

PUBLIC REPORT BY PROMTPRESS

Channel audit

Egov_news



@egovnewss

TRENDING in KAZAKHSTAN 🇰🇵

SUBSCRIBERS

11 991

+9889 per month

ERR (% SEE POSTS)

2.0%

per day 1.5%

REACH/POST

145

ad reach 30/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 11 991 —	 SUBS REACH 1.21% avg % of subs see post	 VIEWS/POST 145 median 145 · 3 days	 POSTS/WK 4.4 over period
 7D TREND — no data for period	 REACTIONS/POST 1.0 only 2 reactions, 0 reposts, 0 comments	 POST LENGTH 545 chars median 545 · 3 days	 POSTS ANALYZED 2 3 days
 AD REACH 30 24h avg	 CHURN / MONTH +9889 last month	 CITATION RATE 52 citation index · 60 channels mentioned all time	 CHANNEL AGE 5 years 6 days created 16.07.2021

AI EDITOR SUMMARY

Channel «Egov_news» — 11 991 subs. Each post gets avg 145 people (1% from subs), reach is low — consider expanding audience. Publishes 4 posts per week (~1/day) — rare posts.

What works best

| WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **2** posts over 3 days.
- 02 Dominant format — **Video** (1/2 posts).
- 03 Avg post length — **545** chars (median 545).
- 04 Peak audience activity — **Thursday**, 15:00 ALMT.
- 05 Top posts get **1×** more views than the weakest (96 avg for top vs 145 for worst) — among 2 posts in 3 days. Analyze what top shares: topic, format, timing.

№1 02.07 · 10:18 PHOTO

 По имеющейся информации, в одном из городов Kazakhstan произошла трагическая история, ставшая тяжелым напоминанием...

№2^{29.06} · 06:47 VIDEO

!💣 Лучшие бани в Kazakhstane <https://www.instagram.com/leshiy.kaz?igsh=MWtpM3ZzMm9scnU5ZQ==>

VIEWS
140

REPOSTS
—

REACTIONS
—

ER
1.2%

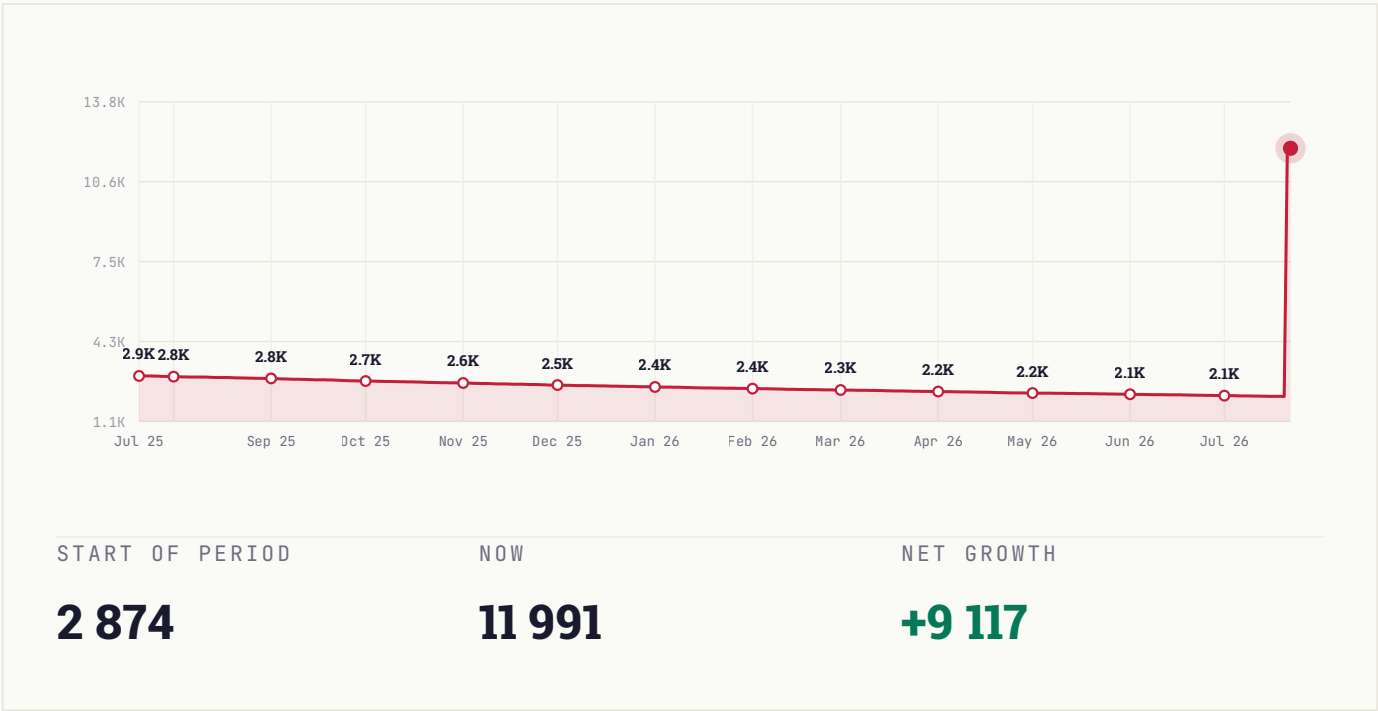
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↓ 02.07 · 10:18 PHOTO 🔥⚠️⚠️⚠️⚠️⚠️⚠️⚠️⚠️⚠️⚠️⚠️⚠️⚠️⚠️ По имеющейся информации, в одном из городов Kazakhstan произошла трагическая история, ставшая тяжелым напоминанием...	VIEWS 150 REPOSTS — REACTIONS 2 ER 1.3%
↓ 29.06 · 06:47 VIDEO !🔥 Лучшие бани в Kazakhstane https://www.instagram.com/leshiy.kaz?igsh=MWtpM3ZzMm9scnU5ZQ==	VIEWS 140 REPOSTS — REACTIONS — ER 1.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

