

PROMTPRESS PUBLIC REPORT

Channel audit

EL.INFO



@elinfo_kz

EL.INFO - informational channel.

SUBS

33 476

-374 per month

ERR (% WHO SEE
POSTS)

6.0%

per day 3.6%

REACH/POST

1.8K

ad reach 1.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 33 476 —	 SUB REACH 5.39% avg % subs see post	 VIEWS/POST 1.8K median 1.8K · 29 days	 POSTS/WEEK 22.9 over period
 7D TREND -11.7% vs prev. week	 REACTIONS/POST 9.1 total 874 reactions, 348 reposts, 13 comments	 POST LENGTH 555 chars median 544 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -374 over the last month	 CITATION RATE 159 citation index · 545 channels mentioned all time	 CHANNEL AGE 6 years 3 months Created 27.03.2020

AI EDITOR SUMMARY

Channel «EL.INFO» – 33 476 subs. Each post averages 1.8K people (5% of subs), reach is low – consider expanding audience. Publishes 23 posts/week (~3/day) – active posting. Week of Jun 22–28 reach dropped -11.7% to the week of June 15–21 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 96 posts in 29 days.
- 02 Dominant format – Photo (69/96 posts).
- 03 Avg post length – 555 chars (median 544).
- 04 Audience peak – Friday, 12:00 ALMT.
- 05 Top posts get 2x more views than the weakest (3.6K avg for top vs 1.5K for worst) – among 96 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

№119.06 · 07:52PHOTO	VIEWS	REACTIONS
	6 112	5
Kazakhstan rose 28 spots in global tourism ranking In the Travel & Tourism Development Index of the World Economic...	REPOSTS	ER
	19	18.3%
№205.06 · 12:35PHOTO	VIEWS	REACTIONS
	2 513	10
When will Dastan Satpayev fly to Chelsea? Almaty club Kairat officially announced when the young forward of the Kazakhstan national team will...	REPOSTS	ER
	2	7.5%
№318.06 · 09:32PHOTO	VIEWS	REACTIONS
	2 325	4
Kassym-Jomart Tokayev congratulated medical workers on their professional holiday The President of Kazakhstan expressed gratitude to doctors for their...	REPOSTS	ER
	1	6.9%

Nº4 26.06 · 12:33 VIDEO Dombra and kobyz to sound in Netflix's 'Avatar' Kazakh national instruments officially become part of the elemental mages universe...	VIEWS 2 270 REPOSTS 7	REACTIONS 14 ER 6.8%
Nº5 10.06 · 04:55 TEXT  Kazakhstan swimmers won four medals at a US international tournament As reported by the NOC RK, Aibat Myrzamuratov...	VIEWS 2 193 REPOSTS 2	REACTIONS 14 ER 6.6%

