

PUBLIC REPORT BY PROMTPRESS

Kazakhstan News Channel admin is not responsible for ads!!!! For ads: @Markbt1

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
19 620	5.0%	914
-309 per month	per day 2.2%	adreach 438/24h
04.07.2026	HTTPS://PROMTPRESS.COM/AUDIT/EG0VKZBOT2_03	

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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 19 620 —	 SUBS REACH 4.66% avg % subs see post	 VIEWS/POST 914 median 866 · 23 days	 POSTS/WEEK 11.3 for the period
 7D TREND -4.5% vs previous week	 REACTIONS/POST 0.5 only 20 reactions, 19 reposts, 0 comments	 POST LENGTH 705 chars. median 687 · 23 days	 POSTS ANALYZED 37 23 days
 AD REACH 438 24h avg	 CHURN / MONTH -309 for the last month	 CITATION RATE 2 citation index · 5 channels mentioned ever	 CHANNEL AGE 5 years 9 months created 14.09.2020

AI EDITOR SUMMARY

Channel «EgovKzBot2.0 News of Kazakhstan in Russian» — 19 620 subs. Each post averages 914 people (5% from subs), reach is low — consider expanding audience. Publishes 11 posts/week (~2/day) — regular pace. Week of Jun 22–28 reach stable (-4.5% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 23 days.
- 02 Dominant format — Text (35/37 posts).
- 03 Avg post length — 705 chars (median 687).
- 04 Peak audience activity — Friday, 22:00 ALMT.
- 05 Top posts get 2x more views than the weakest (1.2K avg for top vs 728 for worst) — among 37 posts over 23 days. Analyze what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 25.06 · 05:05 TEXT E-scooters will still be banned from sidewalks in Kazakhstan Kassym-Jomart Tokayev signed the relevant document on June 24, 2026...	VIEWS 1 257 REPOSTS 6	REACTIONS 2 ER 6.4%
Nº2 05.06 · 17:07 TEXT National Bank of Kazakhstan cuts base rate from 18% to 17% Decision based on updated macro forecasts and balance analysis...	VIEWS 1 151 REPOSTS 1	REACTIONS — ER 5.9%
Nº3 08.06 · 06:17 TEXT Yesterday Armenia held elections. Important ones that will determine the country's course. Pashinyan already declared his party's victory. According to preliminary...	VIEWS 1 149 REPOSTS —	REACTIONS — ER 5.9%

Nº4 11.06 · 05:21 TEXT The head of state signed the law ratifying the Agreement between the Government of the Republic of Kazakhstan and the Government of the Sultanate of Oman on avoidance of double...	VIEWS 1 107 REPOSTS —	REACTIONS — ER 5.6%
Nº5 09.06 · 05:09 TEXT Earthquake occurred in southern Kazakhstan The epicenter is located 111 km southeast of Almaty in Kazakhstan, reported...	VIEWS 1 086 REPOSTS —	REACTIONS 1 ER 5.5%

