

PROMTPRESS PUBLIC REPORT

Channel audit

EgovKzBot2.0



@egovkzbot2_01

News and media of Kazakhstan Egov Kz government services For
ads @fallenangel4 Our YouTube [https://youtube.com/
@EgovKzBot2_01?si=NBC8VeNjX7X40L-](https://youtube.com/@EgovKzBot2_01?si=NBC8VeNjX7X40L-)

SUBSCRIBERS

43 758

-571 per month

ERR (% SEE POSTS)

7.0%

per day **2.4%**

REACH/POST

2.4K

ad reach **1.1K/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

Yearly chart · growth

04 Citations

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Niche Comparison

Position in «News & Media» category

08 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 43 758 —	 SUBSCRIBER REACH 5.59% avg % of subs who see a post	 VIEWS/POST 2.4K median 1.8K · 22 days	 POSTS/WEEK 1.9 over period
 7D TREND — no data for period	 REACTIONS/POST 3.5 only 21 reactions, 10 reposts, 0 comments	 POST LENGTH 408 chars median 339 · 22 days	 POSTS ANALYZED 6 22 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -571 last month	 CITATIONS 3 citation index · 8 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 02.04.2020

AI EDITOR SUMMARY

Channel «EgovKzBot2.0» — 43 758 subs. Each post averages 2.4K people (6% from subs), reach is low — should expand audience. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 22 days.
- 02 Dominant format – Photo (4/6 posts).
- 03 Avg post length – 408 chars (median 339).
- 04 Audience peak – Monday, 12:00 ALMT.
- 05 Top posts get 2x more views than the weakest (3.2K avg for top vs 1.7K for worst) – among 6 posts over 22 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP 5 POSTS

Nº108.06 · 07:33TEXT	VIEWS	REACTIONS
	4 301	9
 Tokayev congratulated Pashinyan on election win The president wished Armenia's PM Nikol Pashinyan further success in...	REPOSTS	ER
	2	9.8%
Nº218.06 · 08:05PHOTO	VIEWS	REACTIONS
	3 526	10
 Iran to provide Kazakhstan a plot at Shahid Rajaee port Iran is ready to allocate land to Kazakhstan at Shahid Rajaee port...	REPOSTS	ER
	2	8.1%
Nº329.06 · 12:59PHOTO	VIEWS	REACTIONS
	1 780	1
 US President Donald Trump said US-Iran talks will take place June 30 in Doha. According to his statement on Truth...	REPOSTS	ER
	1	4.1%

Nº4

29.06 · 12:45

TEXT

⚠️🇰🇿

Kazakhstan's Defense Ministry warned of possible military vehicles on roads. From June 29 to July 2 in Kazakhstan...

VIEWS

1 758

REPOSTS

1

REACTIONS

—

ER

4.0%

Nº5

29.06 · 16:08

PHOTO

🇰🇿🇦🇷

Kazakhstan and Georgia agreed to elevate cooperation to a new level, signing a strategic partnership agreement and preparing...

