

— PROMTPRESS PUBLIC REPORT

Channel audit

eKaraganda.kz



@ekarkz

Breaking news from Karaganda. In real time.

SUBSCRIBERS

10 900

-143 per month

ERR (% SEE POSTS)

16.0%

in 24 hrs 7.8%

REACH/POST

1.7K

ad reach 846/24h

— 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 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «News & Media»

09 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 10 900 —	 SUBSCRIBER REACH 15.19% avg % subs see post	 VIEWS/POST 1.7K median 1.6K · 25 days	 POSTS/WEEK 20.6 over period
 7D TREND -3.1% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 840 chars median 1000 · 25 days	 POSTS ANALYZED 75 25 days
 AD REACH 846 24h avg	 CHURN / MONTH -143 over last month	 CITATION RATE 22 citation index · 53 channels mentioned ever	 CHANNEL AGE 9 years 7 months created 07.11.2016

AI EDITOR SUMMARY

Channel «eKaraganda.kz» — 10 900 subs. Each post gets avg 1.7K people (15% of subs), avg reach — room to grow. Posts 21 posts/week (~3/day) — regular pace. Week Jun 22–28 reach stable (-3.1% 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 **75** posts over 25 days.
- 02 Dominant format — **Text** (32/75 posts).
- 03 Avg post length — **840** chars (median 1000).
- 04 Peak audience activity — **Sunday**, 14:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (2.5K avg for top vs 1.3K for worst) — among 75 posts in 25 days. Worth analyzing what the top ones share: topic, format, posting time.

TOP 5 POSTS

Nº1 12.06 · 11:16 TEXT A video is circulating on social media showing ceiling tiles on fire at the Stadion Stroitel building in...	VIEWS 2 559 REPOSTS 1	REACTIONS — ER 23.5%
Nº2 26.06 · 12:07 TEXT From June 27, a stationary speedometer will operate in Karkaralinsk, reports ekaraganda.kz. The system is installed on...	VIEWS 2 508 REPOSTS 6	REACTIONS — ER 23.0%
Nº3 10.06 · 07:23 PHOTO (post without caption — photo)	VIEWS 2 450 REPOSTS 1	REACTIONS — ER 22.5%

Nº4 10.06 · 11:26 TEXT Traffic light broken for over a week at a busy intersection in Karaganda's Kungey district. Locals complain that...	VIEWS 2 434 REPOSTS 1	REACTIONS — ER 22.3%
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Nº5 12.06 · 05:55 TEXT Road repair season continues in Karaganda. This time restrictions affect Kazakhstanskaya Street, where work starts today...	VIEWS 2 286 REPOSTS 3	REACTIONS — ER 21.0%
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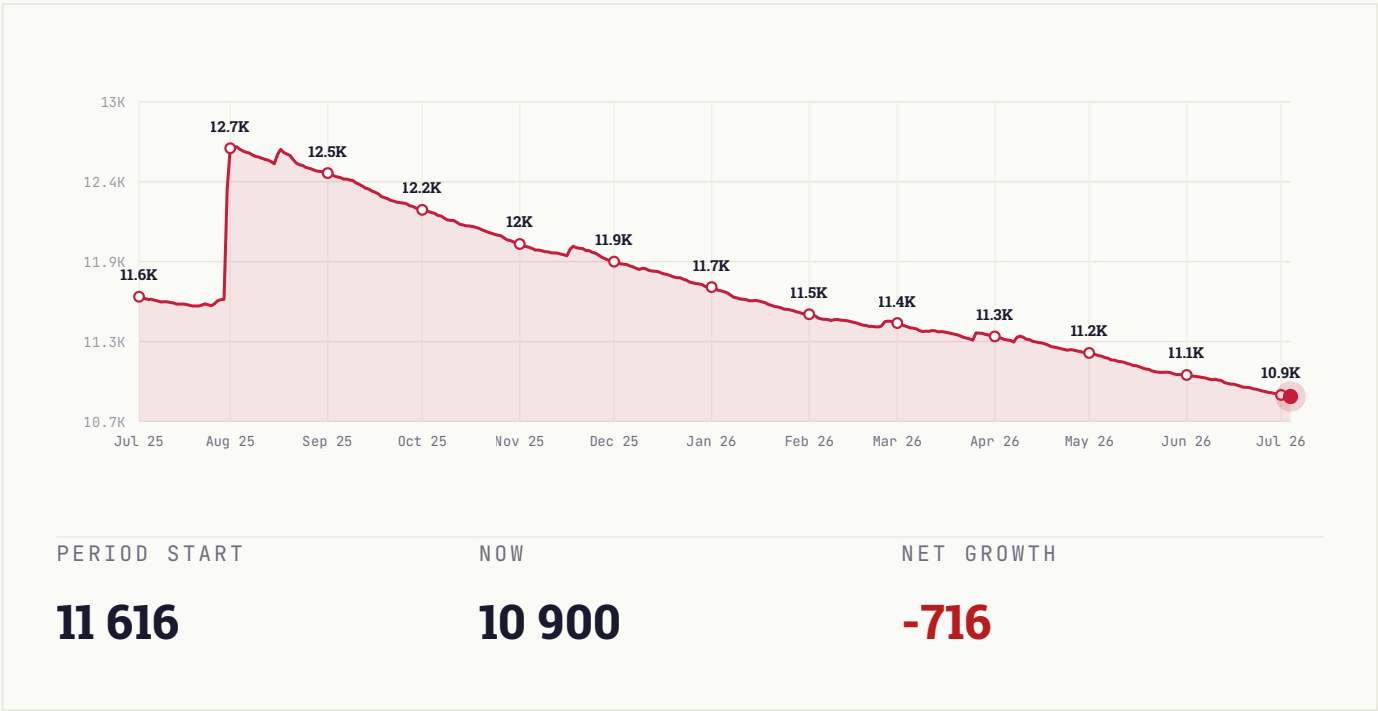
WORST 3

