

PROMTPRESS PUBLIC REPORT

Channel audit

Erteńmedia



@ertenmedia

✓ Most popular Telegram channel in Kazakh. ✓ Open info, clear analysis, nuanced reasoning. ™ @kurilkabai_bot

SUBSCRIBERS

10 500

-275 per month

ERR (% SEE POSTS)

29.0%

per day **13.3%**

REACH/POST

2.9K

ad reach **1.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 10 500 —	SUBS REACH 27.2% avg % subs see post	VIEWS/POST 2.9K median 3.1K · 28 days	POSTS/WEEK 3.0 over period
7D TREND — no data for period	REACTIONS/POST 43.3 total 520 reactions, 16 reposts, 47 comments	POST LENGTH 997 chars. median 1K · 28 days	POSTS ANALYZED 12 28 days
AD REACH 1.4K 24h avg	CHURN / MONTH -275 last month	CITATION RATE 22 citation index · 46 channels mentioned ever	CHANNEL AGE 2 years 9 months created 19.09.2023

AI EDITOR SUMMARY

Channel «Erteñmedia» — 10 500 subs. Each post averages 2.9K people (27% of subs), that's good reach. Publishes 3 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 12 posts over 28 days.
- 02 Dominant format – Photo (12/12 posts).
- 03 Avg post length – 997 chars (median 1000).
- 04 Audience peak – Monday, 13:00 ALMT.
- 05 Top posts get 1x more views than the weakest (3.4K avg top vs 2.9K worst) – among 12 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

№115.06 · 08:24PHOTO	VIEWS	REACTIONS
	3 446	46
⚡ Absolute dominance in the Kurultai: «Adilet» wants to grab 120 mandates... «Adilet» party aims for a majority of parliamentary mandates in the upcoming election...	REPOSTS	ER
	2	32.8%
№208.06 · 13:56PHOTO	VIEWS	REACTIONS
	3 367	38
⚡ Friday meeting or Amanat's last stop... Rumors about the merger of Amanat and the new «Adilet» party continue...	REPOSTS	ER
	3	32.1%
№309.06 · 10:42PHOTO	VIEWS	REACTIONS
	3 321	58
⚡ Unexpected gift from Astana: How did Tokayev congratulate Pashinyan and put Moscow in its place? The election in Yerevan ended in Kremlin fiasco...	REPOSTS	ER
	2	31.6%

Nº4 05.06 • 05:43 PHOTO ⚡ 1.3 billion tenge asset returned to state: «Kazakh Encyclopedia» removed from Mukhamediyev's property... Almaty prosecutor's office of the notorious...	VIEWS 3 272 REPOSTS — REACTIONS 40 ER 31.2%
Nº5 05.06 • 07:23 PHOTO ⚡ National Bank beats inflation: base rate cut by one step... The National Bank reduced the base rate from 18% to 17%...	VIEWS 3 259 REPOSTS — REACTIONS 35 ER 31.0%
WORST 3	
↓ 12.06 • 06:49 PHOTO ⚡ My brother in power drove me out of the country: Notorious Asaubayeva reveals real reason for leaving to Russia... Chess player Bibisara Asaubayeva changed her sports citizenship...	VIEWS 2 996 REPOSTS — REACTIONS 51 ER 28.5%
↓ 14.06 • 16:04 PHOTO ⚡ «Amanat» that left through the door is coming back through the window... With a quarter-century history, the election-winning «Amanat» is celebrating its anniversary...	VIEWS 2 948 REPOSTS 3 REACTIONS 37 ER 28.1%
↓ 08.06 • 07:06 PHOTO ⚡ «Absurd» tariff: notorious economist proposes LRT fare reform... Notorious Olzhas Baidildinov proposed a system for calculating LRT fares...	VIEWS 2 706 REPOSTS 3 REACTIONS 59 ER 25.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

