

PROMTPRESS PUBLIC REPORT

Channel audit

Damu Foundation



@funddamu

Қордың миссиясы - елдегі МШОБ-ты тұрақты дамытуға арналған қолдау құралдарын жүзеге асыру. Миссией Фонда является реализация комплексных и эффективных инструментов поддержки в целях устойчивого...

SUBSCRIBERS

17 482

-76 per month

ERR (% SEE POSTS)

48.0%

per day 2.8%

REACH/POST

8.7K

ad reach 496/24h

— TABLE OF 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 generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Business & Startups» category

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 17 482 —	 SUBS REACH 49.5% avg % subs see post	 VIEWS/POST 8.7K median 1.7K · 28 days	 POSTS/WEEK 11.7 over period
 7D TREND +6.7% vs previous week	 REACTIONS/POST 2.4 only 112 reactions, 61 reposts, 0 comments	 POST LENGTH 705 chars median 697 · 28 days	 POSTS ANALYZED 47 28 days
 AD REACH 496 24h avg	 CHURN / MONTH -76 last month	 CITATION RATE 6 citation index · 40 channels mentioned ever	 CHANNEL AGE 4 years 8 months created 29.10.2021

AI EDITOR SUMMARY

Channel «Damu Fund» — 17 482 subs. Each post averages 8.7K people (49% of subs), wide reach for a channel this size. Publishes 12 posts per week (~2/day) — regular pace. Week 22–28 Jun reach grew +6.7% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 47 posts over 28 days.
- 02 Dominant format – Photo (40/47 posts).
- 03 Avg post length – 705 chars (median 697).
- 04 Peak audience activity – Monday, 10:00 ALMT.
- 05 Top posts get 52x more views than the weakest (35.7K avg for top vs 682 for worst) – among 47 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 12:32 PHOTO (post without caption – photo)	VIEWS 38 537 REPOSTS 3	REACTIONS 2 ER 220.4%
Nº2 11.06 · 11:08 PHOTO  Project aims to improve access to state support for entrepreneurs, including in remote areas...	VIEWS 38 016 REPOSTS 4	REACTIONS 1 ER 217.5%
Nº3 22.06 · 05:45 PHOTO First phase of agro-industrial cluster for fruit and vegetable processing launched in Almaty region Project Qazaq Global...	VIEWS 30 555 REPOSTS —	REACTIONS 2 ER 174.8%

Nº4

19.06 · 13:34

PHOTO

 #DamuNews

July 17

 June 19, 2026 ♦ One QR for all banks From July 19, Kazakhstan launches a unified interbank system...

VIEWS

30 326

REACTIONS

1

REPOSTS

2

ER

173.5%

Nº5

18.06 · 07:19

PHOTO

Abai region's new meat plant will become Kazakhstan's largest enterprise producing legendary Semey canned meat In Abai region...

VIEWS

29 514

REACTIONS

3

REPOSTS

2

ER

168.8%

WORST 3

↓

30.06 · 12:38

TEXT

 Baiterek Holding and WILO AMEA discuss cooperation on utility infrastructure modernization → June 29 in Astana...

VIEWS

782

REACTIONS

—

REPOSTS

—

ER

4.5%

↓

30.06 · 12:38

PHOTO

(post without caption — photo)

VIEWS

742

REACTIONS

—

REPOSTS

—

ER

4.2%

↓

30.06 · 06:02

PHOTO

 Mobile front office schedule for July. Damu Fund's mobile front offices help entrepreneurs...

