

PUBLIC REPORT BY PROMTPRESS

Channel audit

Dauletten.kz



@dauletten_news

Өзекті жаңалықтар мен маңызды ақпараттар 📰 Достарыңызды, таныстарыңызды шақыру үшін 👉 <https://t.me/+xkxeg3id2fQ0NzUy>
Жарнама және ұсыныстар бойынша: @YerekentiKZ Perfluence

SUBSCRIBERS

80 093

-1474 per month

ERR (% SEE POSTS)

14.0%

per day 4.6%

REACH/POST

11.1K

ad reach 3.7K/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 brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position 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 80 093 —	 SUBS REACH 13.82% avg % of subs see post	 VIEWS/POST 11.1K median 10.9K · 17 days	 POSTS/WEEK 2.1 over period
 7D TREND — no data for period	 REACTIONS/POST 49.6 total 248 reactions, 31 reposts, 23 comments	 POST LENGTH 451 chars median 525 · 17 days	 POSTS ANALYZED 5 17 days
 AD REACH 3.7K 24h average	 CHURN / MONTH -1474 last month	 CITATION RATE 7 citation index · 11 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 23.02.2022

AI EDITOR SUMMARY

Channel «Dauletten.kz» — 80 093 subs. Each post averages 11.1K people (14% of subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 17 days.
- 02 Dominant format — Photo (2/5 posts).
- 03 Avg post length — 451 chars (median 525).
- 04 Peak audience activity — Thursday, 17:00 ALMT.
- 05 Top posts get 1x more views than the weakest (13.2K avg for top vs 8.9K for worst) — among 5 posts in 17 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 12:43 TEXT 🤔Офицерлер енді қызметін декрет арқылы өтей алмайды Қазақстанда запастағы офицерлерге қатысты жаңа талап енгізілмек. Әскери кафедраны...	VIEWS 14 859 REPOSTS 3	REACTIONS 84 ER 18.6%
Nº2 09.06 · 13:00 PHOTO 😞Туыстық неке салдарынан төрт аяқты сәби дүниеге келді Өзбекстанда туыстық неке салдарынан сирек туа біткен ақаумен туған нәрестеге...	VIEWS 13 786 REPOSTS 7	REACTIONS 81 ER 17.2%
Nº3 09.06 · 09:04 VIDEO 🚗Оралда 14 жасар жасөспірім әкесінің көлігін рұқсатсыз айдап кеткен Орал тұрғыны көлігінің жоғалып кеткенін айтып, полицияға хабарласқан...	VIEWS 10 878 REPOSTS 3	REACTIONS 28 ER 13.6%

Nº4 21.06 • 14:41 PHOTO Құрметті ата-аналар, 8 апталық жазғы челлендж басталғалы жатыр. BARSUM қосымшасын жүктеп, ТЕГІН қатысыңыздар! 📌 https://barsum.kz/	VIEWS 9 720 REACTIONS 9 REPOSTS 15 ER 12.1%
Nº5 26.06 • 10:19 TEXT 🇪🇺Еуропаға бару қазақстандықтар үшін жеңілдеуі мүмкін Жақын уақытта қазақстандықтар үшін Шенген визасын алу тәртібі жеңілдетілуі...	VIEWS 6 117 REACTIONS 46 REPOSTS 3 ER 7.6%
WORST 3	
↓ 09.06 • 09:04 VIDEO 🚗Оралда 14 жасар жасөспірім әкесінің көлігін рұқсатсыз айдап кеткен Орал тұрғыны көлігінің жоғалып кеткенін айтып, полицияға хабарласқан...	VIEWS 10 878 REACTIONS 28 REPOSTS 3 ER 13.6%
↓ 21.06 • 14:41 PHOTO Құрметті ата-аналар, 8 апталық жазғы челлендж басталғалы жатыр. BARSUM қосымшасын жүктеп, ТЕГІН қатысыңыздар! 📌 https://barsum.kz/	VIEWS 9 720 REACTIONS 9 REPOSTS 15 ER 12.1%
↓ 26.06 • 10:19 TEXT 🇪🇺Еуропаға бару қазақстандықтар үшін жеңілдеуі мүмкін Жақын уақытта қазақстандықтар үшін Шенген визасын алу тәртібі жеңілдетілуі...	VIEWS 6 117 REACTIONS 46 REPOSTS 3 ER 7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