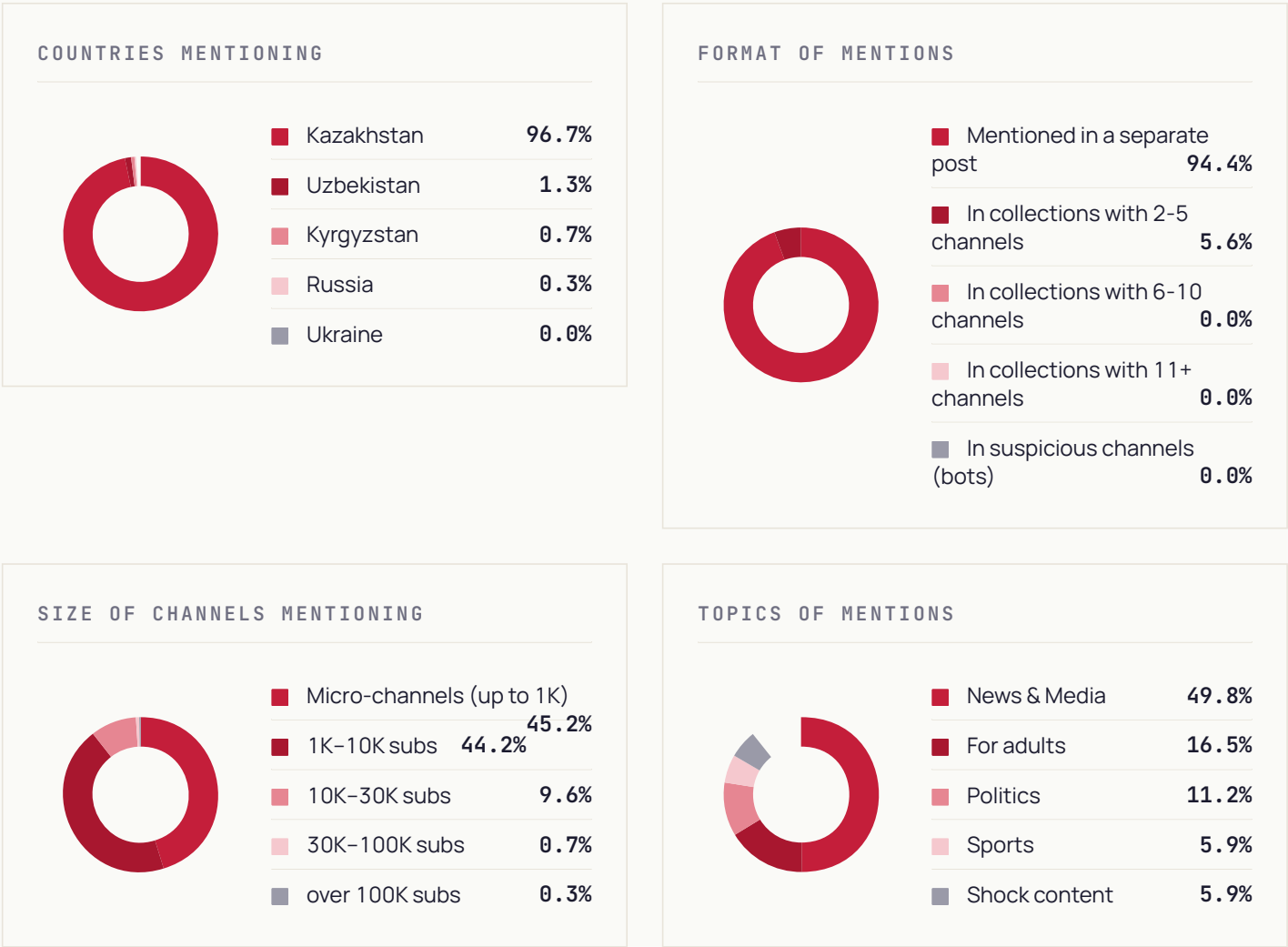
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

