. According to the Ministry of Internal Affairs, the 46-year-old woman was in international...

VIEWS

434

REACTIONS

5

REPOSTS

1

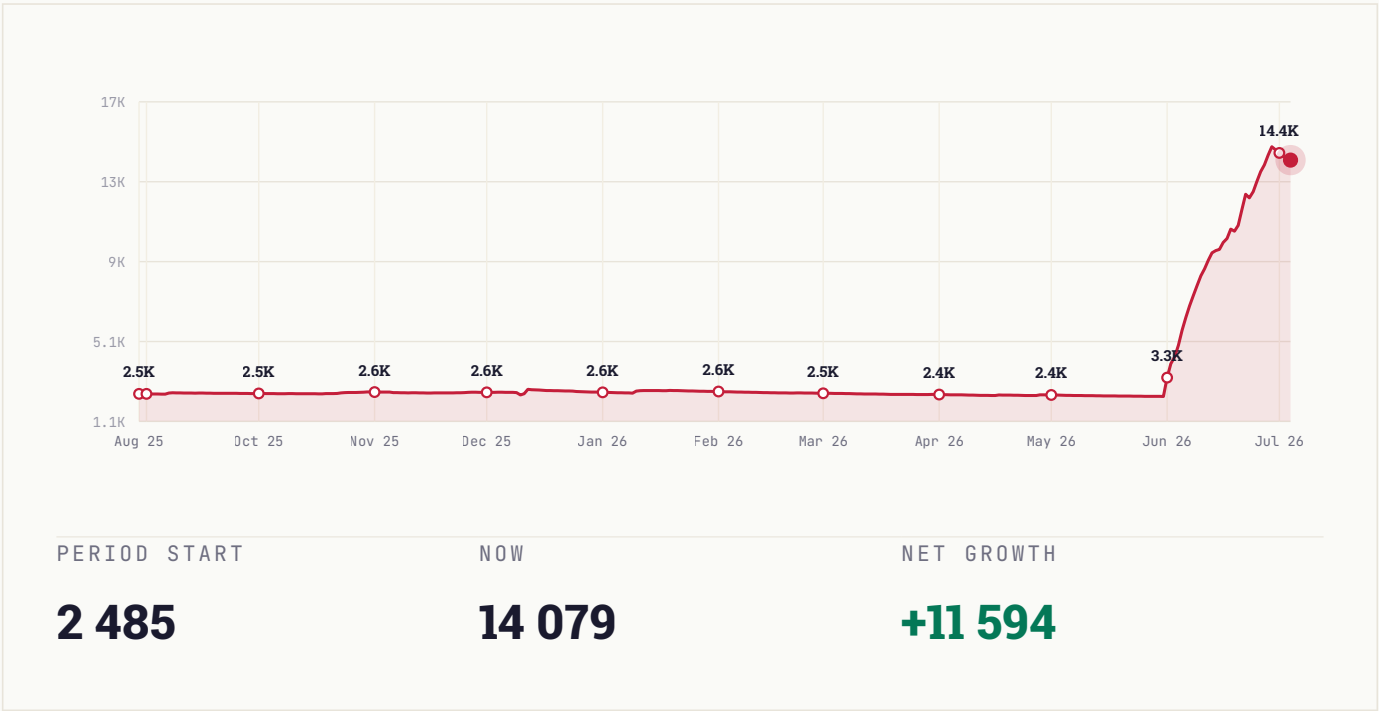
ER

3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