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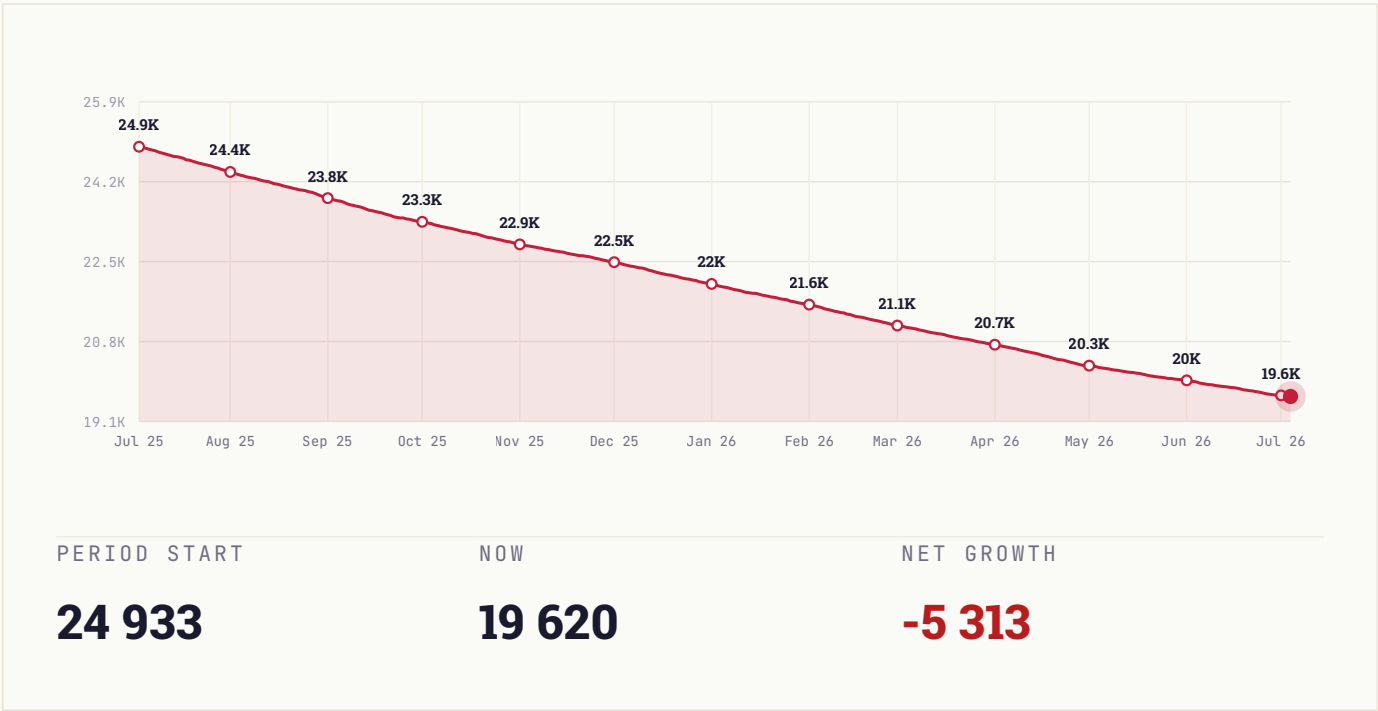
WORST 3

↓ 25.06 · 14:13 TEXT  Tokayev discusses new business & tourism opportunities with Thai FM President Kassym-Jomart Tokayev received Deputy...	VIEWS 754 REPOSTS —	REACTIONS 1 ER 3.8%
↓ 27.06 · 05:49 TEXT Serial bike thief caught in Zhetysu region According to preliminary investigation, a 61-year-old resident of Zhansugurov village stole...	VIEWS 742 REPOSTS —	REACTIONS — ER 3.8%
↓ 24.06 · 14:07 TEXT A few days ago our President received Saida Mirziyoyeva, and today spoke by phone with Shavkat Mirziyoyev. Two leaders noted...	VIEWS 689 REPOSTS —	REACTIONS — ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