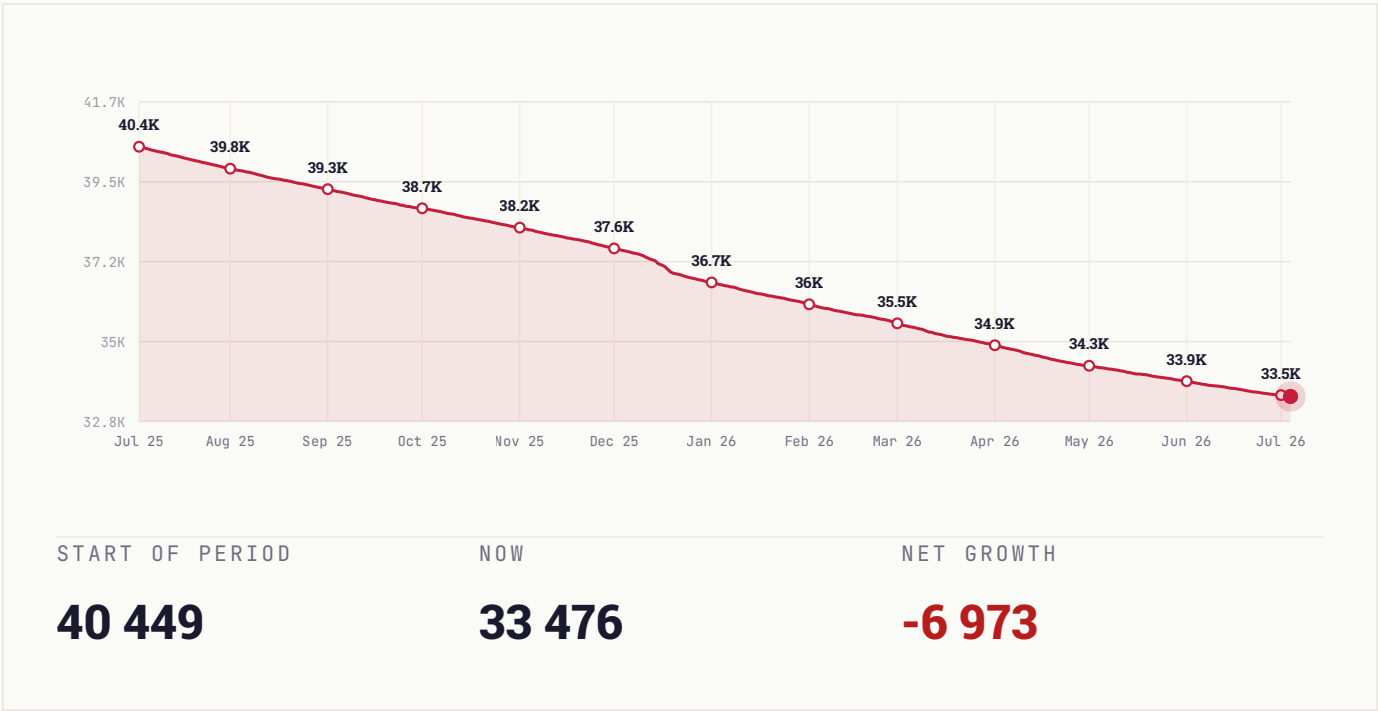
WORST 3

↓ 30.06 · 06:28 PHOTO What changes in Kazakhstan from July 1? From July 1, a number of changes come into force in Kazakhstan, affecting various areas of life – from...	VIEWS 1 535 REPOSTS 8	REACTIONS 4 ER 4.6%
↓ 29.06 · 11:44 PHOTO Kazakhstan entered top-25 countries for child rights protection Kazakhstan ranked 24th in the Global KidsRights Index 2026. This...	VIEWS 1 523 REPOSTS 6	REACTIONS 4 ER 4.5%
↓ 30.06 · 08:03 PHOTO Head of state addressed joint session of Parliament Kassym-Jomart Tokayev noted the contribution of the deputy corps in strengthening...	VIEWS 1 394 REPOSTS 1	REACTIONS 5 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