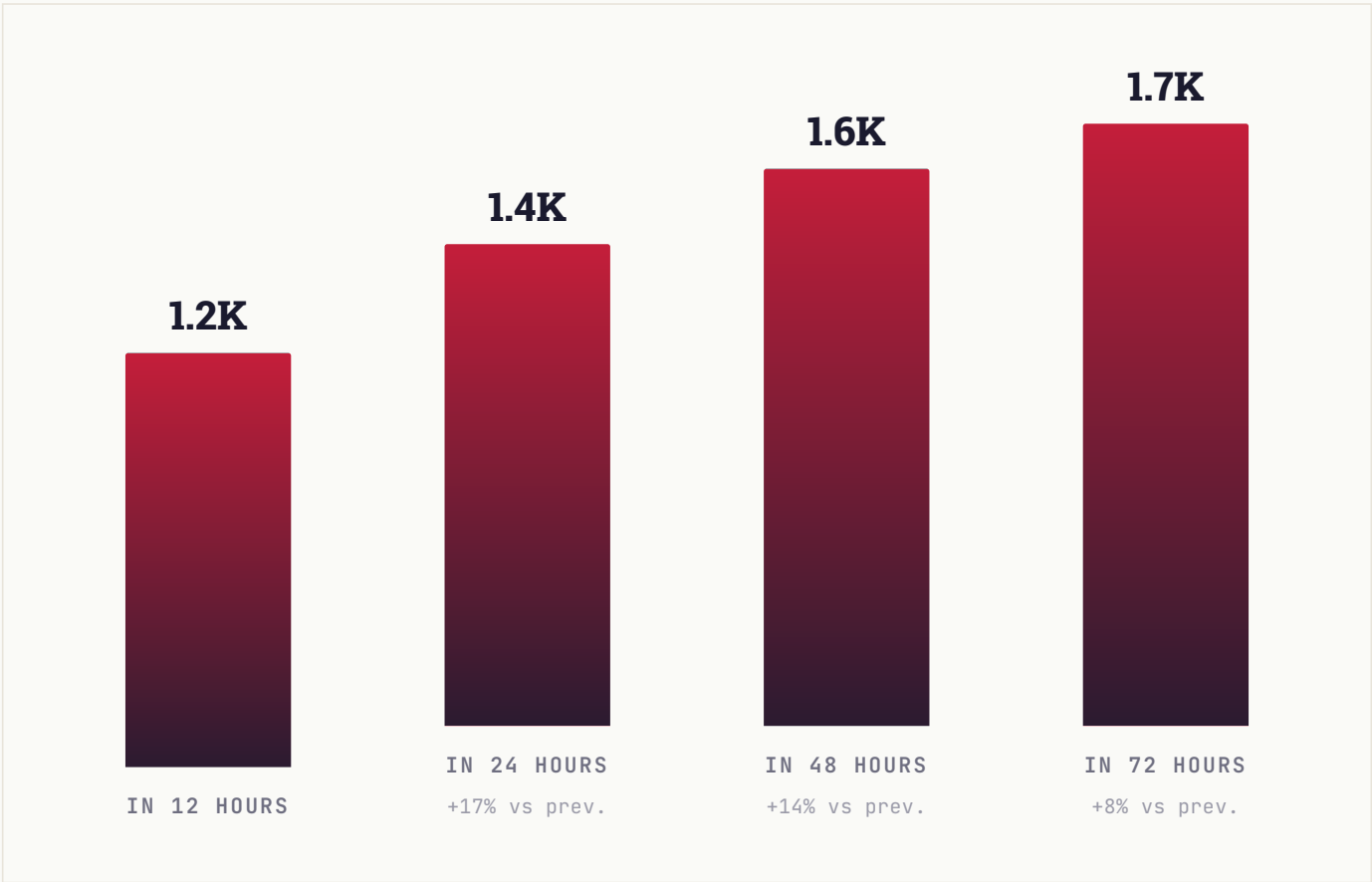
Citation index **22** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **46** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

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 NEKhabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
ER Ertenmedia YOU	10.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#97 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

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **55**, they brought **464** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	1	1	0	
December 2025	1	1	63	
November 2025	2	2	37	
October 2025	12	3	166	
September 2025	15	4	86	
August 2025	24	9	112	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
55	6	464