VIEWS

524

REACTIONS

2

REPOSTS

1

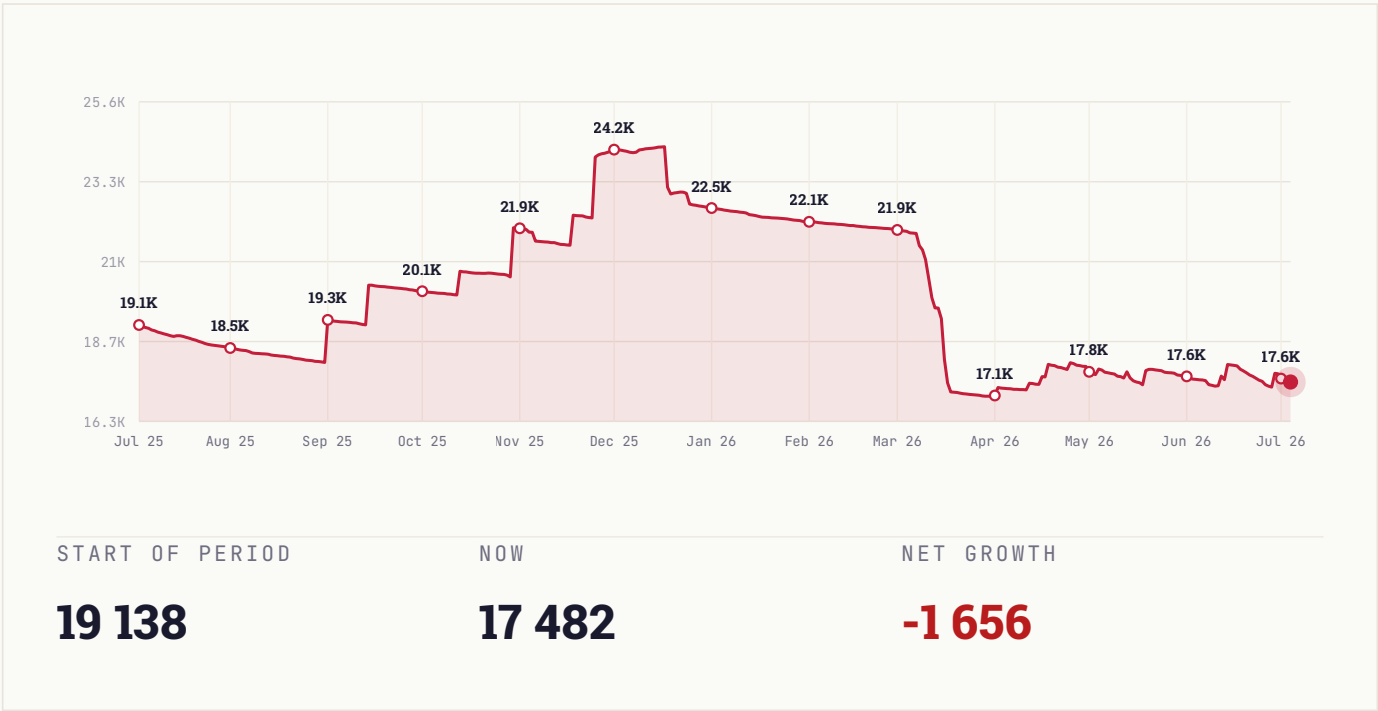
ER

3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

