

— PROMTPRESS PUBLIC REPORT

Channel audit

Egemen Qazaqstan



@egemenqazaqstan

«Egemen Qazaqstan» газетінің телеграм арнасы

SUBSCRIBERS

2 587

-25 per month

ERR (% SEE POSTS)

7.0%

per day 4.5%

REACH/POST

158

ad reach 117/24h

— 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 «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 shows the period it covers.

 SUBSCRIBERS 2 587 —	 SUBS REACH 6.1% avg % subs see post	 VIEWS/POST 158 median 150 · 28 days	 POSTS/WEEK 28.3 over period
 7D TREND -15.9% vs previous week	 REACTIONS/POST 1.3 only 144 reactions, 12 reposts, 7 comments	 POST LENGTH 386 chars median 451 · 28 days	 POSTS ANALYZED 114 28 days
 AD REACH 117 24h avg	 CHURN / MONTH -25 over last month	 CITATION RATE 4 citation index · 30 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 27.12.2017

AI EDITOR SUMMARY

Channel «Egemen Qazaqstan» – 2 587 subs. Each post averages 158 people (6% from subs), reach is low – consider expanding audience. Publishes 28 posts per week (~4/day) – active publishing. For week 25–31 May reach dropped -15.9% by week 18–24 May – worth analyzing reasons.

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 HAVE IN COMMON

- 01 Analysis based on 114 posts in 28 days.
- 02 Dominant format – Photo (88/114 posts).
- 03 Avg post length – 386 chars (median 451).
- 04 Peak audience activity – Thursday, 14:00 ALMT.
- 05 Top posts get 6x more views than the weakest (368 avg for top vs 57 for worst) – among 114 posts over 28 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 05.05 · 07:58 PHOTO By decree of the Head of State, Roman Vasilyevich Sklyar was appointed Head of the Administration of the President of the Republic of Kazakhstan, he...	VIEWS 485 REPOSTS —	REACTIONS — ER 18.7%
Nº2 05.05 · 07:07 PHOTO Қазақстанда 5 жылу электр орталығы «қызыл» аймақтан шықты Елдегі бірқатар жылу электр орталықтарының жағдайы жақсарып, олар тәуекел...	VIEWS 335 REPOSTS —	REACTIONS — ER 12.9%
Nº3 22.05 · 03:35 VIDEO 22 мамыр күніне арналған ауа райы болжамы ☒	VIEWS 285 REPOSTS —	REACTIONS 1 ER 11.0%

N⁴

13.05 · 08:04

VIDEO

Астана Түркия Президенті Режеп Тайип Ердоғанның мемлекеттік сапарына дайындалып жатыр @ptrkkz

VIEWS

279

REPOSTS

—

REACTIONS

4

ER

10.8%

N⁵

14.05 · 06:53

PHOTO

(post without caption — photo)

VIEWS

278

REPOSTS

—

REACTIONS

—

ER

10.7%

WORST 3

↓ 01.06 · 11:40 VIDEO Екібастұзда жүк көлігі балалы әйелді қағып кетті. Оқиға салдарынан әйел мен бала зардап шекті. Екібастұз қаласында жүк көлігі баламен...	VIEWS 59 REPOSTS — REACTIONS — ER 2.3%
↓ 01.06 · 12:29 PHOTO President of Hong Kong John Lee met with the head of the Arnau administrative district administration. Kassym-Jomart Tokayev honored the guest...	VIEWS 59 REPOSTS — REACTIONS 1 ER 2.3%
↓ 01.06 · 12:28 PHOTO Инфляция баяулады: Қазақстанда өткен жылмен салыстырғанда не арзандады? Ұлттық статистика деректеріне сәйкес, елімізде инфляция қарқыны...	VIEWS 53 REPOSTS — REACTIONS — ER 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