↓ 19.06 · 07:10 VIDEO (post without caption — video)	VIEWS 1 381 REPOSTS 2	REACTIONS — ER 12.7%
↓ 26.06 · 08:11 TEXT After the incident in Central Park, where dogs attacked a duck, the story continued...	VIEWS 1 369 REPOSTS —	REACTIONS — ER 12.6%
↓ 26.06 · 08:11 PHOTO (post without caption — photo)	VIEWS 1 269 REPOSTS 1	REACTIONS — ER 11.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

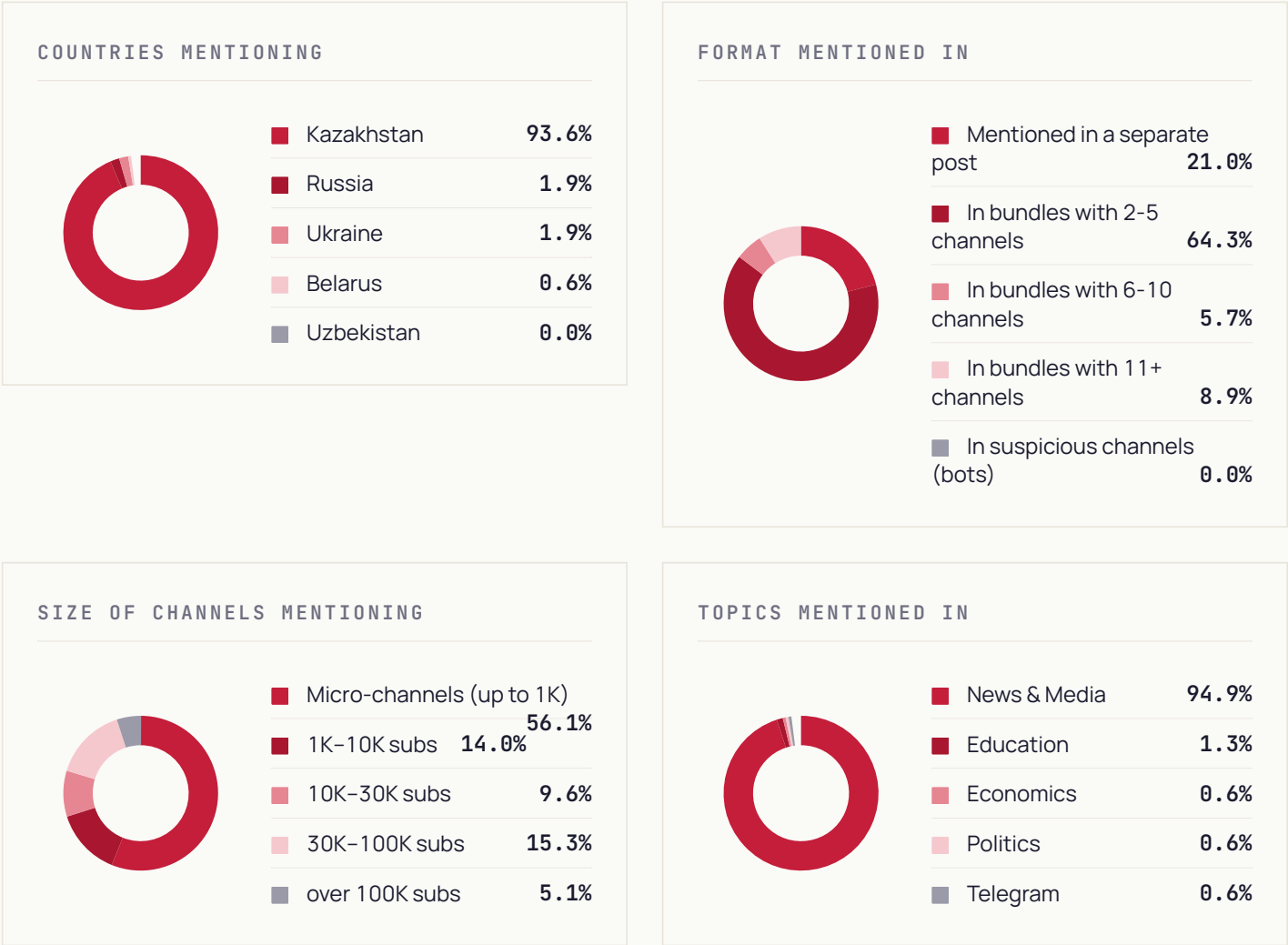
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