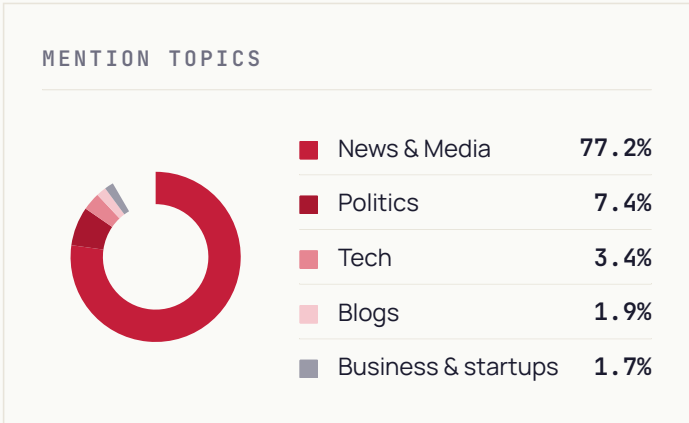
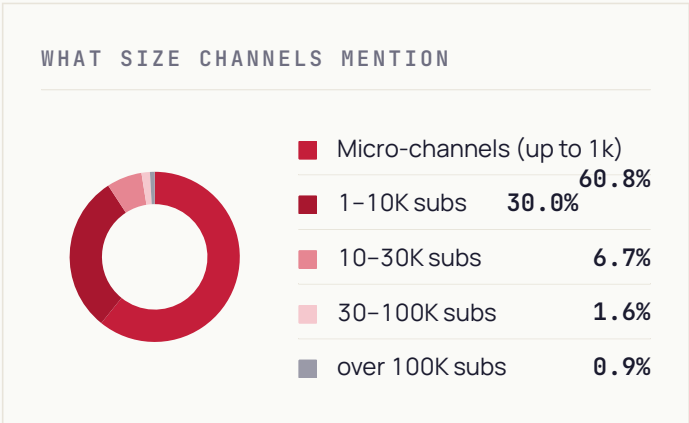
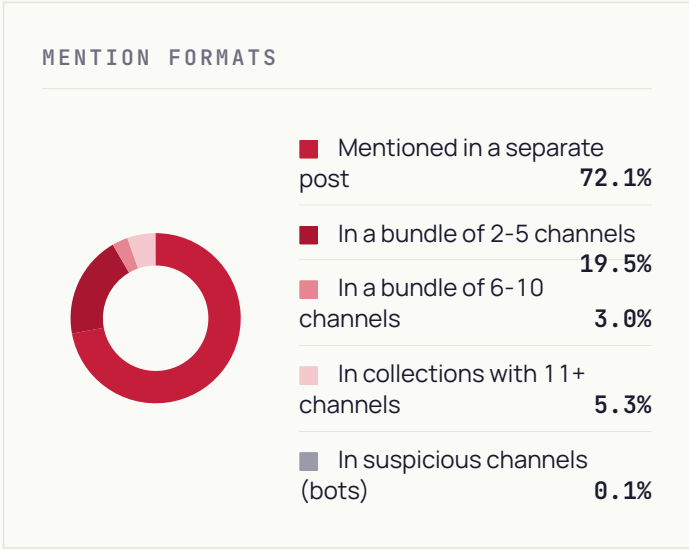
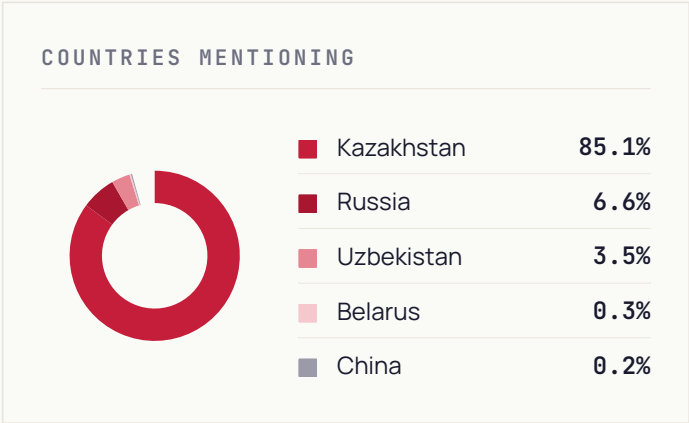
Subscriber growth graph for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subscribers.



SECTION 04 · MENTIONS

Who and how mentions the channel

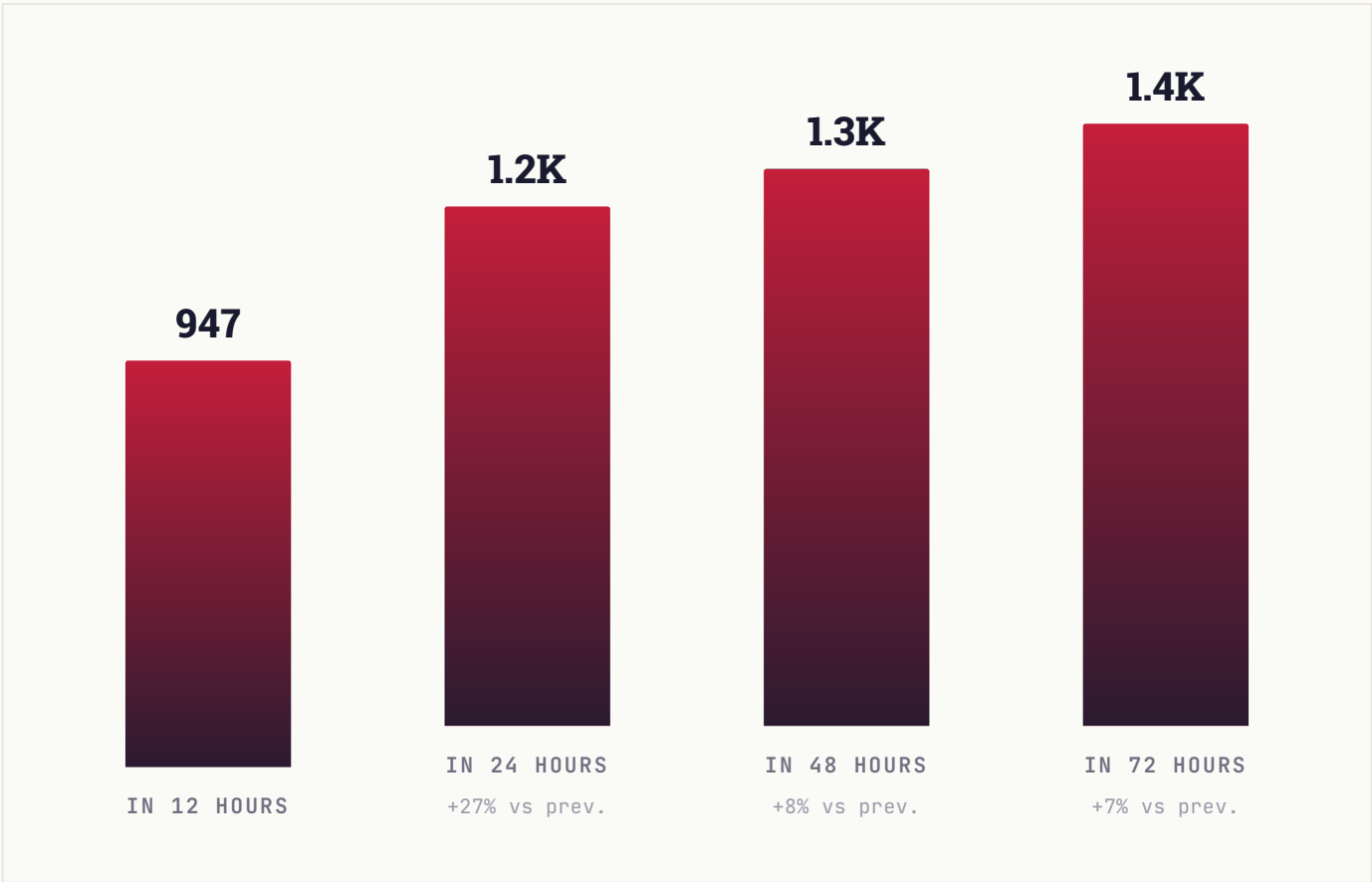
Citation index **159** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **545** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time from publication. Helps estimate how long 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 peers.