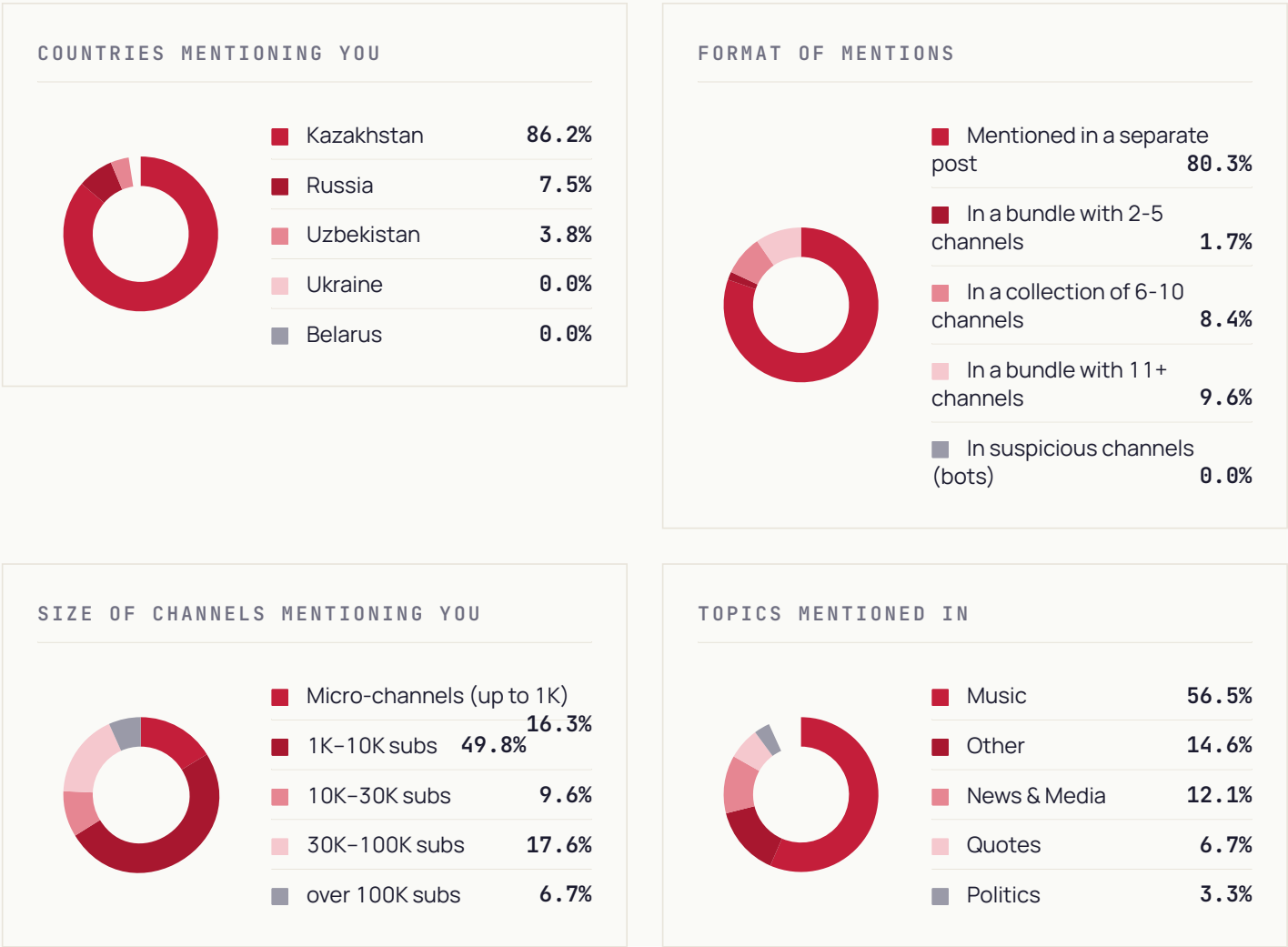
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · MENTIONS