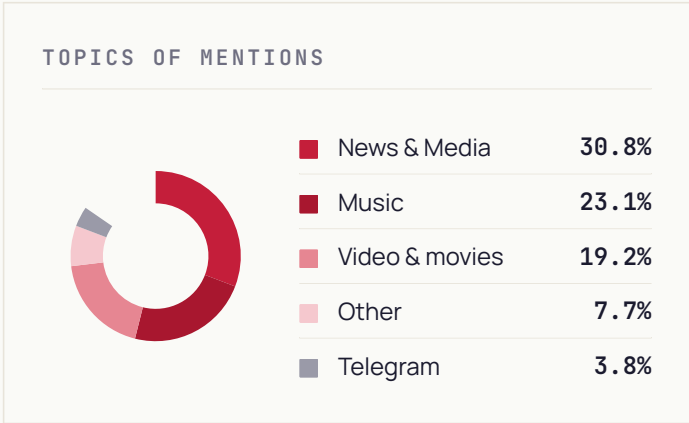
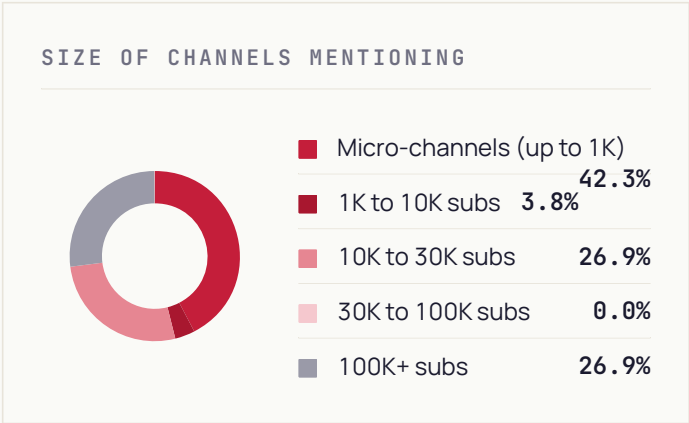
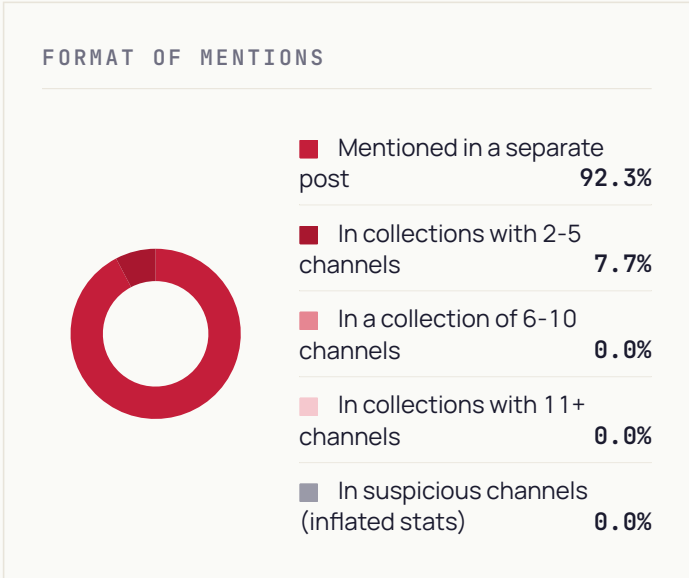
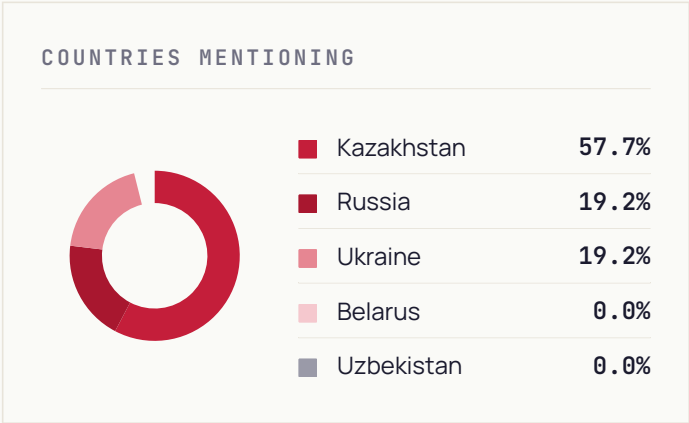
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