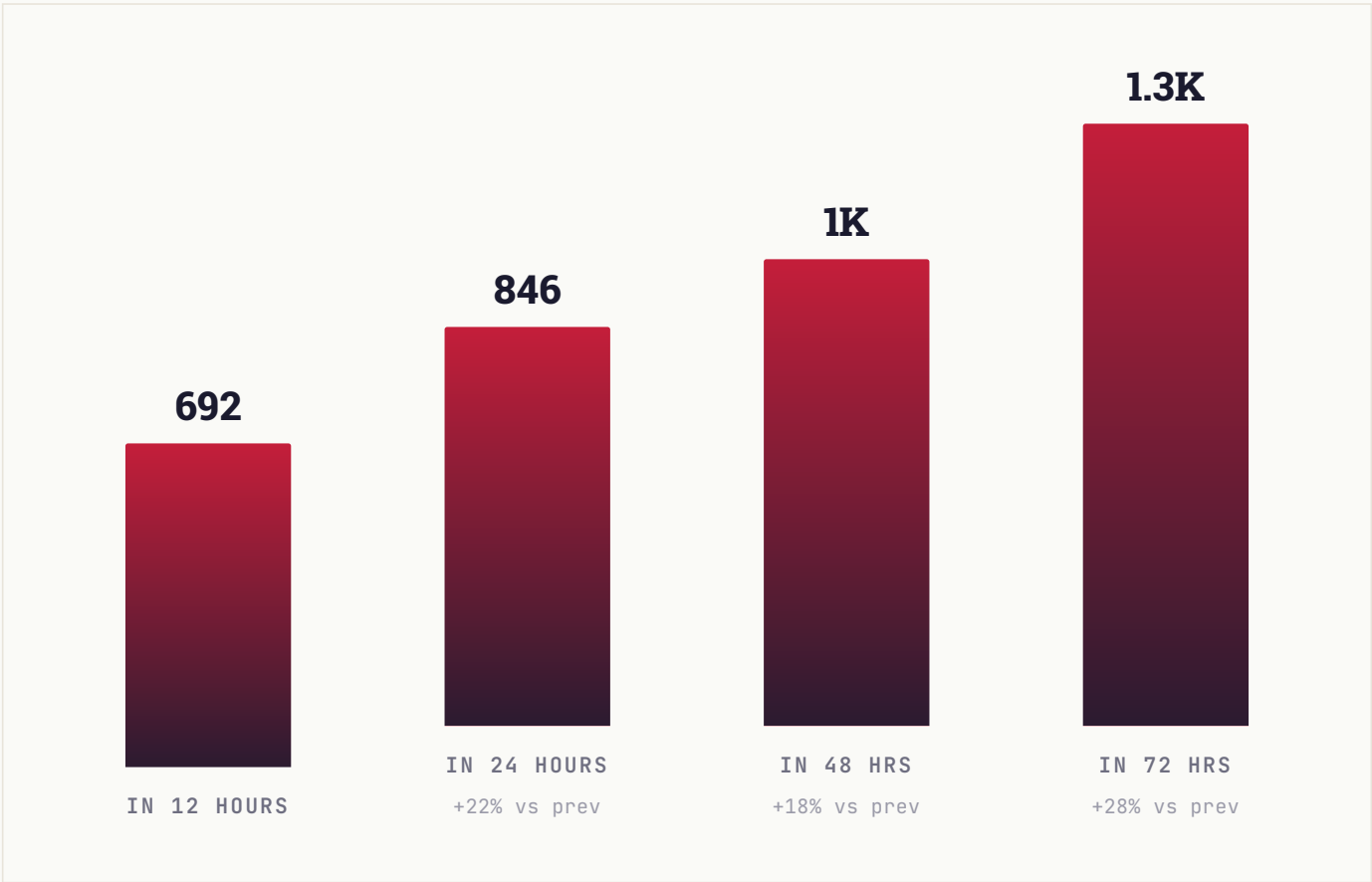
Citation index **22** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **53** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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. 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
NO NONEWS	76.2K
AB Atameken Business - Kazakhstan News	74.2K
EK eKaraganda.kz YOU	10.9K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#92 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 yours. Over the last **6 months** such mentions were **3**, they brought **489** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	3	
December 2025	0	0	9	
November 2025	0	0	70	
October 2025	2	2	0	
Sep 2025	1	1	0	
August 2025	0	0	407	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3	6	489