Who and how mentions the channel

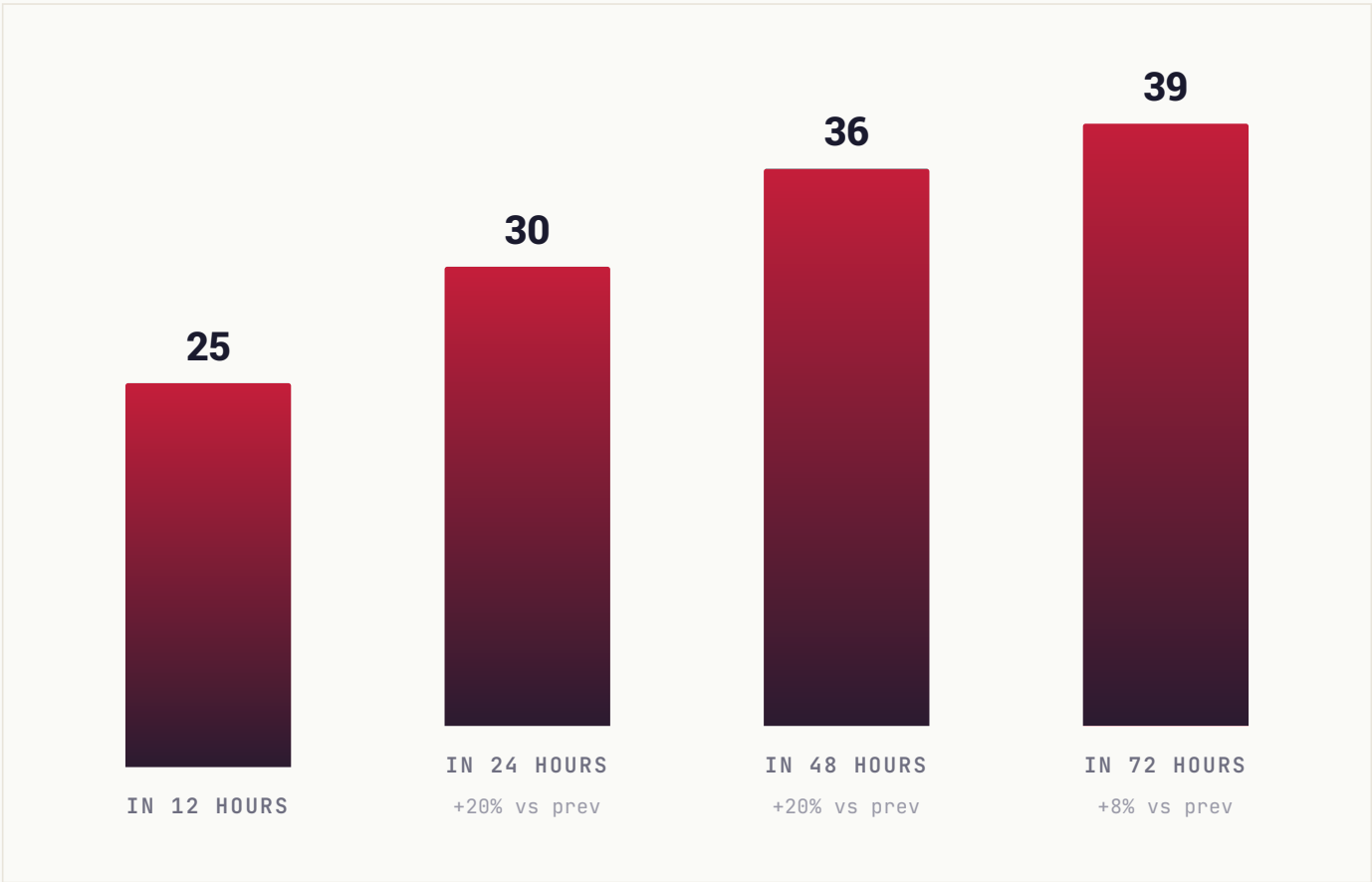
Citation index **52** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **60** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DA Dauletten	337K
T- Tengrinews.kz - News of Kazakhstan	255.1K
Z- Zakon.kz - News of Kazakhstan and world	204.2K
ZN ZTB NEWS - News of Kazakhstan	178.6K
OR ORDA	138.4K
QU Qumash	121.2K
QA Qaz365.kz	93.6K
DA Dauletten.kz	79.3K
NOT NEKhabar	78.8K
AB Atameken Business - News of Kazakhstan	74K
EG Egov_news YOU	12K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#89 of 99). Niche median — 20.4K subs. First growth KPI — reach median. Leader: Dauletten (337K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **1** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	0
December 2025	0	0	1
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 SUBS
0	6	1