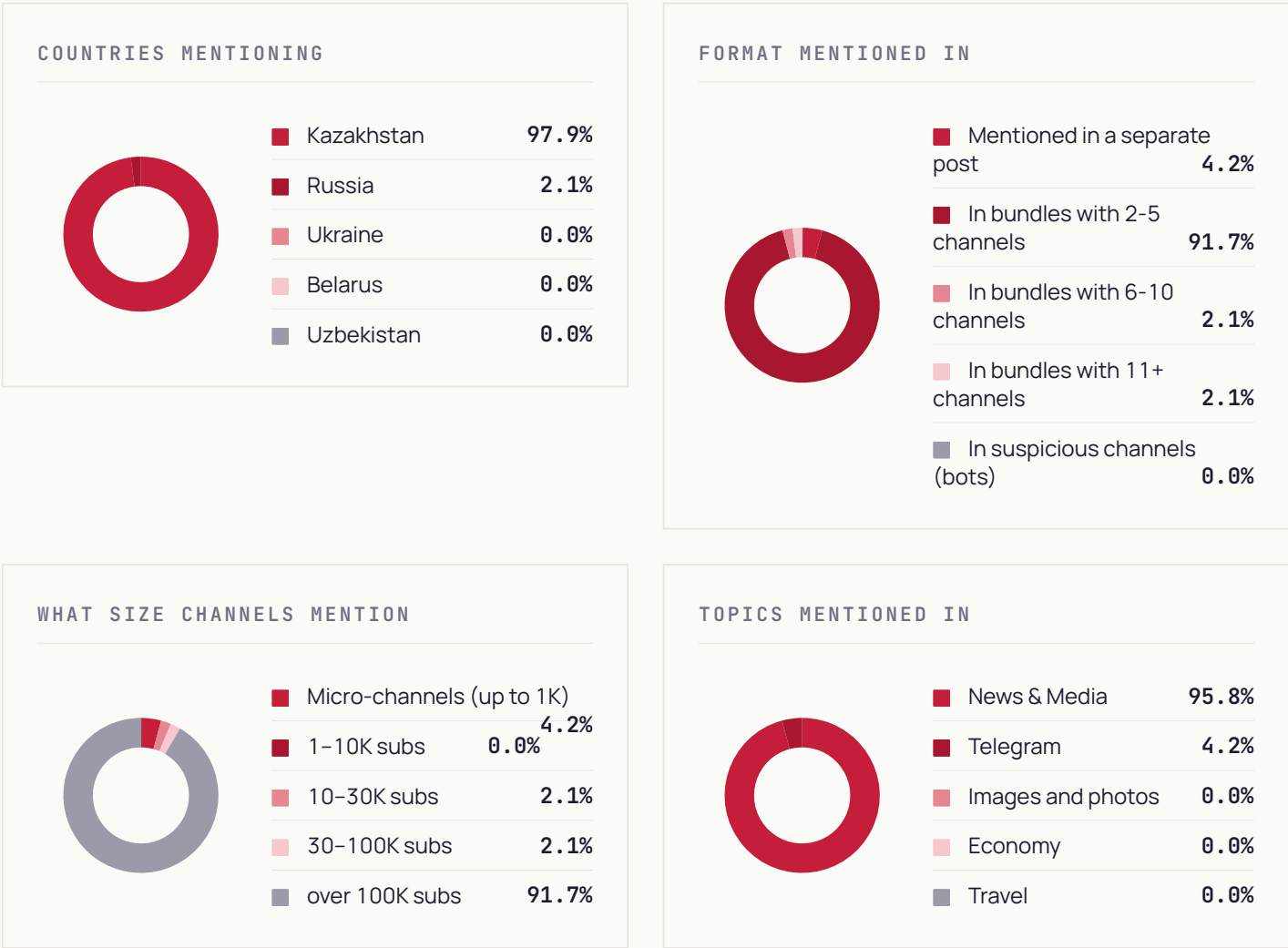
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

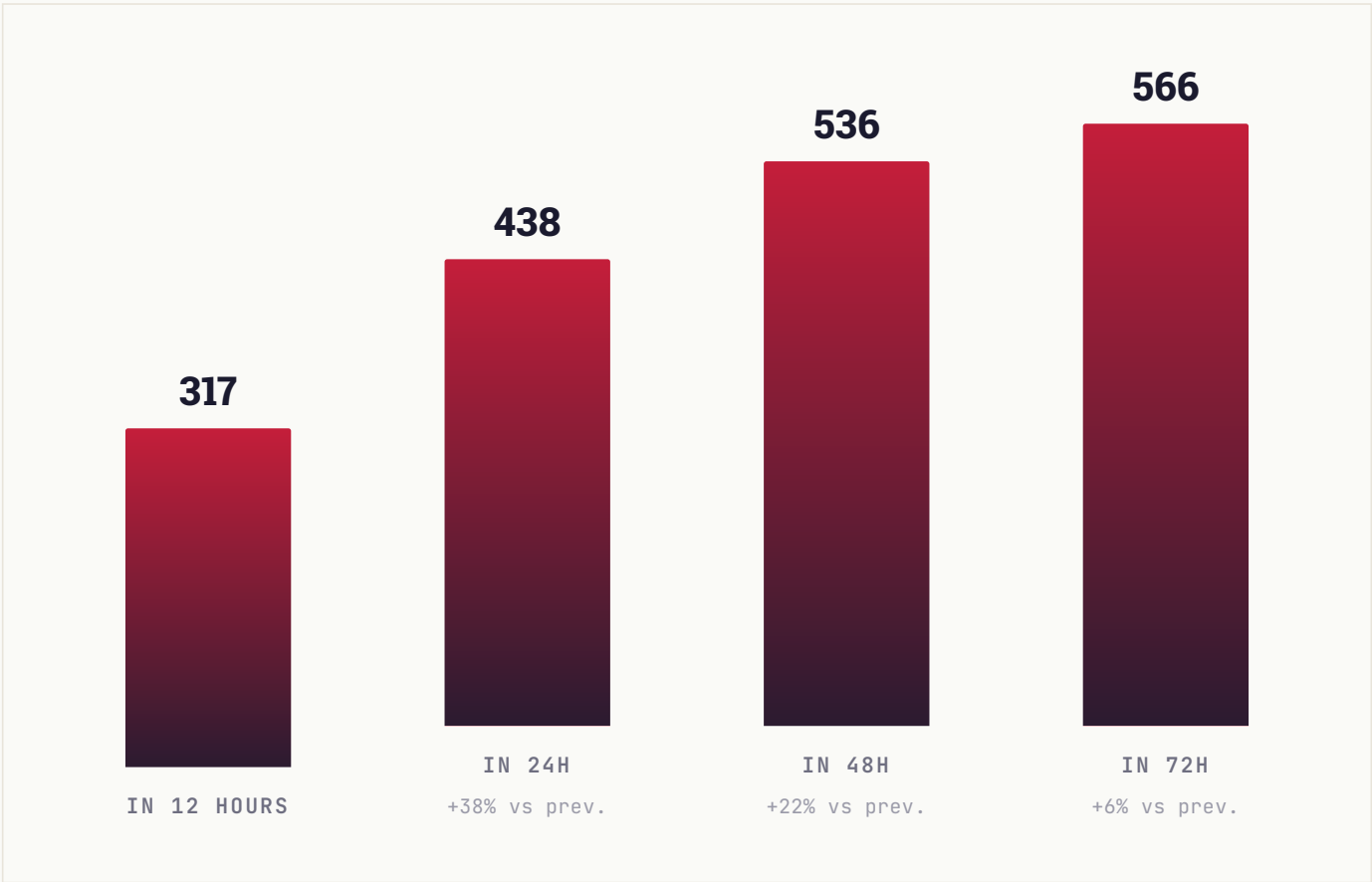
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 5 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

