

— PROMTPRESS PUBLIC REPORT

Channel audit

Kazakhstan and all-all-all



@geo_2019

Politics, economics and geography of Kazakhstan. Author channel
by Marat Shibutov.

SUBSCRIBERS

12 504

+90 per month

ERR (% SEE POSTS)

20.0%

in 24 hrs **12.3%**

REACH/POST

2.6K

ad reach **1.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 12 504 —	 SUBS REACH 21.19% avg % subs see post	 VIEWS/POST 2.6K median 2.1K · 29 days	 POSTS/WEEK 39.3 over period
 7D TREND -7.1% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 721 chars median 999 · 29 days	 POSTS ANALYZED 168 29 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH +90 last month	 CITATION RATE 352 citation index · 1,207 channels mentioned all time	 CHANNEL AGE 7 years 4 months created 12.02.2019

AI EDITOR SUMMARY

Channel «Kazakhstan and all-all-all» – 12 504 subs. Each post avg views 2.6K people (21% from subs), this is avg reach – room to grow. Publishes 39 posts per week (~6/day) – active posting. For week 22–28 Jun reach dropped -7.1% by week 15–21 Jun – worth analyzing causes.

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 **168** posts in 29 days.
- 02 Dominant format – **Text** (102/168 posts).
- 03 Avg post length – **721** chars (median 999).
- 04 Peak audience activity – **Saturday**, 20:00 ALMT.
- 05 Top posts get **17x** more views than the weakest (26.5K avg for top vs 1.5K for worst) – among 168 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 15:10 TEXT Difference in rotation The key difference between senior civil servants in Kazakhstan and Russia is that on average they go through...	VIEWS 46 015 REPOSTS 134	REACTS — ER 368.0%
Nº2 07.06 · 15:57 TEXT More on personnel rotation in Russia The previous post on rotation of top political leaders in Russia and Kazakhstan received...	VIEWS 19 160 REPOSTS 317	REACTS — ER 153.2%
Nº3 07.06 · 08:26 TEXT About the American dream, meritocracy and handicap Our naive people still think that in the USA all roads are open for everyone, although they themselves...	VIEWS 14 327 REPOSTS 556	REACTS — ER 114.6%

Nº4

17.06 • 09:12

PHOTO

What is Kazakhstan's share in GDP by PPP? As the author of the channel "Periscope Notebook" Sergey Sigachev correctly says, GDP should be viewed by...

VIEWS

5 528

REACTS

—

REPOSTS

16

ER

44.2%

Nº5

15.06 • 04:08

PHOTO

Report "Images of Russia's Past Future" Well-known Russian political strategist Yevgeny Minchenko recently made a strong return to his original...

VIEWS

5 188

REACTS

—

REPOSTS

28

ER

41.5%

WORST 3

↓ 01.07 • 08:16 PHOTO

✓ Әділет Party Launches Digital Service for Appeals Now you can contact the party, propose an initiative, report a problem, or...

VIEWS

1 606

REACTS

—

REPOSTS

6

ER

12.8%

↓ 01.07 • 08:05 PHOTO

Some results of the Public Chamber under the Majilis of the Parliament of the Republic of Kazakhstan of the 8th convocation. Already history...

VIEWS

1 553

REACTS

—

REPOSTS

1

ER

12.4%

↓ 14.06 • 18:35 TEXT

President Kassym-Jomart Tokayev thanked former AMANAT party chairman Yerlan Koshanov for his conscientious, effective and...

