

— PROMTPRESS PUBLIC REPORT

Channel audit

Devs.kz

**@devs_kz**

IT career in Kazakhstan and worldwide. Workshops and meetups by Google and other companies. Our official portal devs.kz Feedback @AskarAi Askar Aituov Ads: https://t.me/devs_kz/5211 Youtube @devs_kz Course...

SUBS

10 240

+152 per month

ERR (% WHO SEE
POSTS)**19.0%**

in 24 hrs 9.8%

REACH/POST

1.9K

ad reach 1K/24h

— CONTENT · 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 and how

05 **Ad potential**

How long a post generates reach

06 **Competitors**

Niche neighbors · your spot

07 **Mention dynamics**

6 months · monthly

08 **Niche comparison**

Rank in «Tech» category

09 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. Subtitle shows the period.

 SUBS 10 240 —	 SUB REACH 18.88% avg % subs see post	 VIEWS/POST 1.9K median 1.8K · 29 days	 POSTS/WEEK 13.3 for the period
 7D TREND — no data for period	 REACTIONS/POST 9.1 total 501 reactions, 801 reposts, 48 comments	 POST LENGTH 517 chars. median 476 · 29 days	 POSTS ANALYZED 55 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH +152 for the last month	 CITATION RATE 8 citation index · 90 channels mentioned all time	 CHANNEL AGE 4 years 9 months created 16.09.2021

AI EDITOR SUMMARY

Channel «Devs.kz» — 10 240 subs. Each post averages 1.9K people (19% of subs), avg reach — room to grow. Publishes 13 posts/week (~2/day) — regular schedule.

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 55 posts over 29 days.
- 02 Dominant format – Photo (29/55 posts).
- 03 Avg post length – 517 chars (median 476).
- 04 Peak audience activity – Monday, 18:00 ALMT.
- 05 Top posts get 3x more views than the weakest (4K avg for top vs 1.4K for worst) – among 55 posts over 29 days. Worth analyzing what the top has in common – topic, format, publish time.

TOP 5 POSTS

Nº1 16.06 · 09:55 TEXT Qazaq AI research university bachelor enrollment opens June 20. Apply here @devs_kz	VIEWS 5 458 REPOSTS 70	REACTIONS 5 ER 53.3%
Nº2 08.06 · 13:13 TEXT #Job #PM #SystemAnalyst #Almaty We're looking for a Project Manager & System Analyst (Middle\ Senior) Kazakhstan mobility product (taxi service)...	VIEWS 3 491 REPOSTS 33	REACTIONS 4 ER 34.1%
Nº3 13.06 · 06:28 PHOTO Live stream of Google event BCC-HUB https://www.youtube.com/live/9slwuDvvfNM?si=4MFsWb55NUJs2Auc	VIEWS 3 015 REPOSTS 7	REACTIONS 11 ER 29.4%

Nº4 14.06 • 09:03 **PHOTO**

#offtopic Flight Simulator available from today in Google Earth via webcam. From any country. @devs_kz

VIEWS

2 929

REPOSTS

17

REACTIONS

18

ER

28.6%**Nº5** 12.06 • 09:05 **PHOTO**

Post by channel member Kazybek Bek @QazybekB: Specially for Devs.kz! It so happened that my first degree is in accounting and finance...

VIEWS

2 665

REPOSTS

7

REACTIONS

36

ER

26.0%**WORST 3**

30.06 • 07:04

TEXT

Message from a startup founder for Devs_kz . Hi. My name is Askhat Sergazin, @winfastandfurious you know me from my experience at kompra.kz. my...

VIEWS

1 481

REPOSTS

9

REACTIONS

9

ER

14.5%

30.06 • 06:45

PHOTO

AI spending vs top military budgets. How can that be, LLM just predicts next token...

VIEWS

1 380

REPOSTS

9

REACTIONS

6

ER

13.5%

30.06 • 06:50

PHOTO

#artefact For those managing new product development. Since there was daily news on this topic, I haven't been able to... for six months.

