

PUBLIC REPORT BY PROMTPRESS

Channel audit

Dev KZ | Vacancy



@devkz_jobs

Channel for IT job postings in KZ (only from KZ companies) About vacancies: @piklime Template: - Short description (with company name) - Responsibilities - Requirements - Conditions - Salary -...

SUBSCRIBERS

23 747

+406 per month

ERR (% WHO SEE POSTS)

25.0%

Daily 12.7%

REACH/POST

5.7K

Ad reach 3K/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 mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Career» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 23 747 –	 SUBSCRIBER REACH 24.02% Avg % subs see post	 VIEWS/POST 5.7K Median 5.7K · 28 days	 POSTS/WEEK 9.5 Period
 7D TREND -13.8% vs previous week	 REACTIONS/POST 11.9 454 reactions, 1,246 reposts, 0 comments	 POST LENGTH 956 chars. Median 1,000 · 28 days	 POSTS ANALYZED 38 28 days
 AD REACH 3K 24h avg	 CHURN / MONTH +406 Last month	 CITATION RATE 2 Citation index · 44 channels mentioned ever	 CHANNEL AGE 9 years 3 months Created 29.03.2017

AI EDITOR SUMMARY

Channel «Dev KZ | Vacancy» – 23 747 subs. Each post avg views 5.7K people (24% from subs), avg reach – room to grow. Publishes 10 posts/week (~1/day) – regular. Week 15–21 Jun reach dropped -13.8% Week 8–14 Jun – worth analyzing causes.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 38 posts in 28 days.
- 02 Dominant format – Text (38/38 posts).
- 03 Avg post length – 956 chars (median 1,000).
- 04 Peak audience activity – Tue, 13:00 ALMT.
- 05 Top posts get 2x More views than weakest (8.2K avg top vs 4.2K worst) – among 38 posts in 28 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

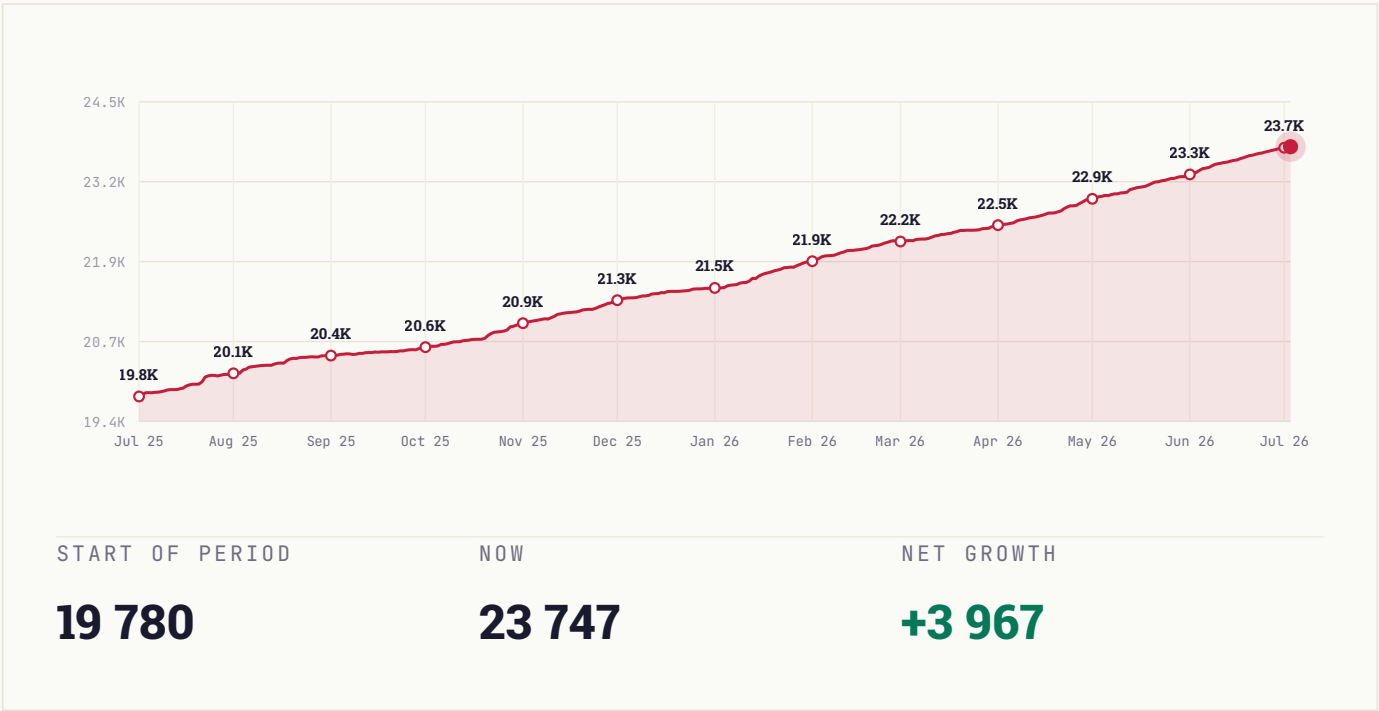
Nº1 18.06 · 08:10 TEXT #almaty #remote #devops Position: DevOps Engineer Company: BelesAI Work format: remote Employment: part-time, about 4 hours...	VIEWS 8 193 REP. 78	REACTIONS 9 ER 34.5%
Nº2 09.06 · 08:03 TEXT #astana #java Java Developer Company: NJSC "Social Health Insurance Fund" Location: Astana (offline) Salary: from 1,000,000 ₸...	VIEWS 8 183 REP. 51	REACTIONS 20 ER 34.5%
Nº3 08.06 · 08:00 TEXT #almaty #ui #ux Almaty / hybrid: 3 days remote / 2 days office (after 3-month probation) Company: JUZ40...	VIEWS 8 164 REP. 49	REACTIONS 7 ER 34.4%