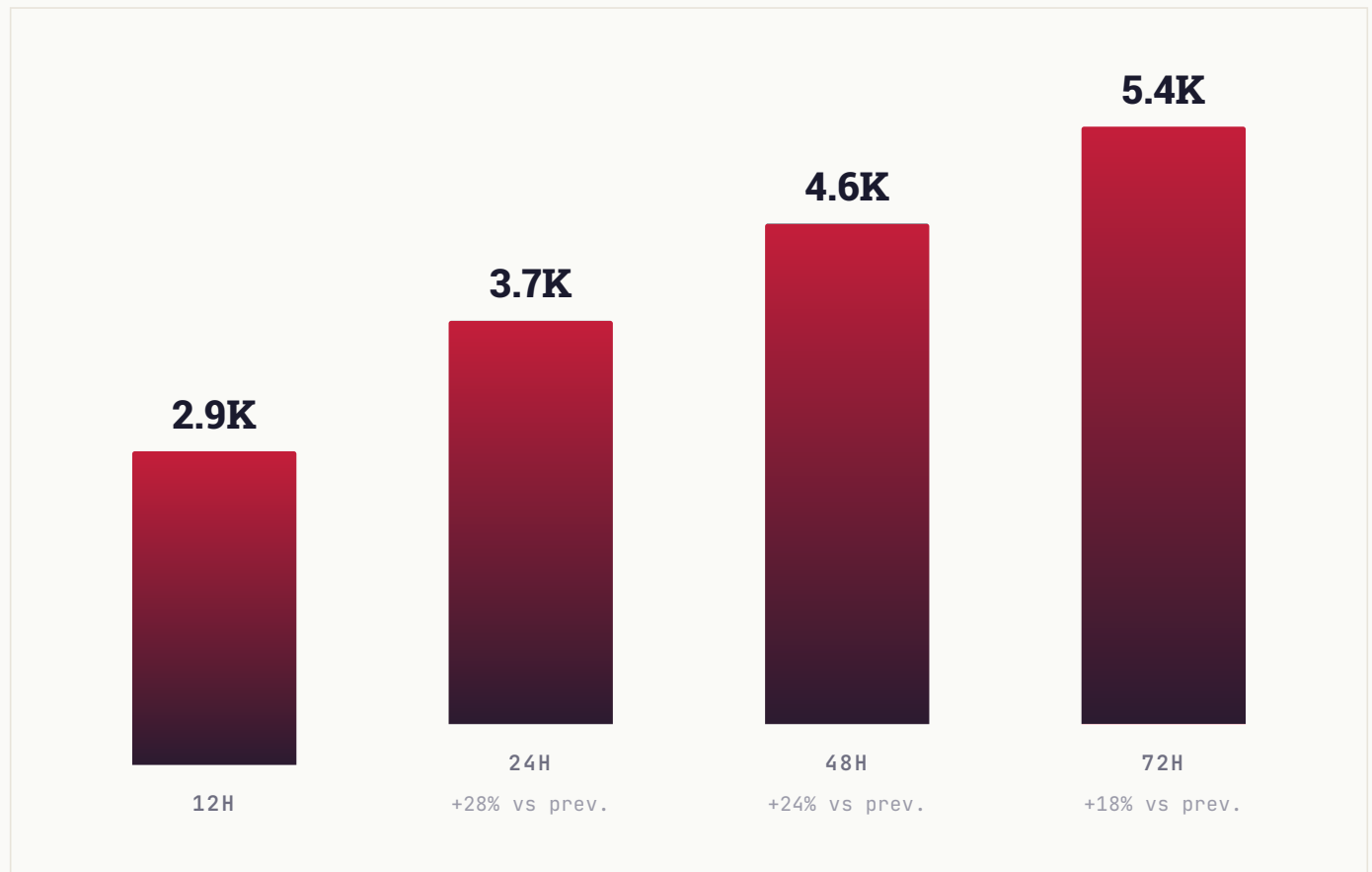
Citation index 7 – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 11 different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DA Dauletten	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 Dauletten.kz YOU	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
N- NUR.KZ - Kazakhstan News	73.6K

COMPARATIVE CONCLUSION

Channel intop 10 niche (#8 of 99). Strong position. Niche leader — Dauletten (342.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **653** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	353	
December 2025	0	0	1	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	299	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	653

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 of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#8/100

POSITION IN NICHE

Channel in top 8% news & media



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01**Increase posting frequency**

Now 2.1 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week – on Thursday**

Audience is most active on this day at 17:00 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 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 growth lever.

EFFECT

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

Swap 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 using public data. Want 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