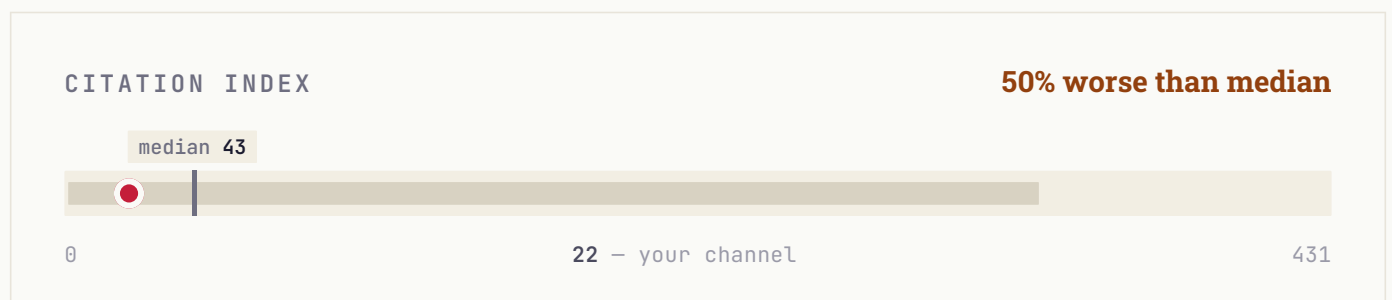
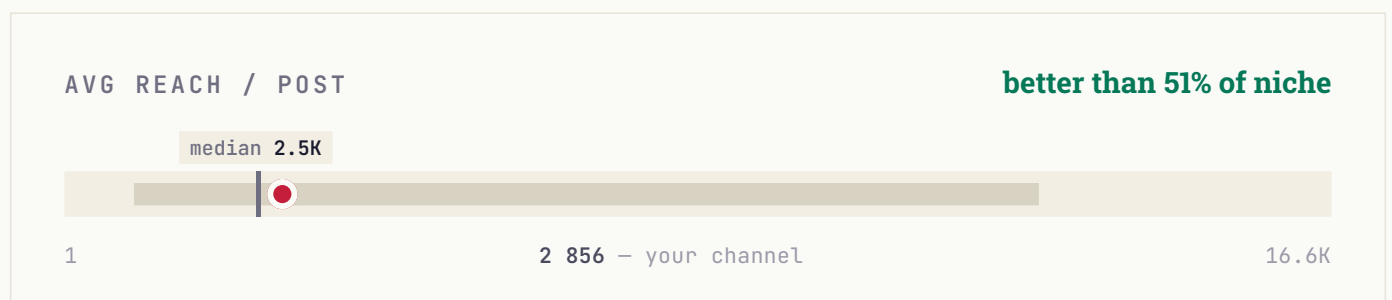
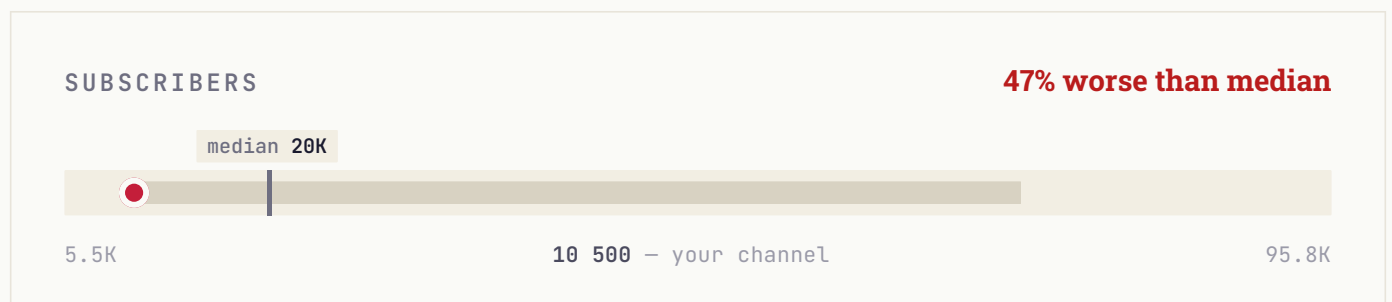
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#97 /100

RANK IN NICHE
Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.0 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Post of the week — on Monday
On this day at 13:00 ALMT audience is most active. | EFFECT
Best window for an important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 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 by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