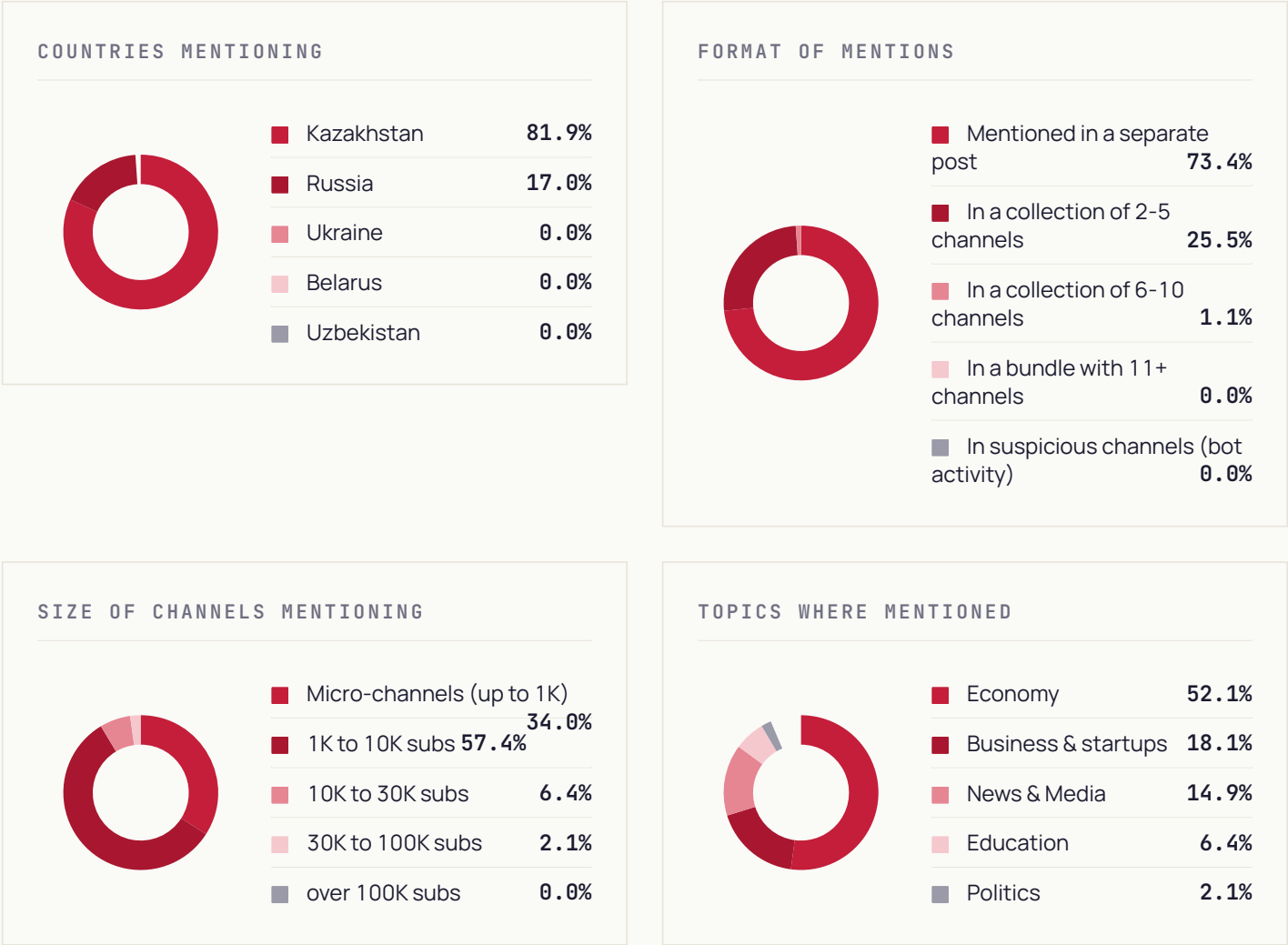
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