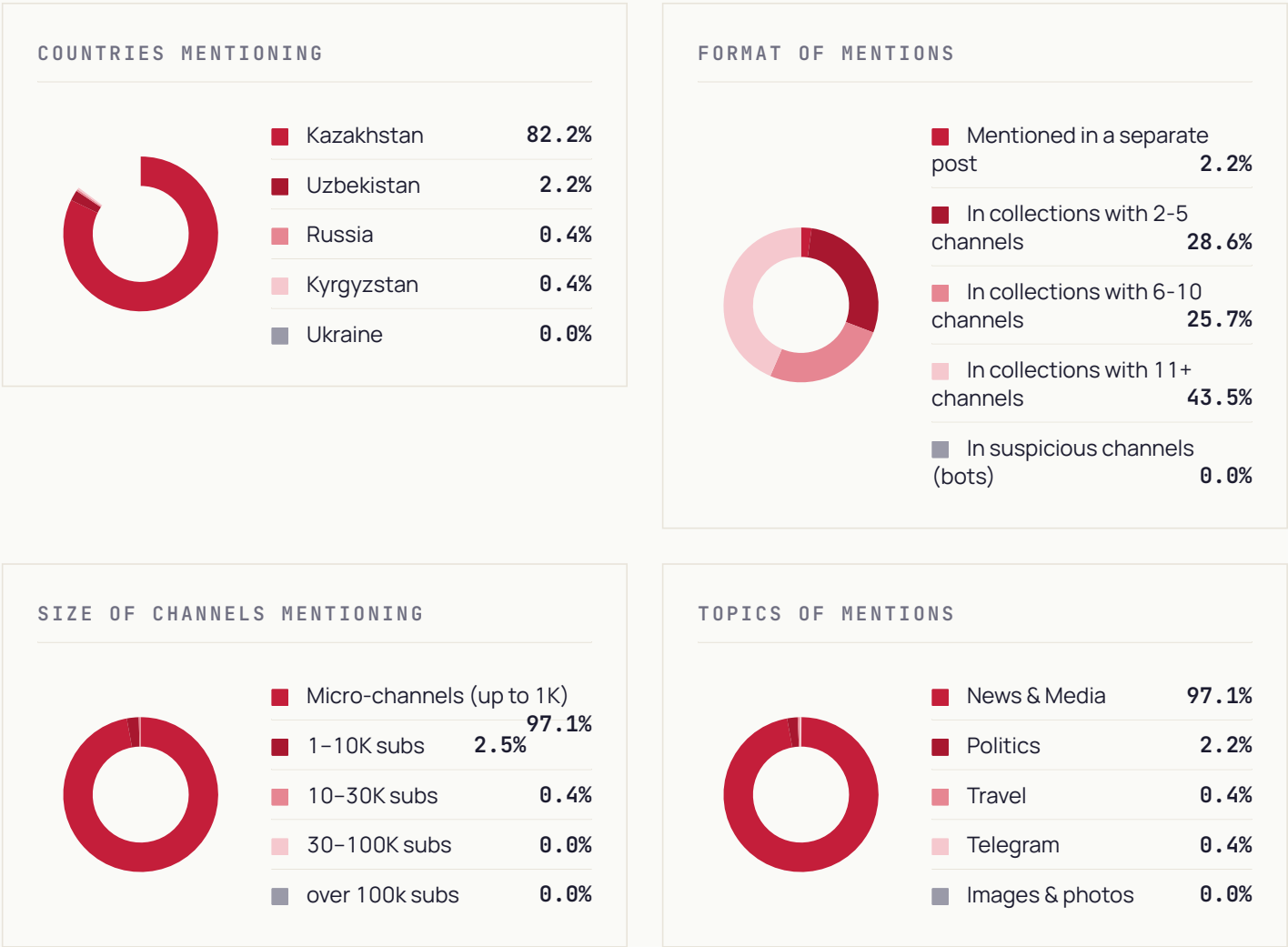
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