Nº4 05.06 · 08:06 TEXT #astana Data Analyst Schedule: full-time, office opposite Abu Dhabi Plaza, Astana Salary: 500k net Ontesky LLP is looking for...	VIEWS 8 041 REP. 68 REACTIONS 22 ER 33.9%
Nº5 04.06 · 08:07 TEXT #almaty #remote 📍 Format: Office / Remote / Hybrid (must be in Almaty / Kazakhstan) ✓ Position: System Process Architect /...	VIEWS 7 967 REP. 20 REACTIONS 8 ER 33.5%
BOTTOM 3	
↓ 26.06 · 08:09 TEXT #almaty #android Fourmi LAB LLP (Almaty) is looking for an Android Senior developer. Project: We are creating the leading independent digital...	VIEWS 4 469 REP. 13 REACTIONS — ER 18.8%
↓ 26.06 · 08:08 TEXT #astana #csharp Senior C# .NET Developer 📍 Astana office We are looking for a Senior C# .NET Developer to help develop existing products...	VIEWS 4 083 REP. 17 REACTIONS — ER 17.2%
↓ 26.06 · 08:08 TEXT #astana #secops Senior SecOps / Threat Hunting / Detection Engineer 📍 Astana office / hybrid We are looking for a Senior SecOps / Threat Hunting /...	VIEWS 3 971 REP. 6 REACTIONS — ER 16.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

