

— PUBLIC REPORT BY PROMTPRESS

Channel audit

CMN.KZ



@cmn_kz

Official channel <https://cmn.kz/>. Top verified news. Contact our anonymous bot @CMN_KZnewbot

SUBSCRIBERS

29 315

-506 this month

ERR (% SEE POSTS)

13.0%

in 24h **7.0%**

REACH/POST

3.5K

ad reach **2.1K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

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 «News & Media» category

09 Strategy

5 priority actions

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 29 315 —	 SUBS REACH 11.97% avg % subs see post	 VIEWS/POST 3.5K median 3.3K · 29 days	 POSTS/WEEK 22.6 over period
 7D TREND +23.6% vs prev week	 REACTIONS/POST 21.7 only 2,036 reactions, 499 reposts, 183 comments	 POST LENGTH 801 chars median 830 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -506 over last month	 CITATION RATE 171 citation index · 295 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 29.09.2019

AI EDITOR SUMMARY

Channel «CMN.KZ» — 29 315 subs. Avg views per post 3.5K people (12% of subs), reach low — expand audience. Publishes 23 posts/week (~3/day) — active. Week 22–28 Jun reach grew by +23.6% week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **94** posts in 29 days.
- 02 Dominant format – **Photo** (84/94 posts).
- 03 Avg post length – **801** chars (median 830).
- 04 Peak audience activity – **Monday**, 12:00 ALMT.
- 05 Top posts get **4×** more views than the weakest (10.9K avg for top vs 2.6K for worst) – among 94 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 07:30 PHOTO Prosecutor seeks 10 years in prison and lifetime driving ban for defendant A. Pak Trial in high-profile accident on al-Farabi...	VIEWS 17 253 REPOSTS 8	REACTIONS 35 ER 58.9%
Nº2 26.06 · 11:54 VIDEO Yerbayan Mukhtar buried in Astana Today the capital bid farewell to conscript Yerbayan Mukhtar. He fought for nearly three years...	VIEWS 10 474 REPOSTS 4	REACTIONS 35 ER 35.7%
Nº3 05.06 · 13:36 PHOTO Killers of Yana Legkodimova not in «Black Berkut»? Mother of murdered Yana Legkodimova received an anonymous message that her daughter's killers are...	VIEWS 5 028 REPOSTS 8	REACTIONS 49 ER 17.2%

Nº4 10.06 · 08:36 PHOTO Cotton candy vendor spotted washing dishes in Sayran An Almaty resident filmed a man selling cotton candy by the lake...	VIEWS 4 667 REPOSTS 26	REACTIONS 42 ER 15.9%
Nº5 12.06 · 06:49 PHOTO "We fear they'll get off": In Almaty, two 13-year-olds killed a 12-year-old boy Relatives reported the murder of 12-year-old Abylai and want...	VIEWS 4 529 REPOSTS 11	REACTIONS 55 ER 15.4%