VIEWS

1 738

REPOSTS

2

REACTIONS

1

ER

4.0%

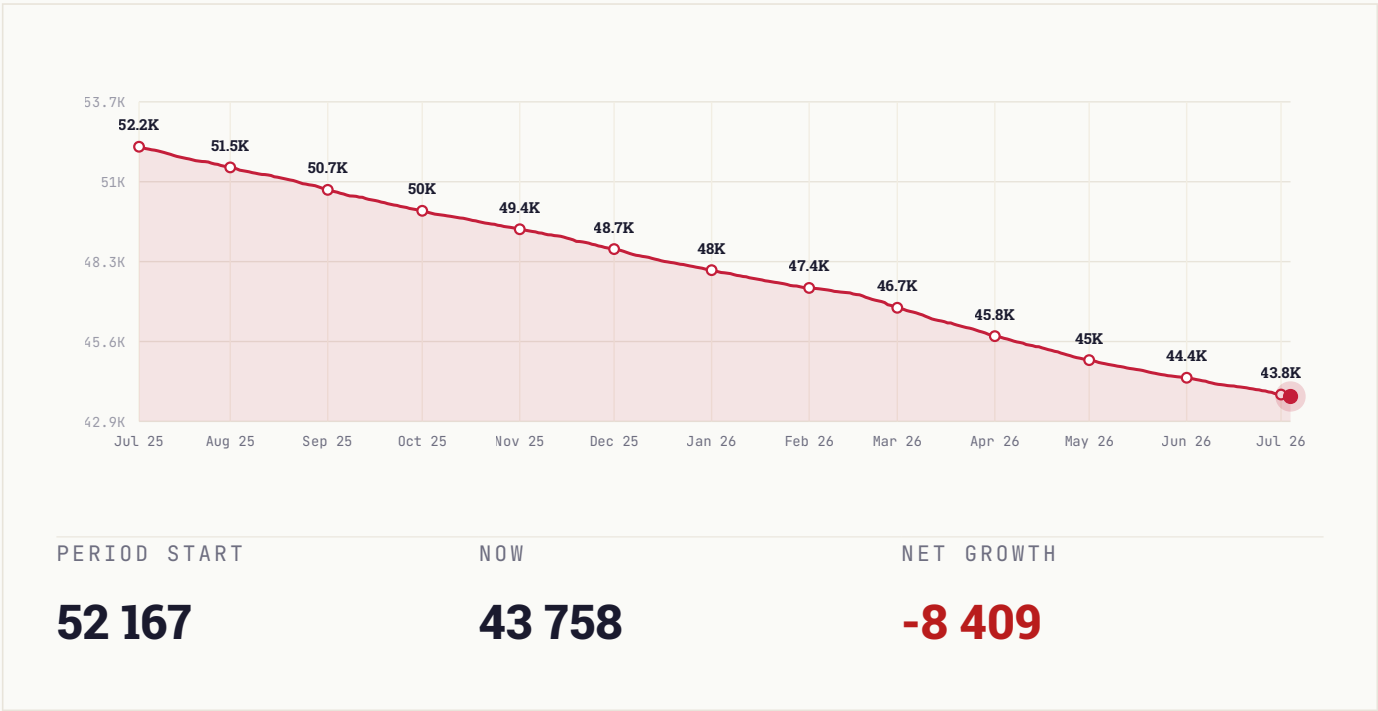
WORST 3

↓ 29.06 · 12:45 TEXT ⚠️🇰🇿 Kazakhstan's Defense Ministry warned of possible military vehicles on roads. From June 29 to July 2 in Kazakhstan...	VIEWS 1 758 REPOSTS 1 REACTIONS — ER 4.0%
↓ 29.06 · 16:08 PHOTO 🇰🇿🇦🇷 Kazakhstan and Georgia agreed to elevate cooperation to a new level, signing a strategic partnership agreement and preparing...	VIEWS 1 738 REPOSTS 2 REACTIONS 1 ER 4.0%
↓ 30.06 · 08:58 PHOTO 🇮🇷 Iran's President Masoud Pezeshkian said Tehran will fulfill its MOU obligations if the US...	VIEWS 1 582 REPOSTS 2 REACTIONS — ER 3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

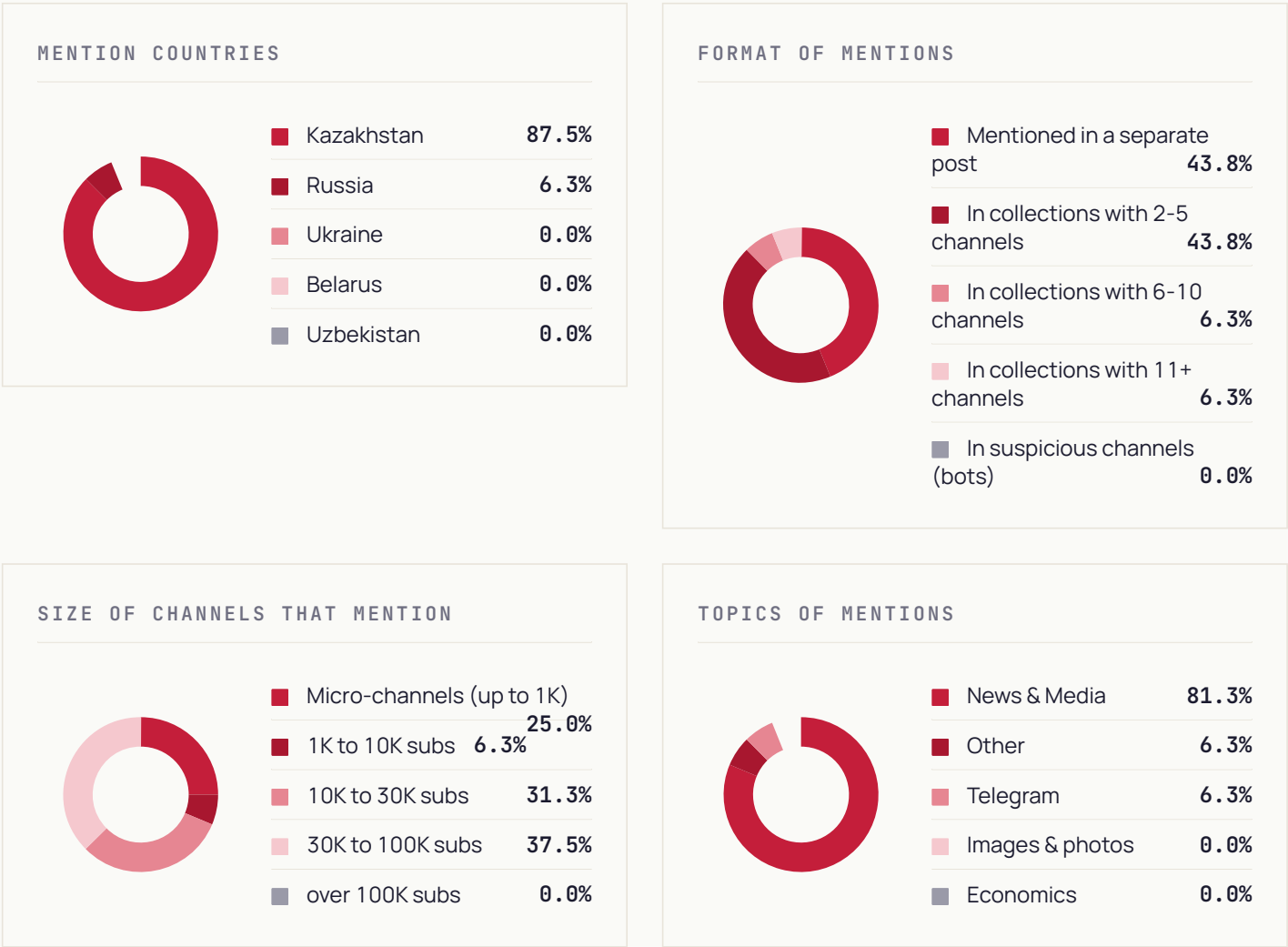
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