CHANNEL	SUBS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & 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
NOT NOT Khabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
EL EL.INFO YOU	33.5K

COMPARATIVE INSIGHT

Channel in top half of the niche (#32 of 99). Niche leader: Dauletten (342.4K), median subs 20.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 • NICHE COMPARISON

Where channel stands in its league

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

#32

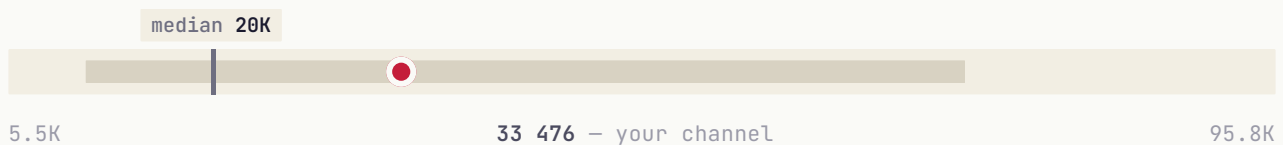
/100

RANK IN NICHE

Channel in top half of ranking

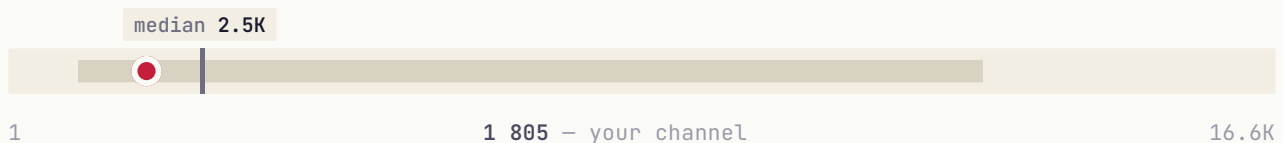
SUBS

better than 60% of niche



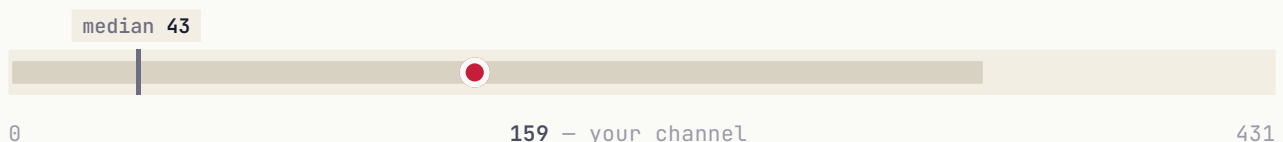
AVG REACH / POST

28% below median



CITATION INDEX

better than 65% of niche



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day at 12:00 ALMT audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.39% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.1pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