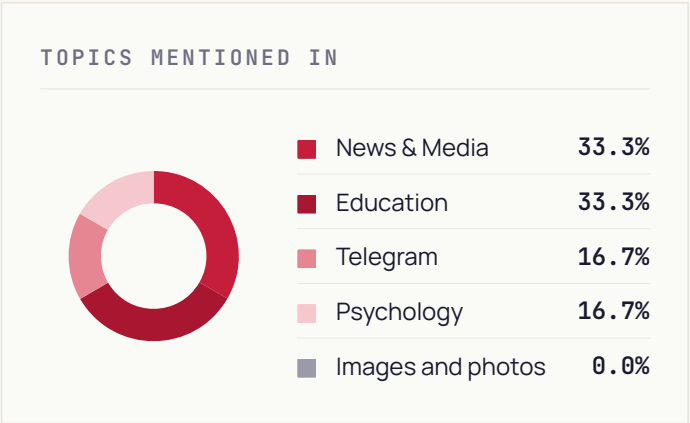
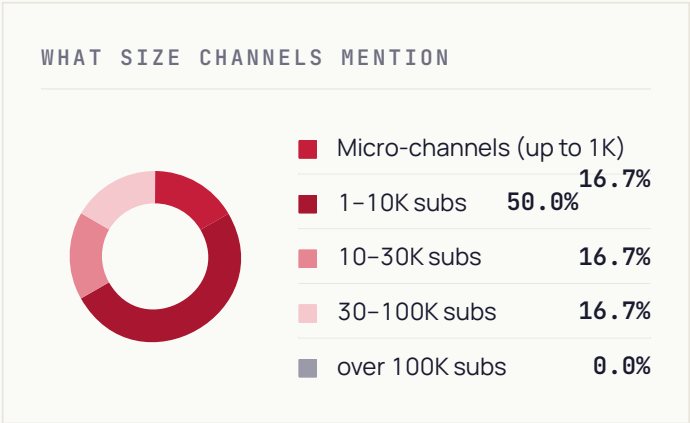
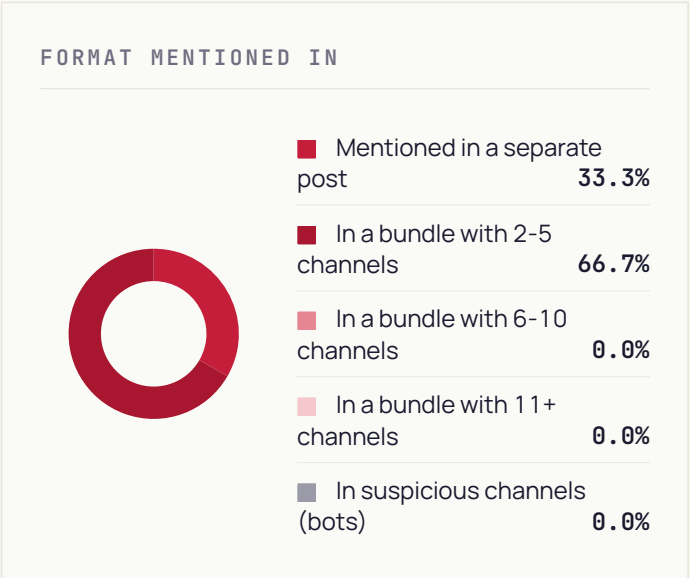
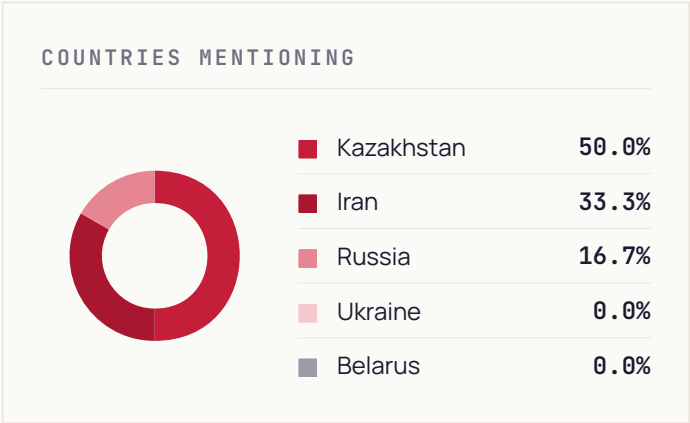
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