|

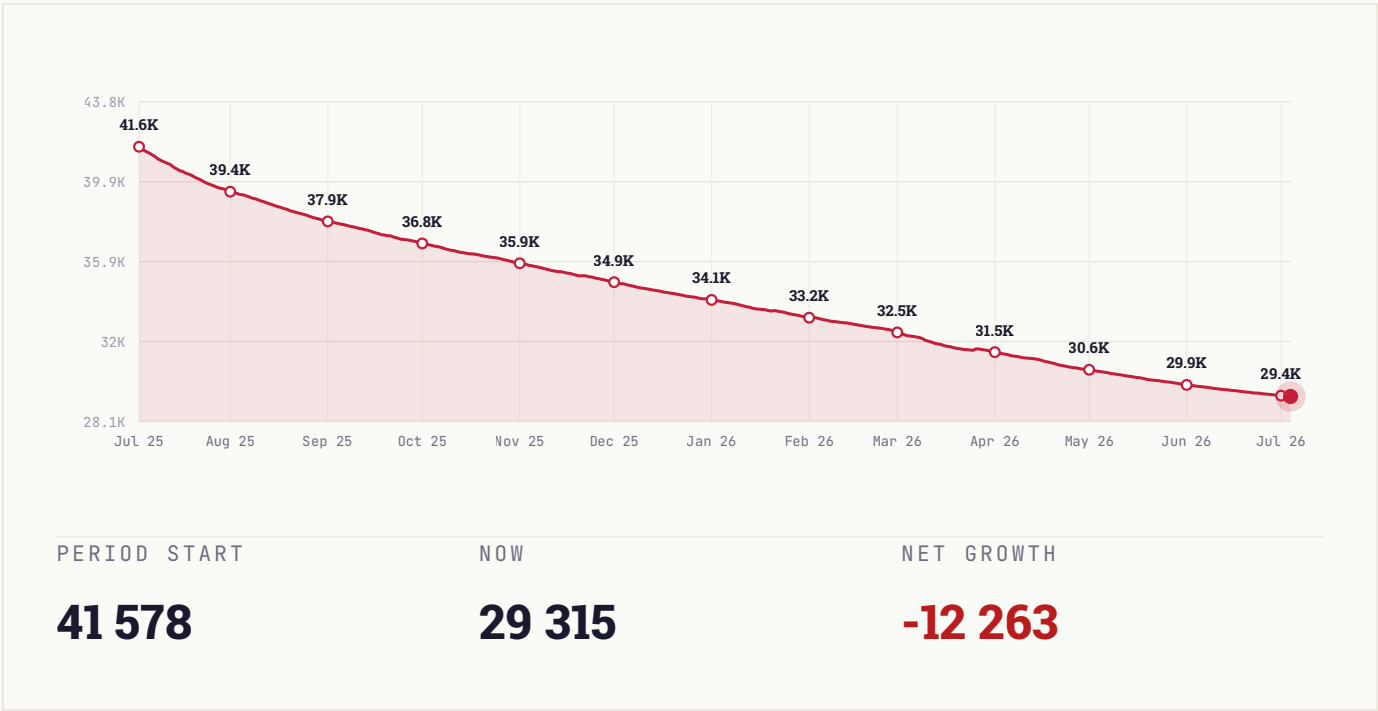
WORST 3

↓ 29.06 · 10:50 PHOTO Dirty fountains, dried-up trees: Almaty residents complain about park at Atakent Residents of Almaty are unhappy with the state of the park near the shopping mall...	VIEWS 2 658 REPOSTS 1	REACTIONS 15 ER 9.1%
↓ 29.06 · 10:36 VIDEO Illegal gold mining. Special operation in Abai region Large-scale special operation with armored vehicles and helicopters to stop illegal...	VIEWS 2 556 REPOSTS 7	REACTIONS 13 ER 8.7%
↓ 29.06 · 10:18 PHOTO "I fear for my life": Appeal from mother of Veronika Sokolova Mother of Veronika Sokolova, who died on a first date in Almaty and the case...	VIEWS 2 499 REPOSTS 2	REACTIONS 16 ER 8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

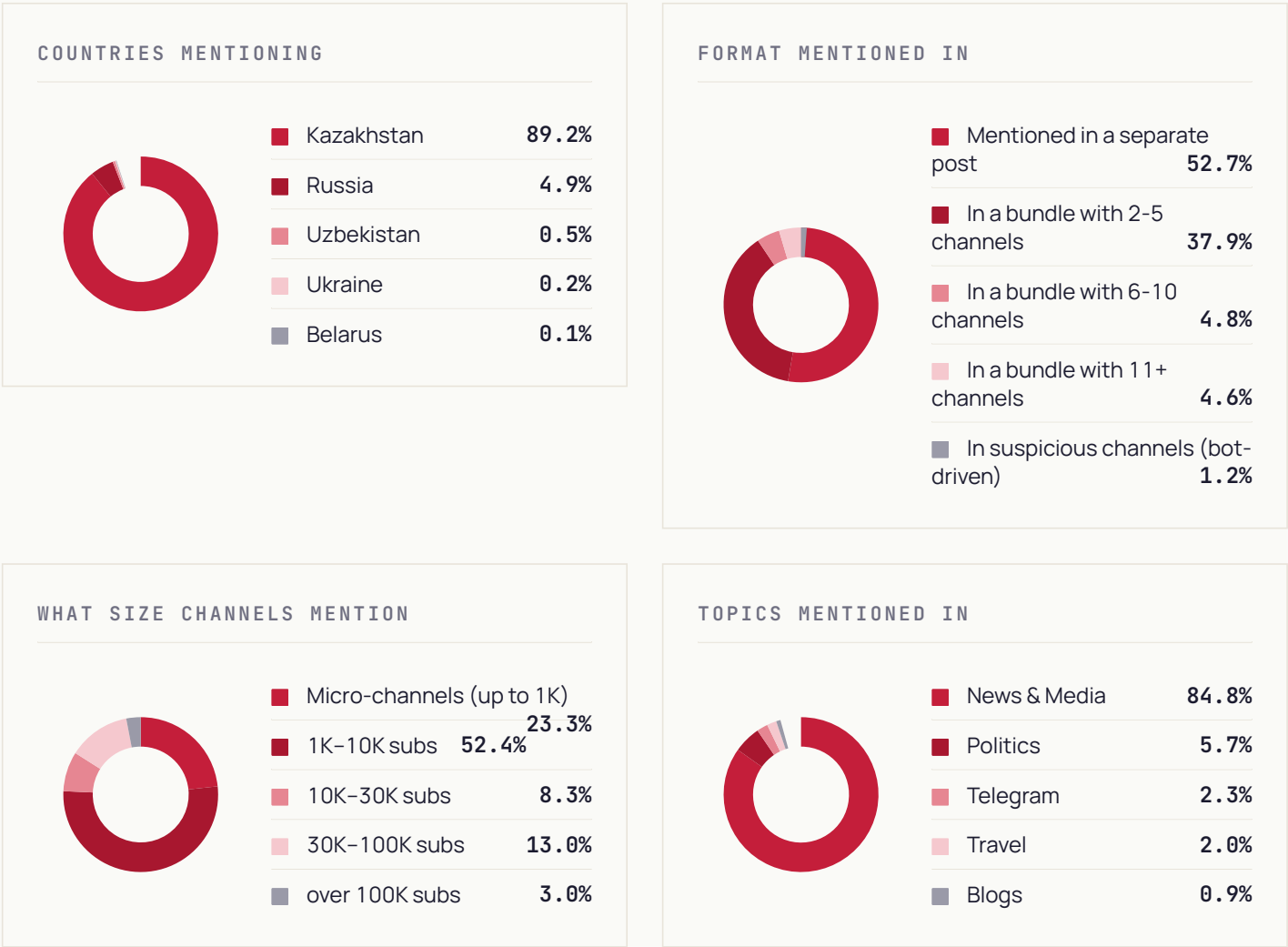
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

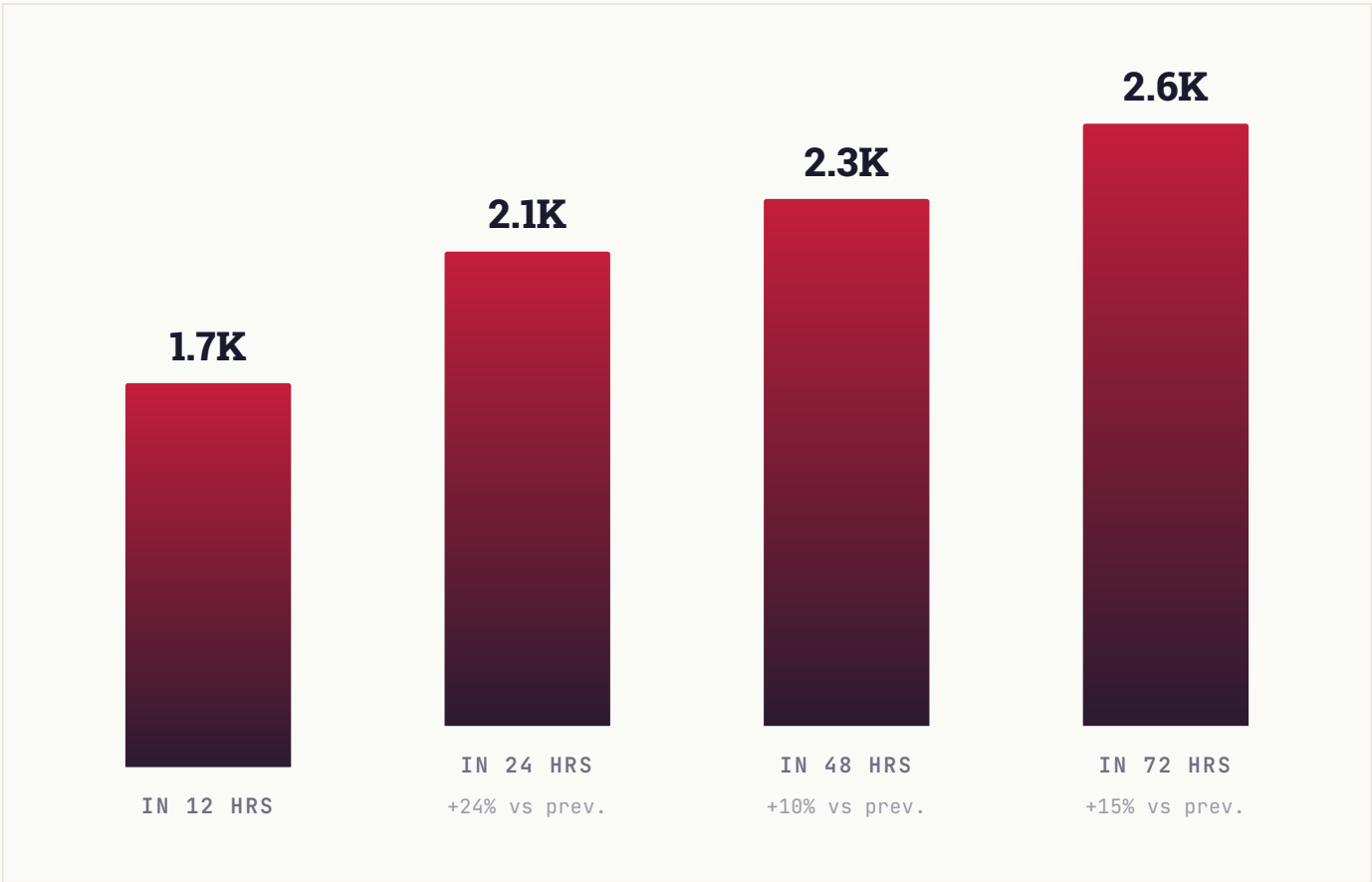
Citation index **171** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All-time channel mentions: **295** different channels.