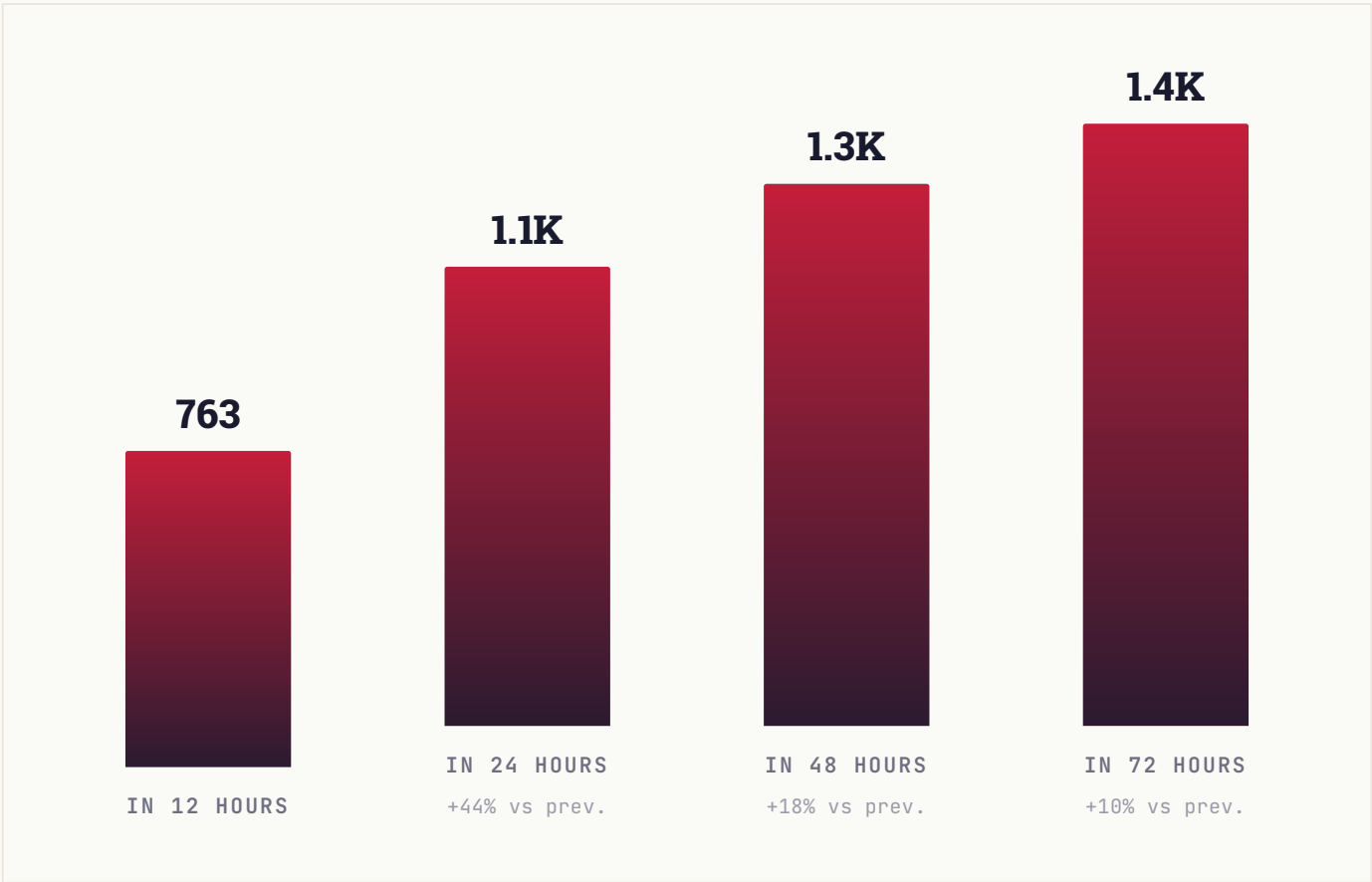
Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **8** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NOT Khabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
EG EgovKzBot2.0 YOU	43.8K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#21 of 99). Leader — Dauletten (342.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · NICHE COMPARISON