VIEWS

1 325

REPOSTS

16

REACTIONS

3

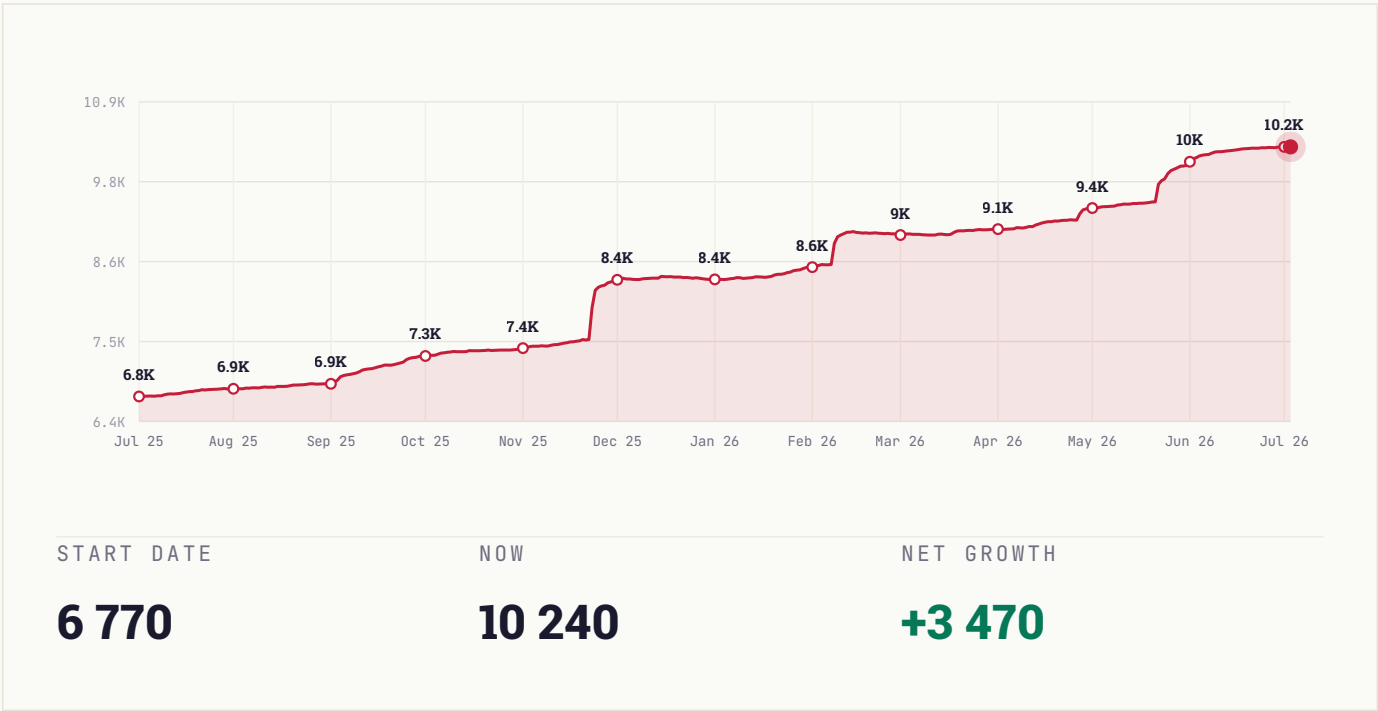
ER

12.9%

SECTION 03 • SUB DYNAMICS

How the channel grew over the year

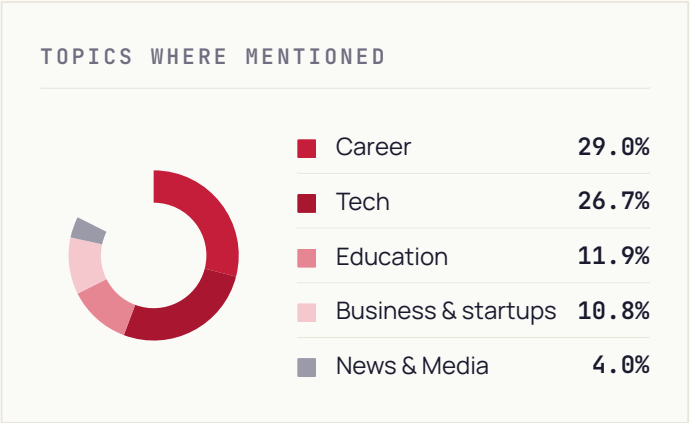