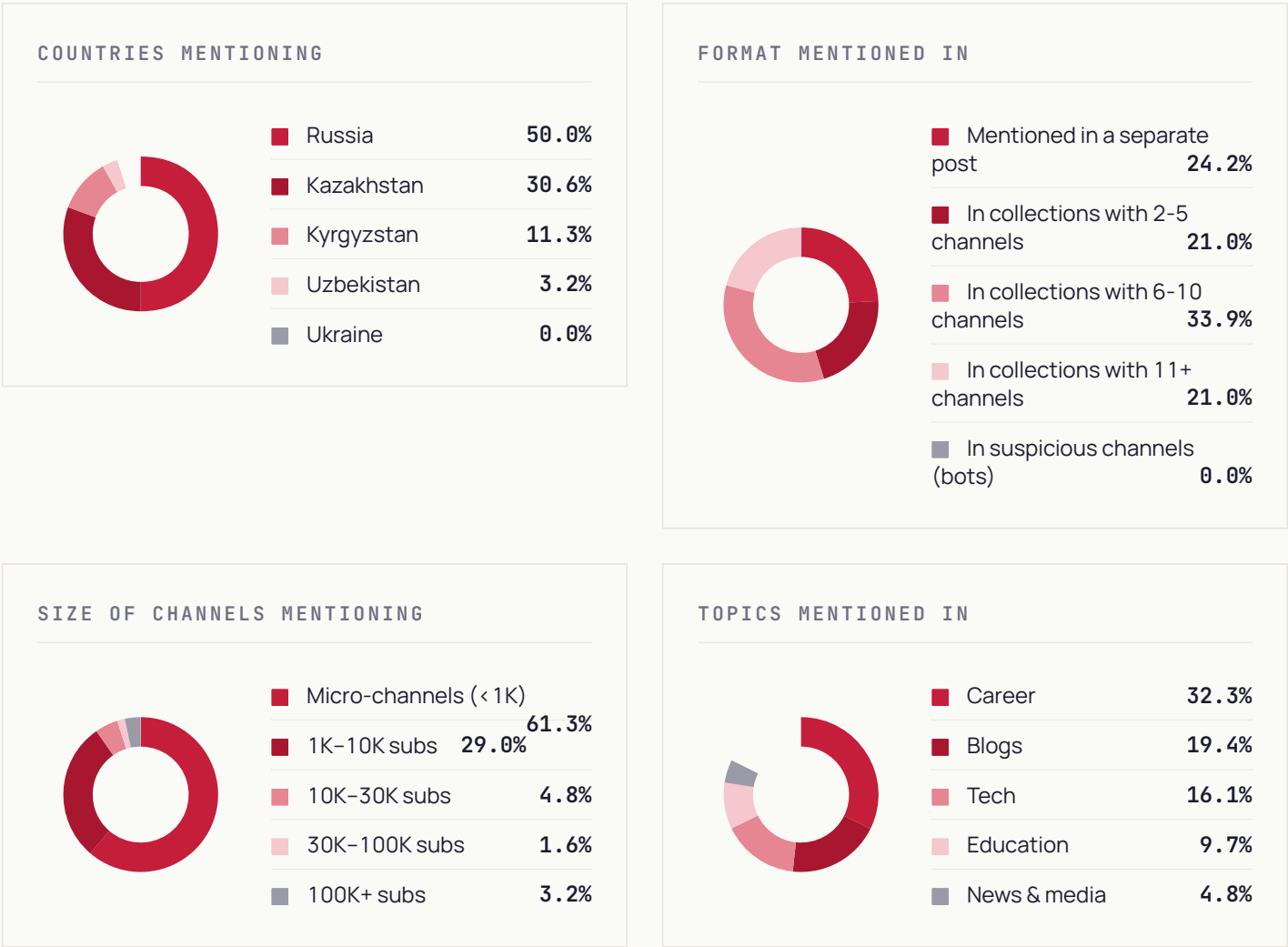
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

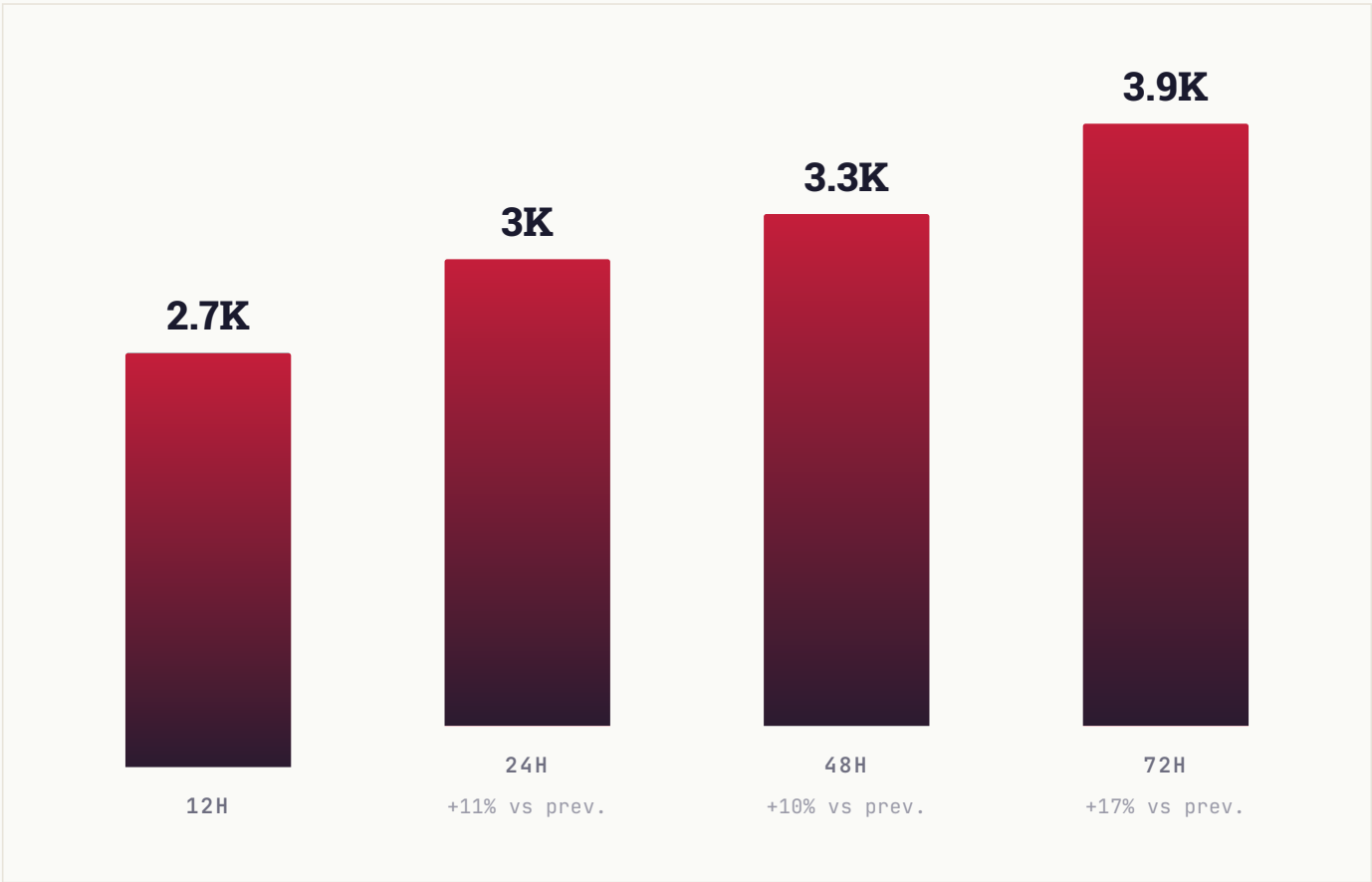
Citation index 2 – channel popularity rating based on mentions. It considers not only the number of mentions but also the weight of mentioners: a post from a channel with 100K subs weighs more than from a channel with 1K subs. All time the channel was mentioned **44** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
SJ SONYP ZHET. KR. KL. RUK. RK	50K
YA Almaty Job Fair Jobs Almaty	40.6K
JB JobKZ: vacancies / jobs in Kazakhstan	34.5K
IB IT Jobs Kazakhstan	33.3K
DK Dev KZ Vacancy YOU	23.7K
RV Jobs in Astana Work Astana Vacancies	23.2K
RV Jobs in Astana Жұмыс	18.4K
RV Jobs in Uralsk - Жұмыс Оралда	18.2K
KC KAZAKHSTAN CASTING CLUB models and actors	18.2K
BC Bloggers of Kazakhstan ugc & micro-bloggers	18.1K
RV Jobs in Astana	15.7K

COMPARATIVE CONCLUSION

Channel in Top 10 niche (#5 of 90). Strong position. Niche leader — SONYP ZHET. KR. KL. RUK. RK (50K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **6**, they brought **1 824** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	427
December 2025	4	1	224
Nov 2025	0	0	345
Oct 2025	0	0	388
Sep 2025	2	2	145
August 2025	0	0	295
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
6	6	1 824	