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

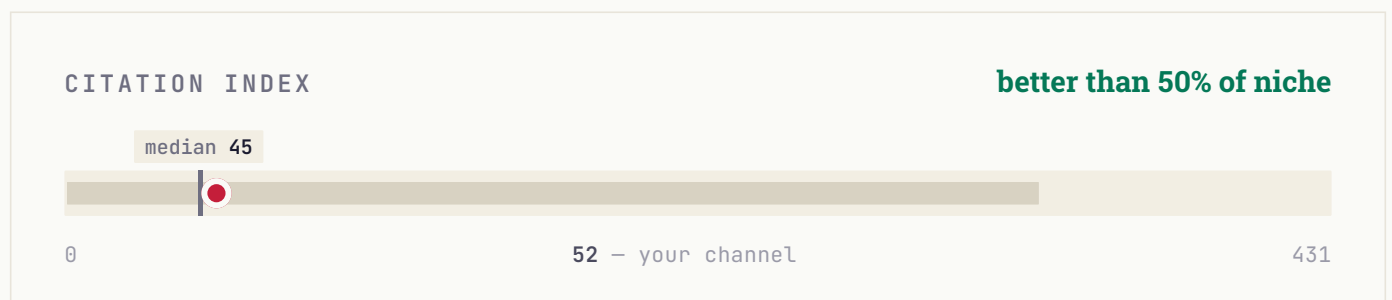
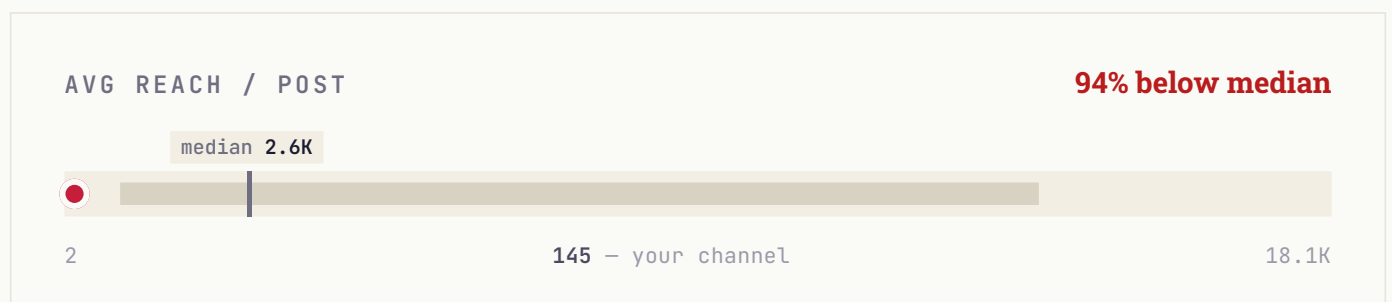
Took top-100 channels in category «News & Media» and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#89

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 4.4 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Best post day — Thursday
Audience is most active on this day at 15:00 ALMT. | EFFECT
Best window for an important post |
| 03 | ER below niche benchmark — rethink formats
Current ER 1.21% vs norm 5.5%. Try polls & interactive formats. | EFFECT
+4.3pp ER |
| 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% ER. 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 — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