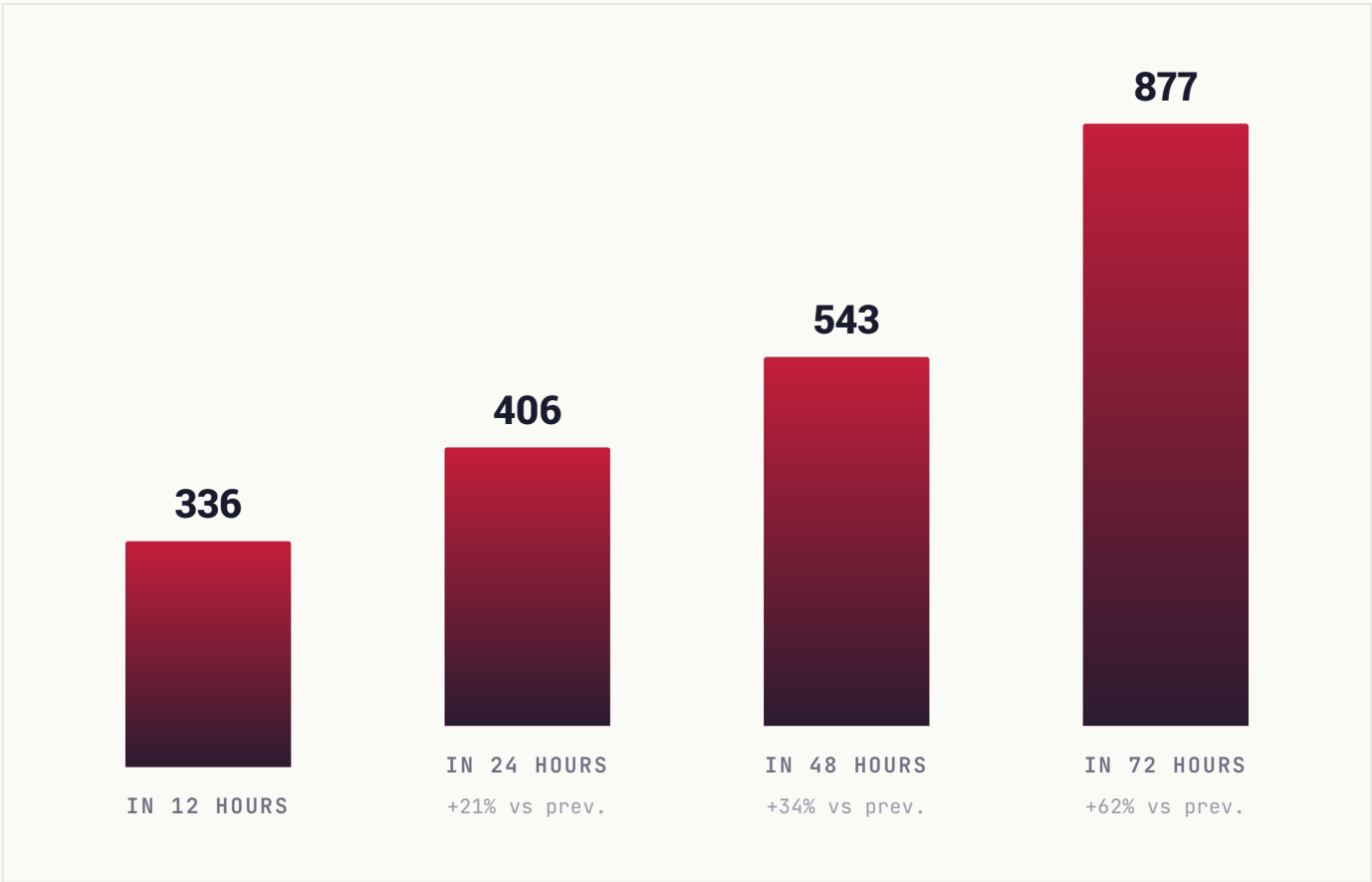
Citation index 1 — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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 where it ranks among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and the 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
C- CHECK-POINT.KZ - News of Kazakhstan and the world without censorship YOU	14.1K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#75 of 99). Niche median — 20.2K subs. First growth KPI — reach 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 yours. Over the last **6 months** such mentions were **4**, they brought **662** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	142
December 2025	3	3	288
Nov 2025	1	1	51
Oct 2025	0	0	109
Sep 2025	0	0	71
August 2025	0	0	1

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4	6	662

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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

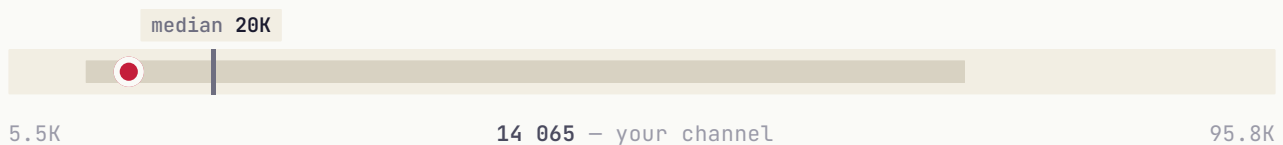
#75/100

POSITION IN NICHE

Channel in the bottom half of the ranking

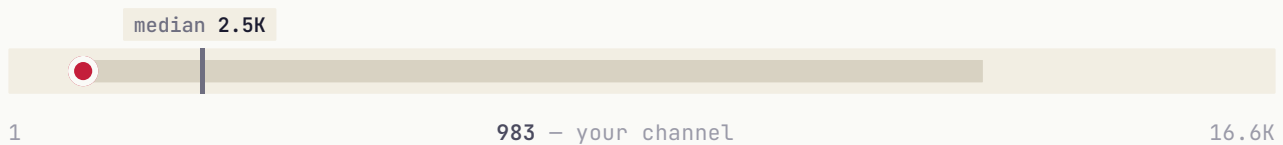
SUBSCRIBERS

30% below median



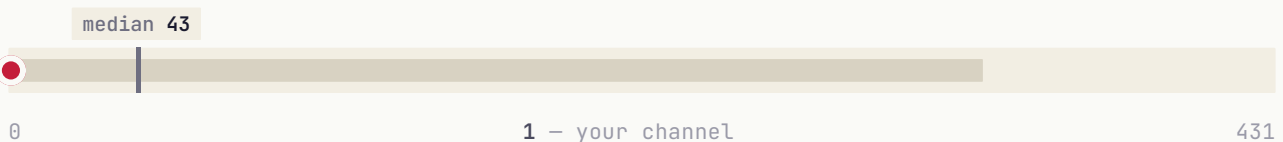
AVG REACH / POST

61% below median



CITATION INDEX

98% 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

Top post of the week — on Saturday

Audience is most active on this day at 15:00 ALMT.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through 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