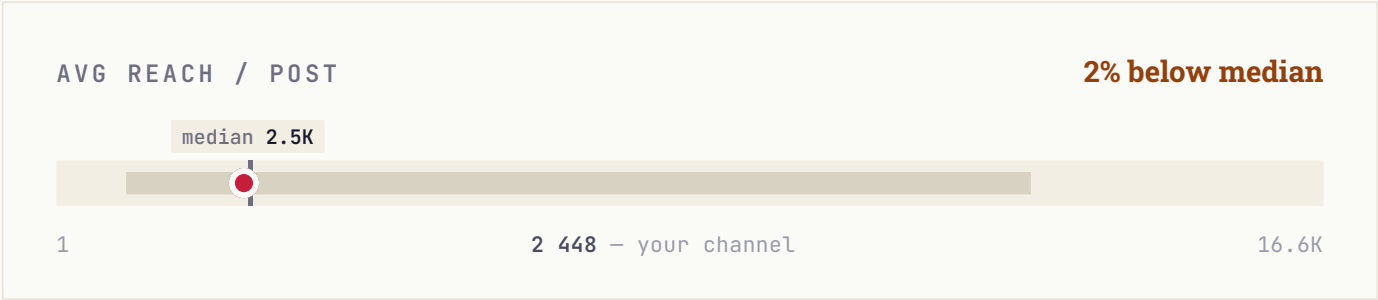
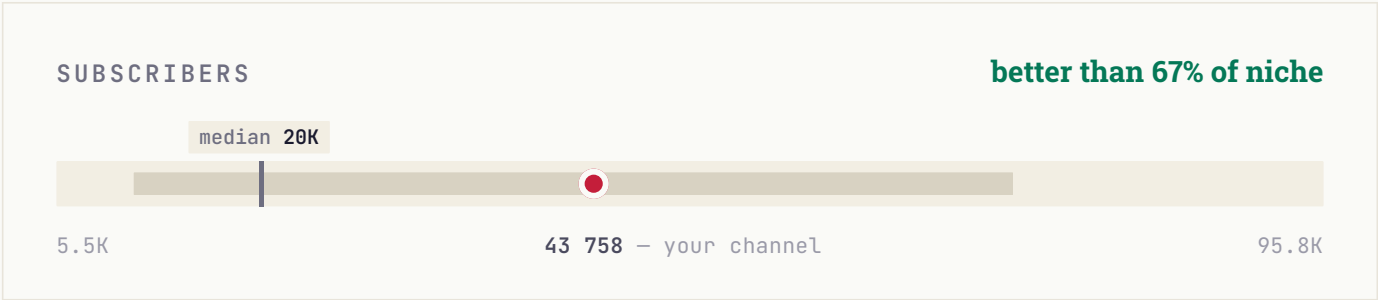
Where the channel stands in its league

Took top-100 channels in category «News & Media» and saw how your channel compares. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#21/100

POSITION IN NICHE

Channel in top 21% – strong position



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 1.9 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Monday
Audience most active on this day at 12:00 ALMT. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | 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 |

★ WHAT'S NEXT

Want this done? **PromptPress?**

This audit — is what we can do in a few minutes using public data. If you want to go further — run ads with 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