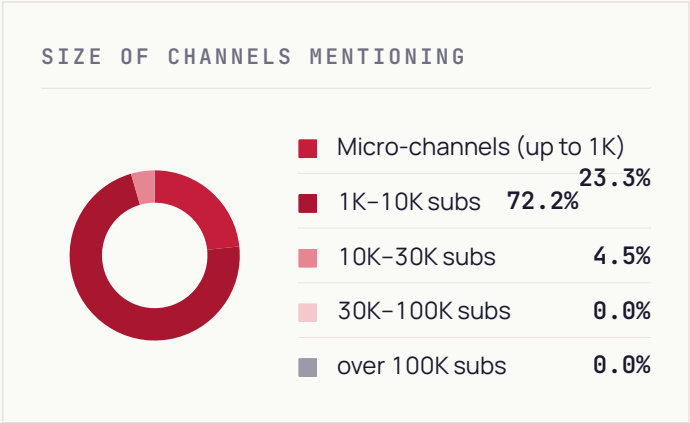
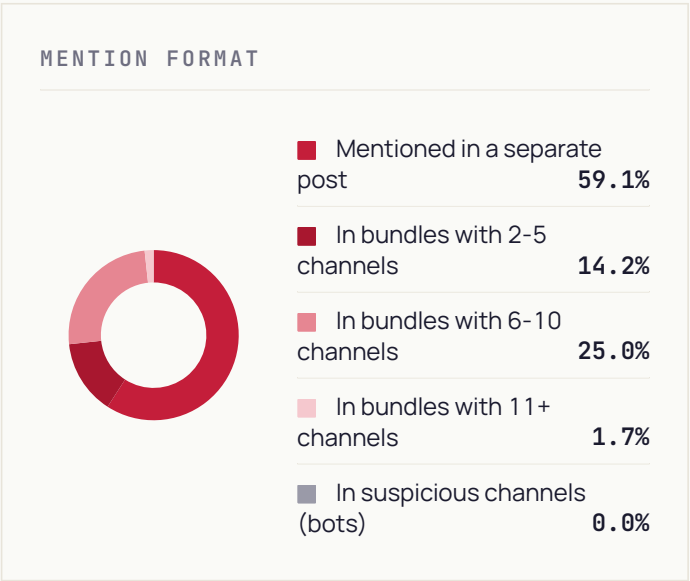
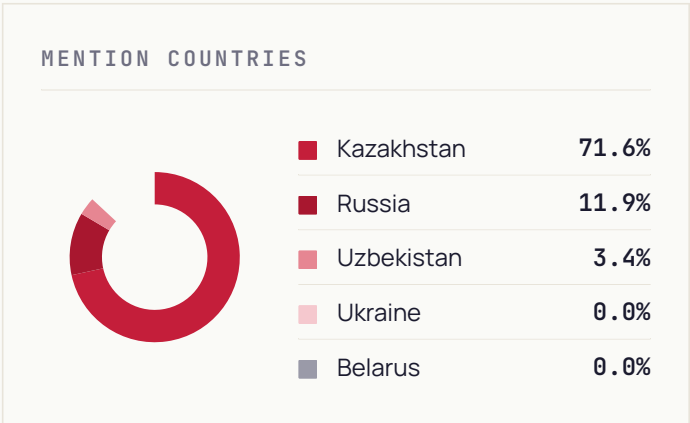
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