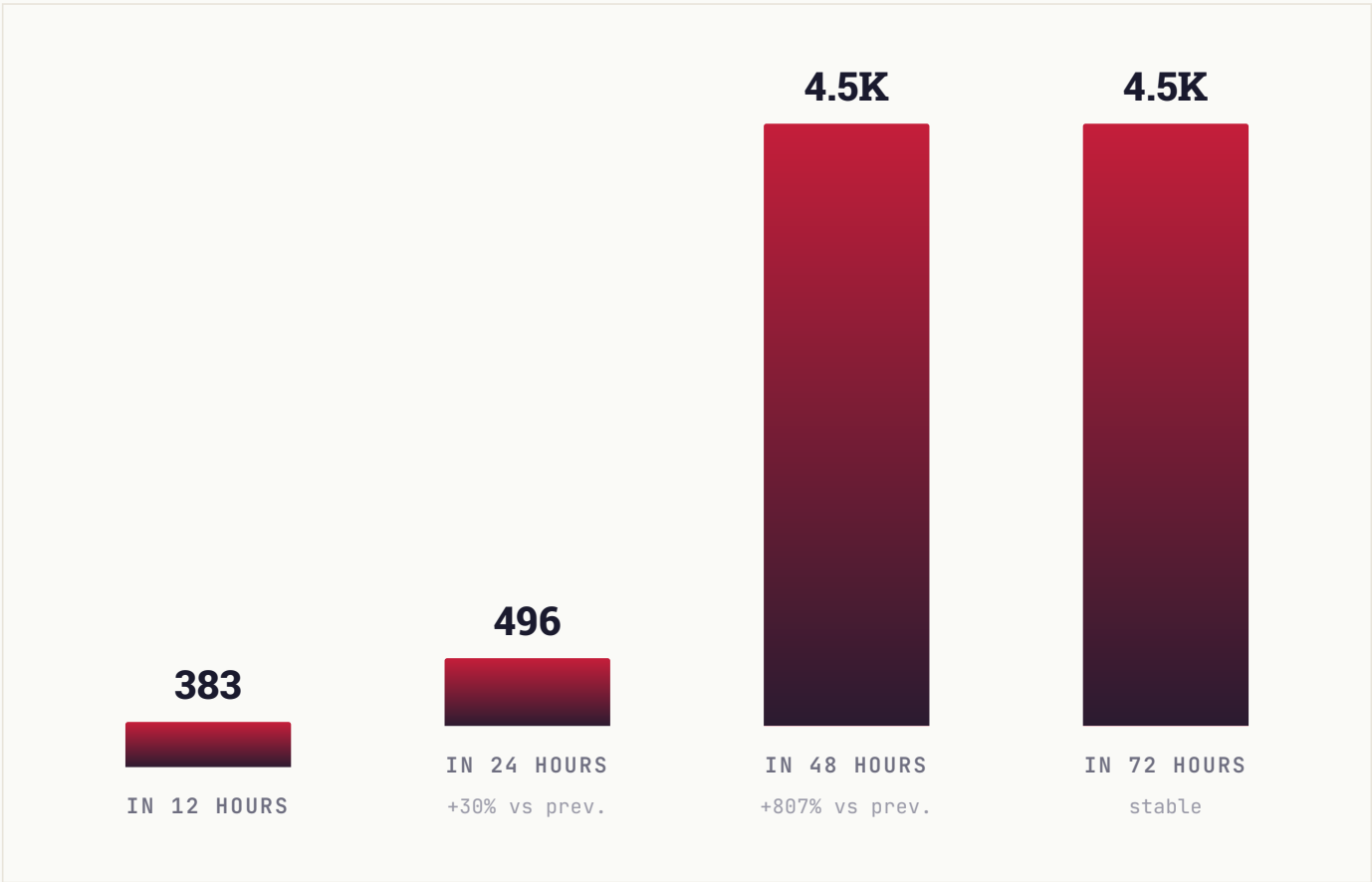
Citation index 6 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100k subs weighs more than from 1k subs. All-time channel was mentioned 40 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
GO gov4c.kz	33.4K
ET Eyad Trader Quotex Bot 🤖 1	22.2K
OK Cargo Reviews	17.9K
F« Damu Foundation YOU	17.5K
OI Oy.kz Paid surveys Kazakhstan	13.1K
ös Ösim	12.9K
📺 Opportunities 🚀 startup-course.com 💰	10K
GA 🌀Toskambayev Arman Business mindset	9.5K
VI Shipping from KZ Delivery from US & Europe	9.2K
K/ ҚазМұнайГаз / КазМунайГаз	8.7K
SI SHANTAL lingerie WHOLESALE	8.5K

COMPARATIVE INSIGHT

Channel in top-10 niche (#4 of 100). Strong position. Niche leader — gov4c.kz (33.4K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **10**, they brought **7 591** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2	1	0
December 2025	7	6	272
November 2025	0	0	2 810
October 2025	0	0	2 122
September 2025	1	1	2 387
August 2025	0	0	0
TOTAL MENTIONS			10
MONTHS OF DATA			6
ATTRACTED SUBS			7 591

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#4 /100

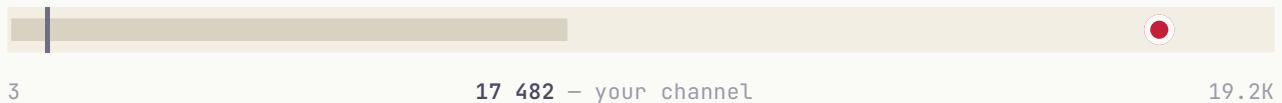
POSITION IN NICHE

Channel in top 4% business & startups

SUBSCRIBERS

better than 90% of niche

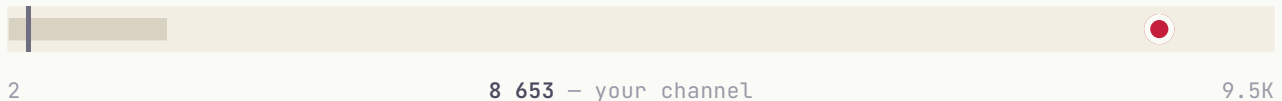
median 572



AVG REACH / POST

better than 90% of niche

median 148



CITATION INDEX

better than 70% of niche

median 0



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Monday

Audience is most active on this day at 10:00 ALMT.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

04

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

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager