

PROMTPRESS PUBLIC REPORT

Channel audit

Commentary



@commentariuskz

🇺🇦 economy 🏠 real estate 💰 USD rate 🤖 banks Podcasts ♦
youtube.com/@commentariuskz ♦ <https://youtube.com/@podengam?si=kIVL1QEVZbq5IFtn> 🤝 collab inquiries
 @commentator_kz

SUBSCRIBERS

14 828

+6 per month

ERR (% SEE POSTS)

37.0%

per day **35.0%**

REACH/POST

5.4K

ad reach **5.2K/24h**

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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 14 828 —	 SUBS REACH 36.16% avg % of subs see post	 VIEWS/POST 5.4K median 5.3K · 29 days	 POSTS/DAY 10.4 ~73 per week
 7D TREND -3.4% vs previous week	 REACTIONS/POST 63.1 total 19,317 reactions, 1,268 reposts, 849 comments	 POST LENGTH 699 chars. median 999 · 29 days	 POSTS ANALYZED 306 29 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH +6 last month	 QUOTABILITY 65 citation index · 147 channels mentioned all time	 CHANNEL AGE 4 years 1 month created 09.05.2022

AI EDITOR SUMMARY

Channel «Commentary» – 14 828 subs. Each post averages 5.4K people (36% of subs), good reach. Publishes 73 posts per week (~10/day) – very active. For the week of June 22–28, reach stable (-3.4% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **306** posts over 29 days.
- 02 Dominant format – **Text** (192/306 posts).
- 03 Avg post length – **699** chars (median 999).
- 04 Peak audience activity – **Sunday**, 22:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (9.9K avg for top vs 4.6K for worst) – among 306 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 07:21 TEXT  AERC's June KSED review notes faster economic activity in Kazakhstan: EAI for Jan–Apr rose to 104.2% YoY after...	VIEWS 13 018 REPOSTS 6	REACTIONS 66 ER 87.8%
Nº2 05.06 · 16:18 PHOTO  Nitrogen fertilizer prices in US back to pre-Iran conflict levels, thanks to ample...	VIEWS 8 372 REPOSTS 5	REACTIONS 61 ER 56.5%
Nº3 07.06 · 05:35 TEXT  Continuing our neuro-summary of Freakonomics by Levitt & Dubner. Part 2: Information asymmetry: What...	VIEWS 8 262 REPOSTS 14	REACTIONS 63 ER 55.7%

Nº4 05.06 · 15:27 PHOTO  FRB of Boston: oil shock far less dangerous for US economy today than in 1970s. A 33% oil price hike (roughly the scale...	VIEWS 7 952 REPOSTS 3	REACTIONS 59 ER 53.6%
Nº5 07.06 · 17:07 PHOTO  Goldman Sachs: PBoC starts easing cycle against consensus, cuts rate more than expected PBoC began monetary easing cycle...	VIEWS 7 907 REPOSTS 6	REACTIONS 73 ER 53.3%

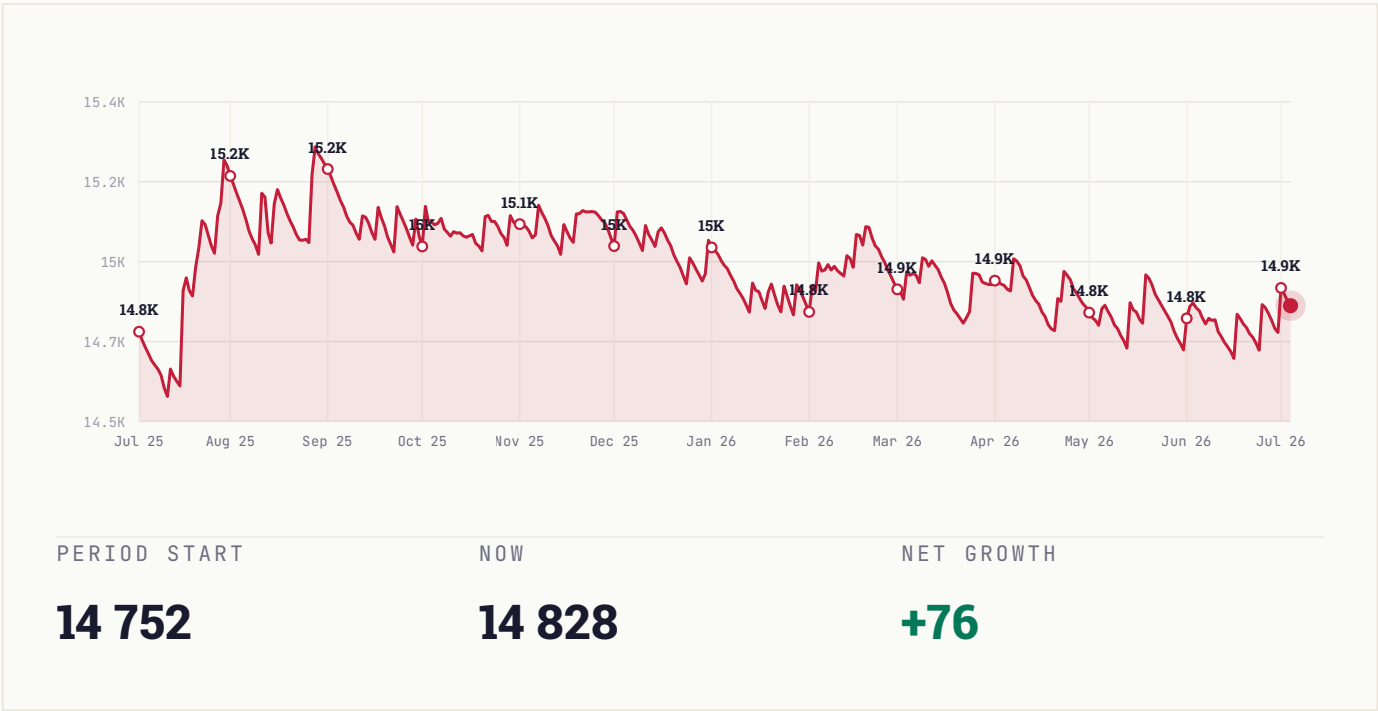
WORST 3

↓ 01.07 · 14:14 TEXT   Headlines Corp Sector · Nike sales continue to decline due to persistent weakness in China; company signals cautious...	VIEWS 4 660 REPOSTS 1	REACTIONS 49 ER 31.4%
↓ 01.07 · 14:39 PHOTO  Oil market review: WTI at Feb lows, UAE exports recover UAE first among Gulf states to restore oil...	VIEWS 4 641 REPOSTS 2	REACTIONS 51 ER 31.3%
↓ 12.06 · 15:44 PHOTO   Headlines IPO SpaceX: • SpaceX raised a record \$75B before IPO, valuing it at ~\$1.8T (Bloomberg, NY Times) •...	VIEWS 4 600 REPOSTS 2	REACTIONS 51 ER 31.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

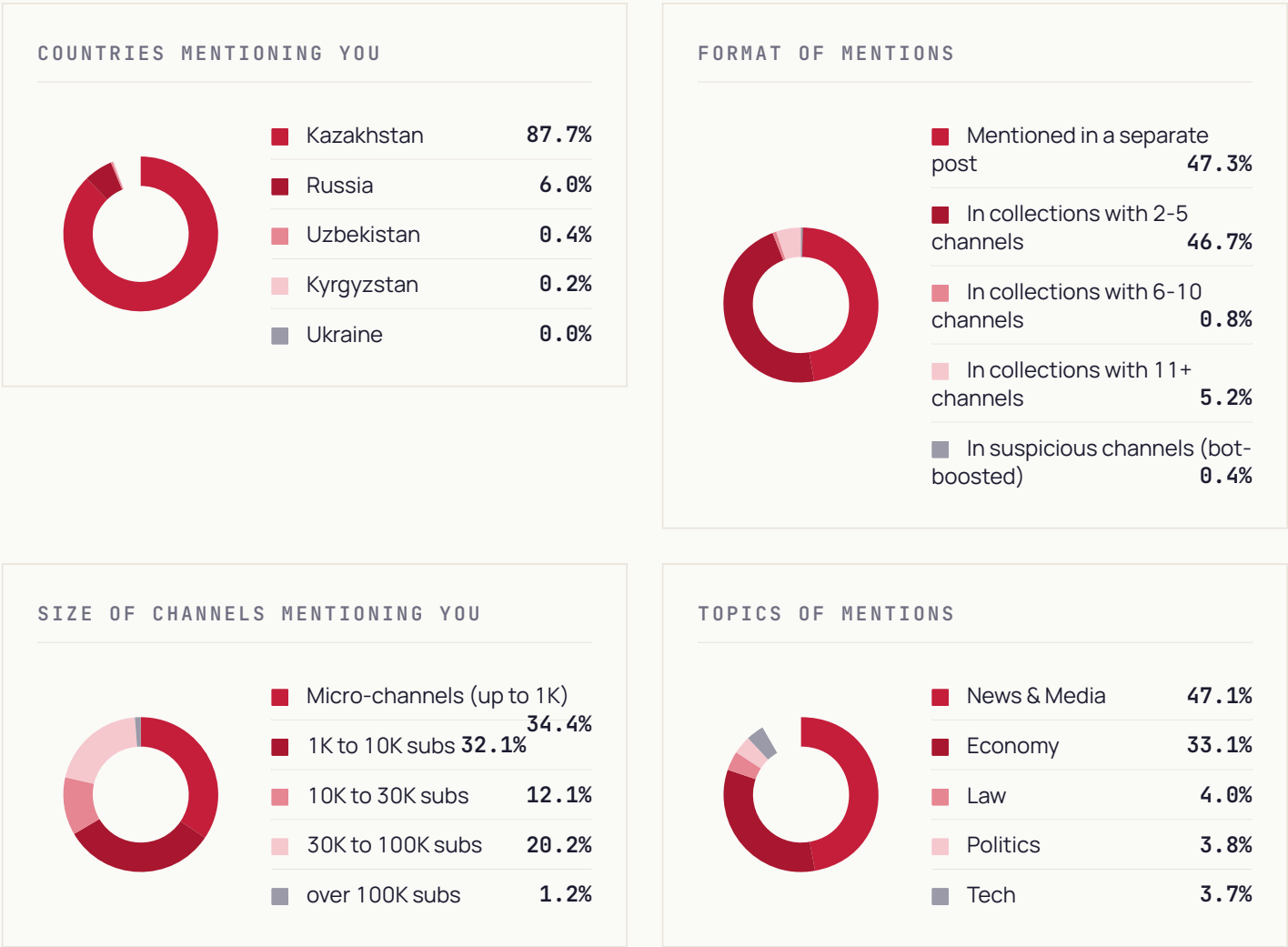
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

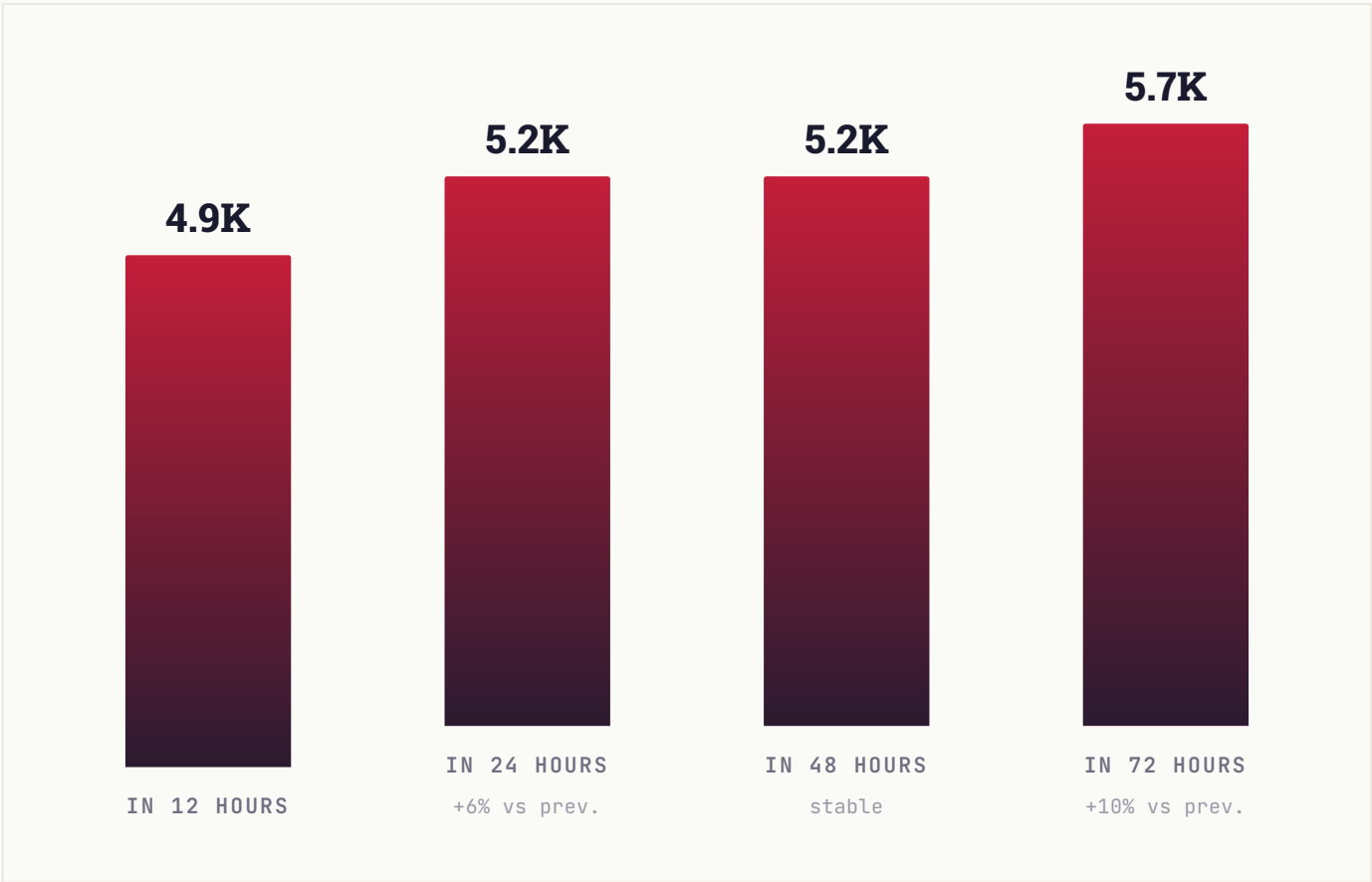
Citation index **65** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **147** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL		SUBSCRIBERS
TE	TENGENOMIKA	72K
KF	FINANCE.kz	63.9K
TL	Tengri Live - Kazakhstan News	47.1K
B	Bugin.info	34K
PA	Paydabar	32.7K
KA	Kaspi.kz	27.4K
AZ	Alibek Zhalgaspayev Investing in Kazakhstan	25.2K
ҚС	Қаржылық сауаттылық	24.7K
FB	Freedom Broker	21.2K
NO	Finance news	21K
KO	Commentary YOU	14.8K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#15 of 99). Leader — TENGENOMIKA (72K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

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 **53**, they brought **2 356** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	319
December 2025	5	4	423
Nov 2025	10	3	279
Oct 2025	15	6	349
Sep 2025	14	7	369
August 2025	9	6	617