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 and audience. Your channel is highlighted — shows its rank among niche neighbors.

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 Not Habar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
CM CMN.KZ YOU	29.3K

COMPARATIVE INSIGHT

Channel intop half of niche (#39 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

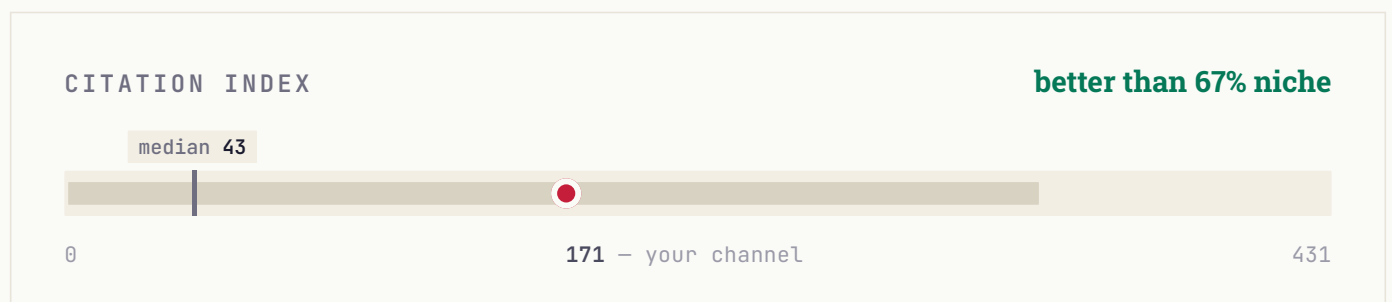
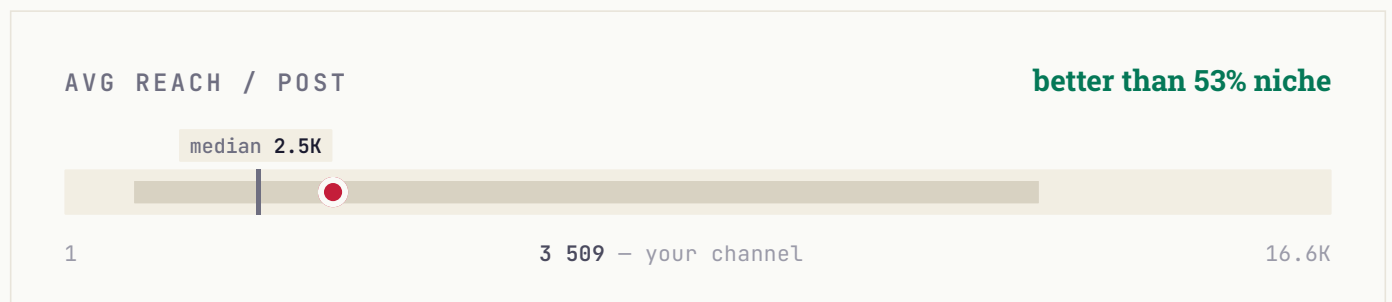
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **131**, they brought **44** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	25	20	27	
December 2025	23	14	0	
November 2025	30	21	17	
October 2025	20	15	0	
Sep 2025	20	12	0	
August 2025	13	11	0	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
131		6		44

Where the channel stands in its league

#39 /100 RANK IN NICHE
Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Monday
 Audience is most active on this day at 12:00 ALMT.

EFFECT
Best window for an important post

02

Increase video post share
 Video in Telegram holds audience longer and is algorithm-friendly. Recommend reaching 15-25% share.

EFFECT
Video retains audience better

03

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

04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One weekly poll on a hot topic — an easy growth lever.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Exchange posts with same-niche channels 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 based on public data. To go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