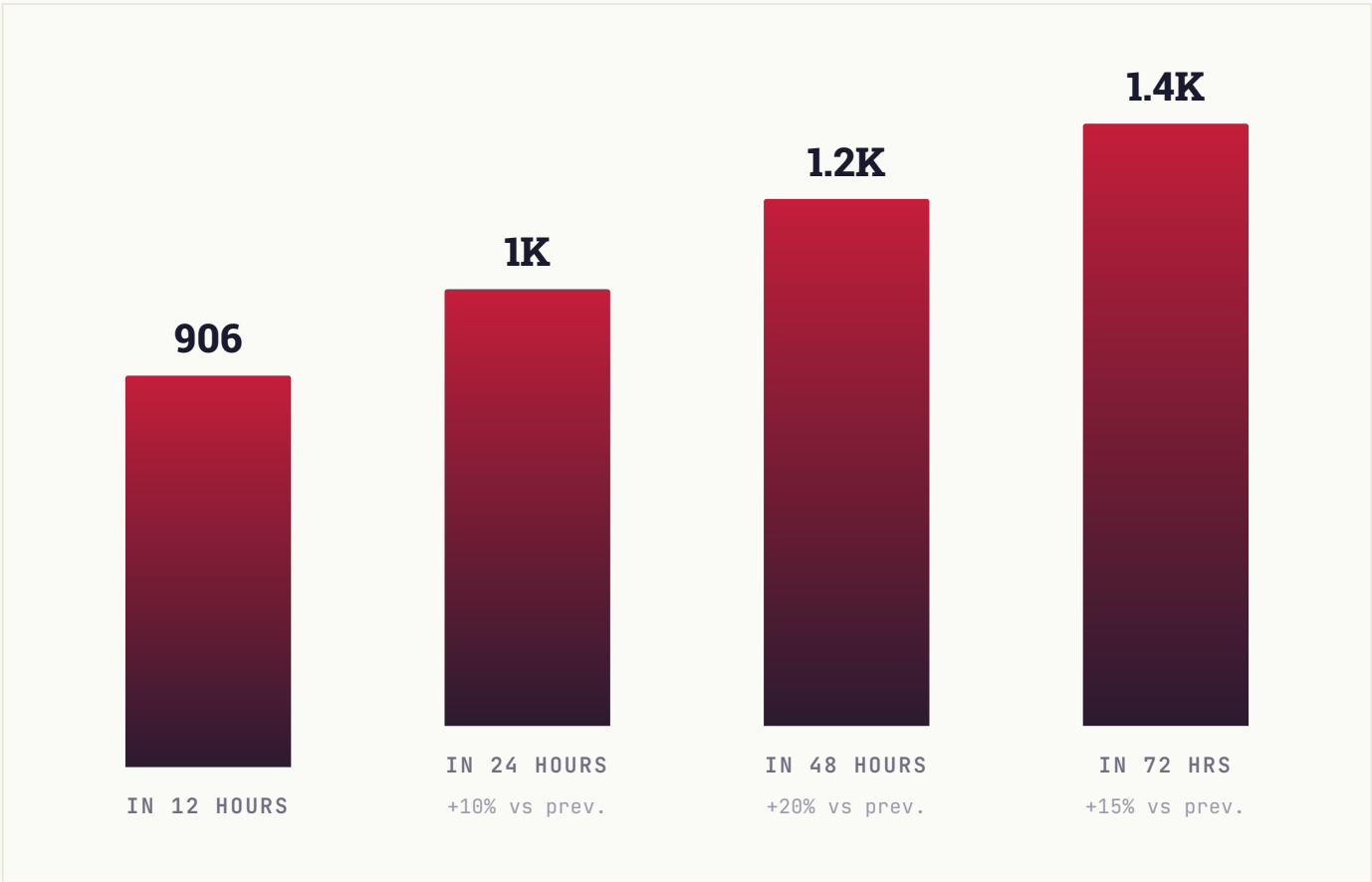
Citation index 8 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: 90 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBS
TW Tim Wallpapers & Techno Time	120.9K
AB Alisher Beisebay	53.5K
TT The Tech	26.1K
BJ BlueScreen Digital Kazakhstan	25.2K
CN Kazakhstan remote work	20.9K
AP AI Prompt Office	15.2K
AH Astana Hub	13.2K
AB Alisher Beisebay IT	10.9K
DE Devs.kz YOU	10.2K
SE SecuriXy.kz	9.8K
N1 N1CASES	9.3K

COMPARATIVE INSIGHT

Channel in top 10 niche (#9 of 93). Strong position. Niche leader — Tim Wallpapers & Techno Time (120.9K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **34**, they brought **1 834** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	15	10	196
December 2025	3	2	100
Nov 2025	4	3	944
Oct 2025	5	4	119
Sep 2025	7	7	387
August 2025	0	0	88

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
34	6	1 834

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**93** channels in «Tech» and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#9 /93

RANK IN NICHE

Channel in top 9% tech

SUBS

better than 90% of niche

median 1.3K



AVG REACH / POST

better than 88% of niche

median 305



CITATION INDEX

better than 70% of niche

median 1



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Monday

Audience is most active on this day at 18:00 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. Aim for 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). PromptPress picks 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 — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring 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 — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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