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
53	6	2 356

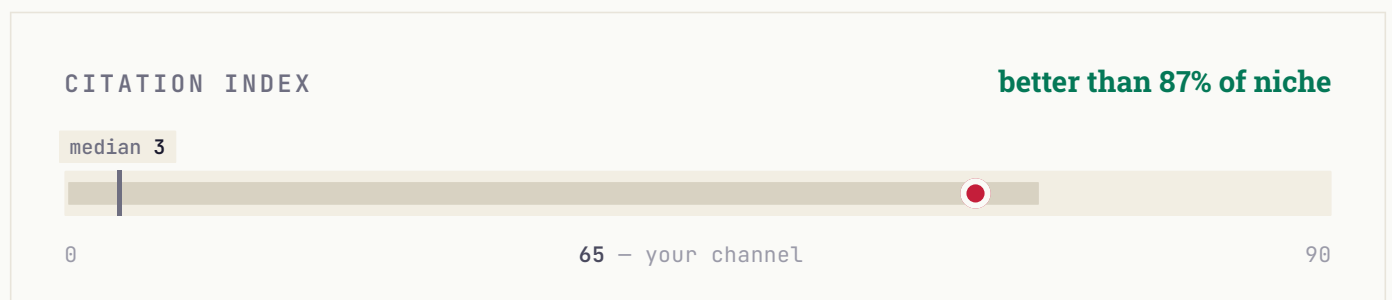
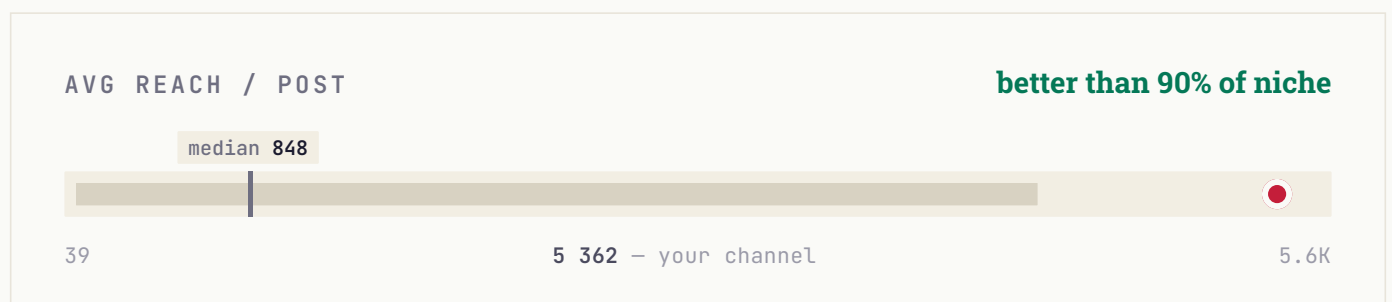
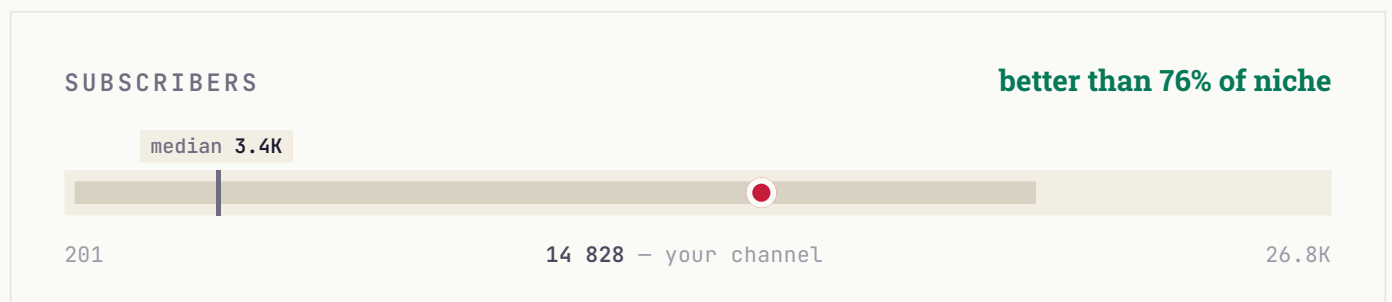
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Economy» and compared your channel to them. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#15/100

RANK IN NICHE
Channel in top 15% – strong position



— 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 Sunday

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

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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