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

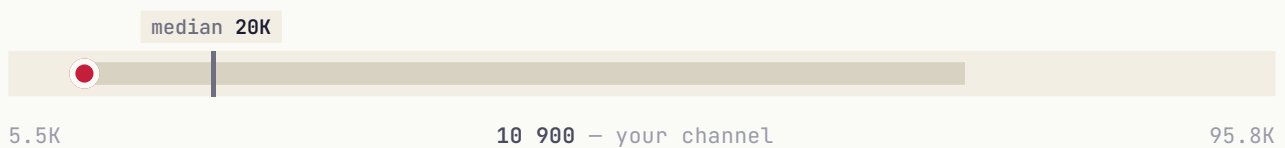
Took top-100 channels in «News & Media» and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#92 /100

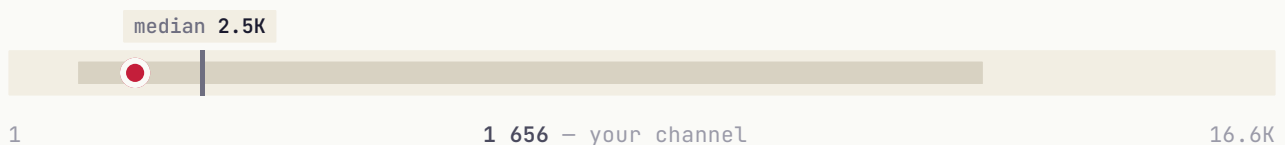
POSITION IN NICHE

Channel in the bottom half of the ranking

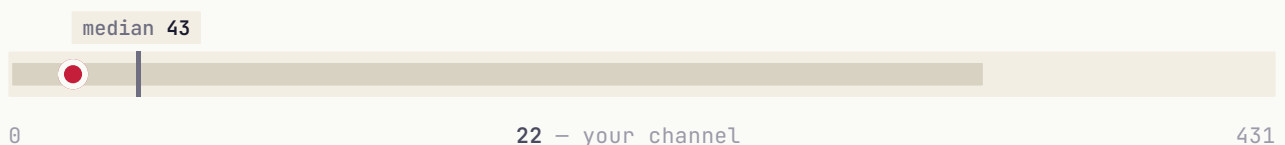
SUBSCRIBERS

45% below median

AVG REACH / POST

34% below median

CITATION INDEX

50% below median

— 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**Top post of the week — on Sunday**

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

EFFECT

**Best window
for an
important post****02****System traffic buy**

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 — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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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