SECTION 08 · NICHE COMPARISON

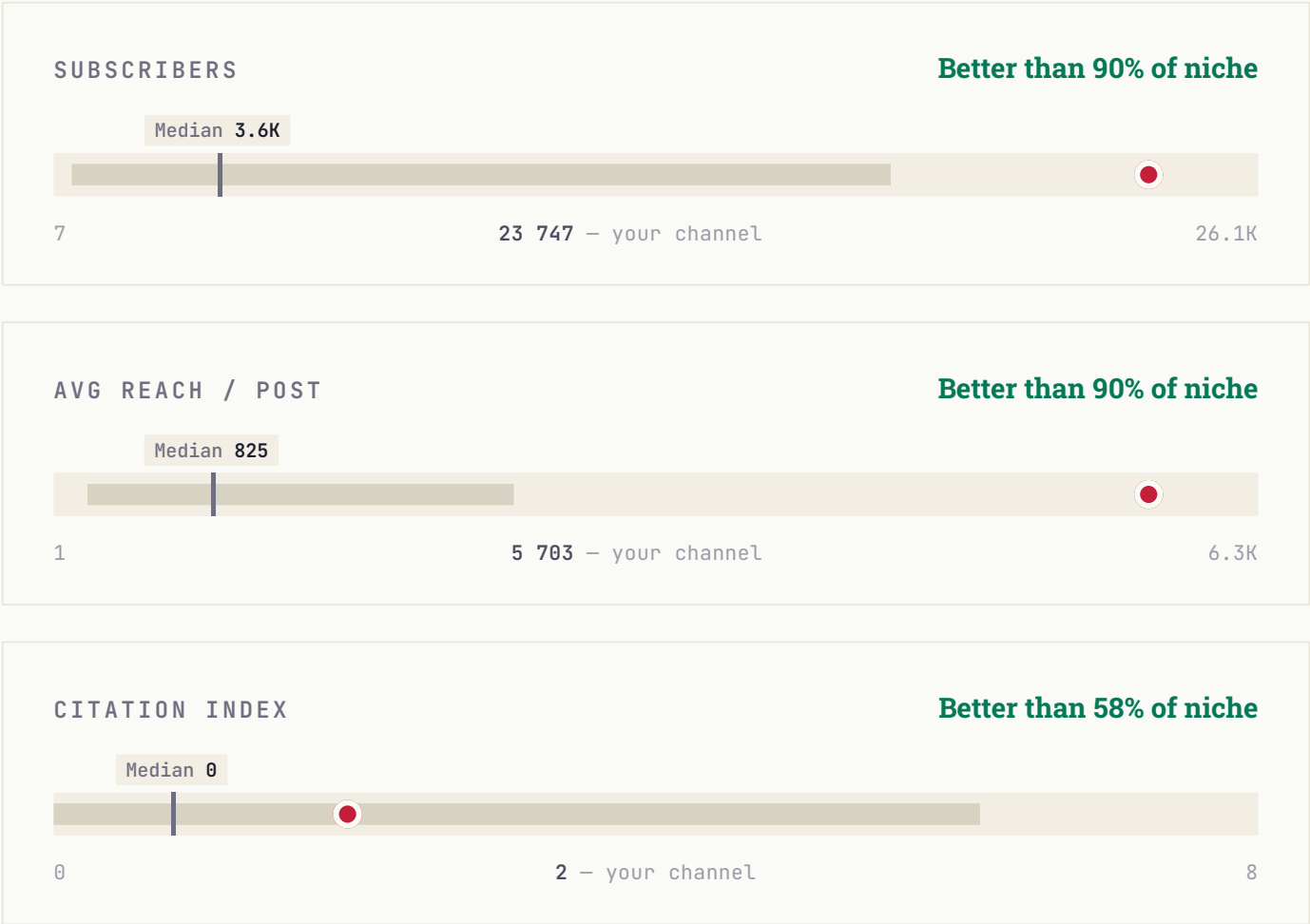
Where the channel stands in its league

Took top-91 Channels in category «Career» and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#5/91

RANK IN NICHE

Channel in top 5% career



SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Tuesday**

Audience is most active on this day at 13:00 ALMT.

EFFECT

**Best window
for important
posts****02****Increase share of video posts**

Video in Telegram retains audience longer and is favored 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** (organic integrations), **Premium** (target audience). PromptPress selects sources for your niche.

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

EFFECT

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

Exchange posts quarterly with channels in the same segment. 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 a few minutes based on public data. Want 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