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	80.1K
NE NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
EN EgovKzBot2.0 Kazakhstan News in Russian YOU	19.6K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#52 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

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 **1** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	1	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS	
0	6		1	

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

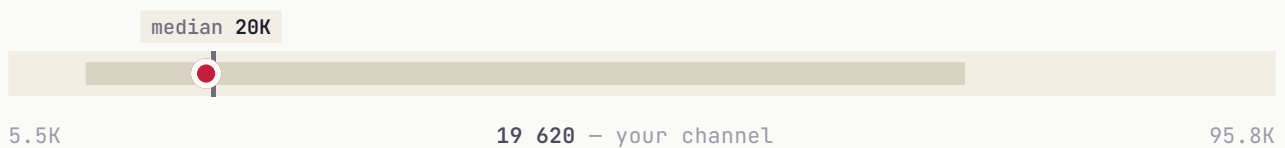
Took top-100 channels in category «News & Media» and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

#52 /100

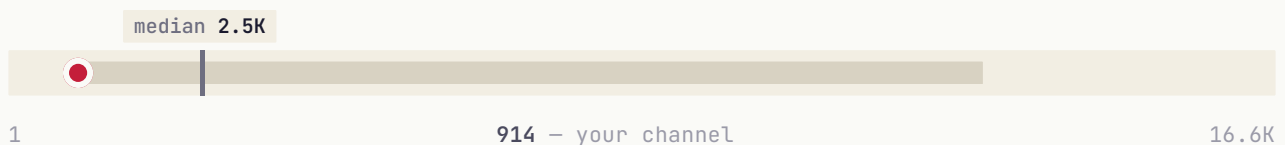
POSITION IN NICHE

Channel in the bottom half of the ranking

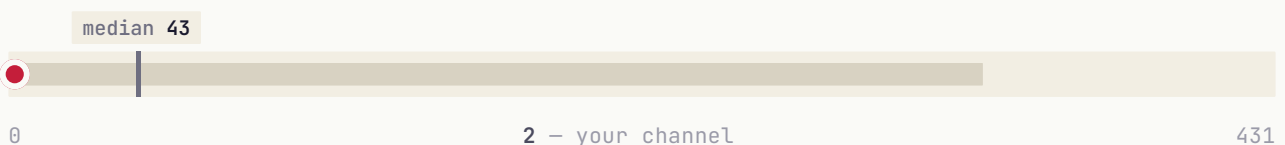
SUBSCRIBERS

2% below median

AVG REACH / POST

63% below median

CITATION INDEX

95% below median

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Friday

Audience is most active on this day at 22:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 4.66% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.8pp ER

04

System 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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. Want to go further? Run ads through us and hit 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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