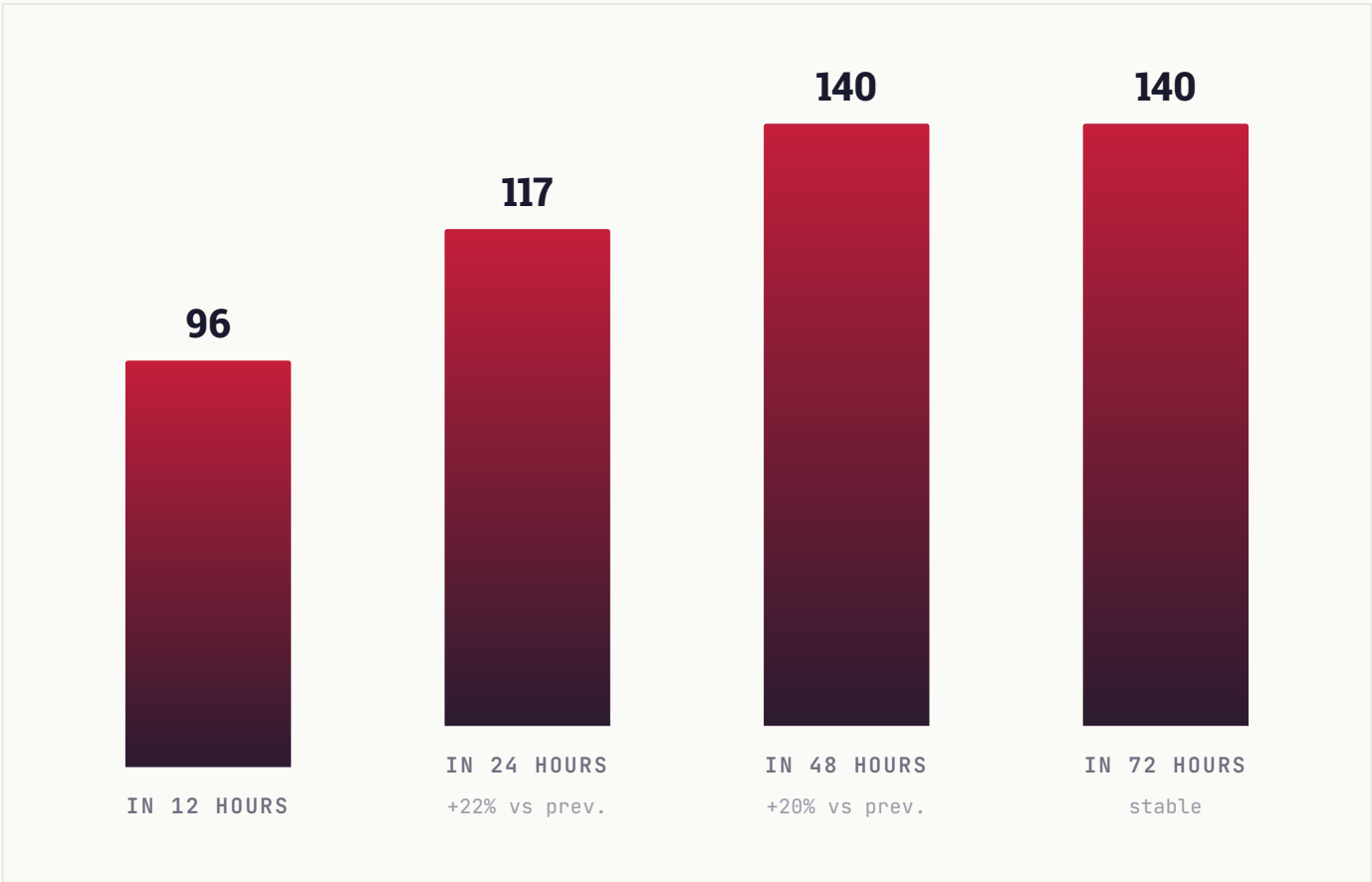
Citation index 4 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned 30 different channels.



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 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
اخبارفوری خبرفوری جنگ امریکا فوری	5.5M
کانال اخبارفوری خبرفوری	4.4M
خبرفوری اخبارفوری جنگ فوری امریکا	4.4M
خبرفوری	4.2M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TP Trukha Ukraine	3.1M
EQ Egemen Qazaqstan YOU	2.6K

COMPARATIVE INSIGHT

Channel not yet outside top-98 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 1.3M. First goal — enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **134** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	5
Nov 2025	0	0	24
Oct 2025	0	0	19
Sep 2025	0	0	27
August 2025	0	0	35
July 2025	0	0	24
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
0	6	134	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» and saw how the channel looks against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Top post of the week — on Thursday

Audience is most active on this day at 14:00 ALMT.

EFFECT

**Best window
for an
important post**

02

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**

03

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

04

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**

05

Update channel description for Telegram search

Telegram search searches by description. Add 3-5 keywords of your niche — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through 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