VIEWS

1 386

REACTS

—

REPOSTS

4

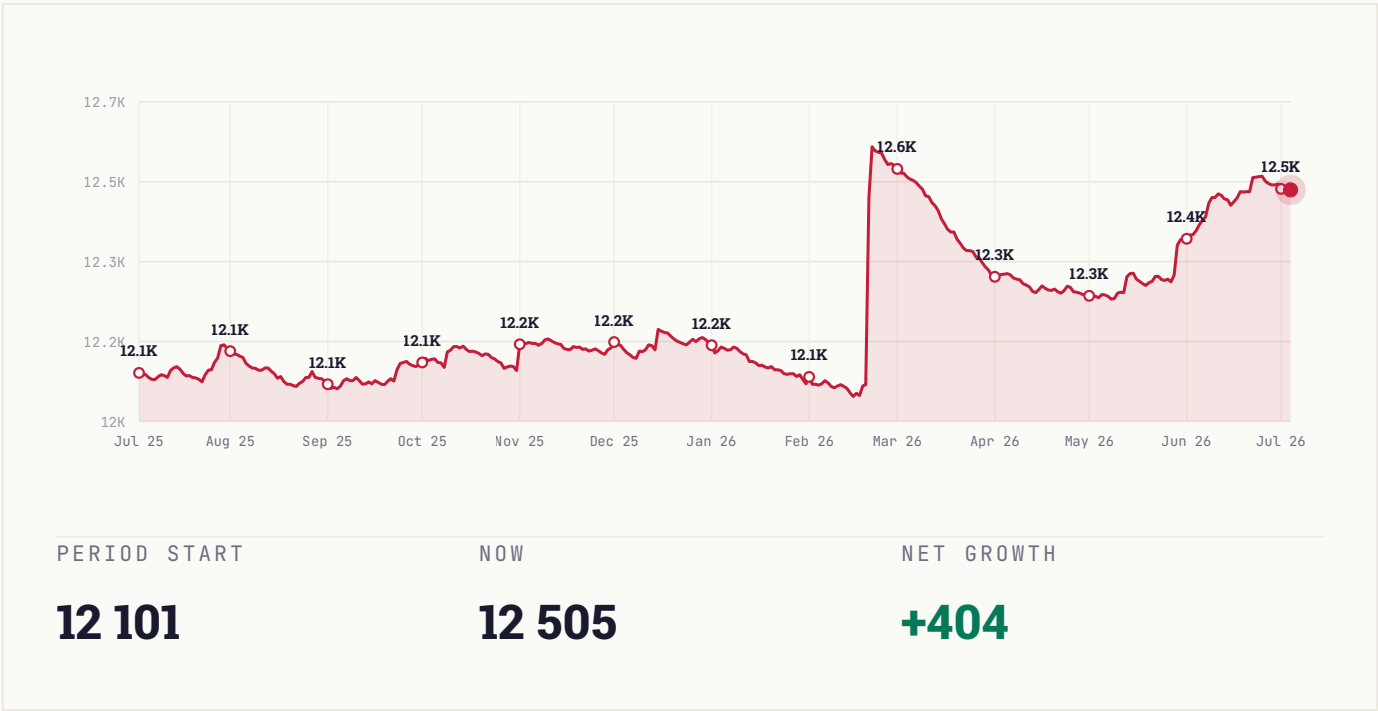
ER

11.1%

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 gained or lost subs.

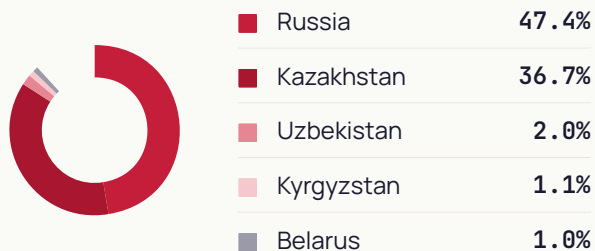


SECTION 04 • CITATIONS

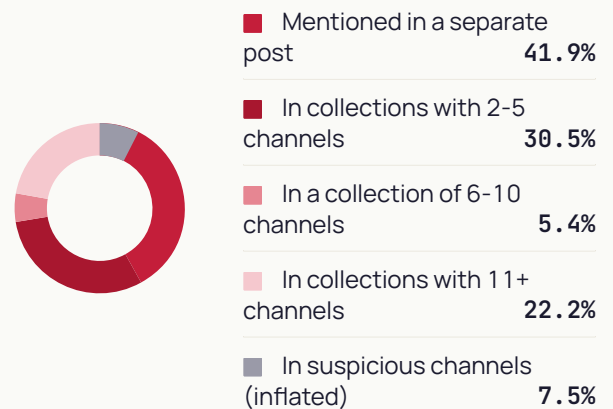
Who mentions the channel and how

Citation index **352** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 207** different channels.

COUNTRIES MENTIONING



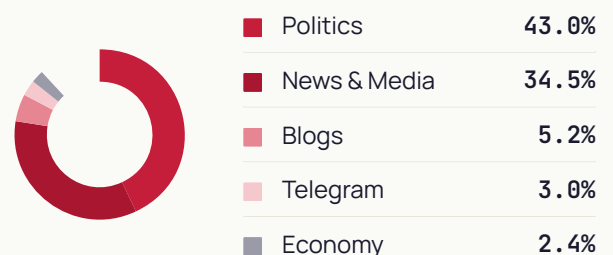
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



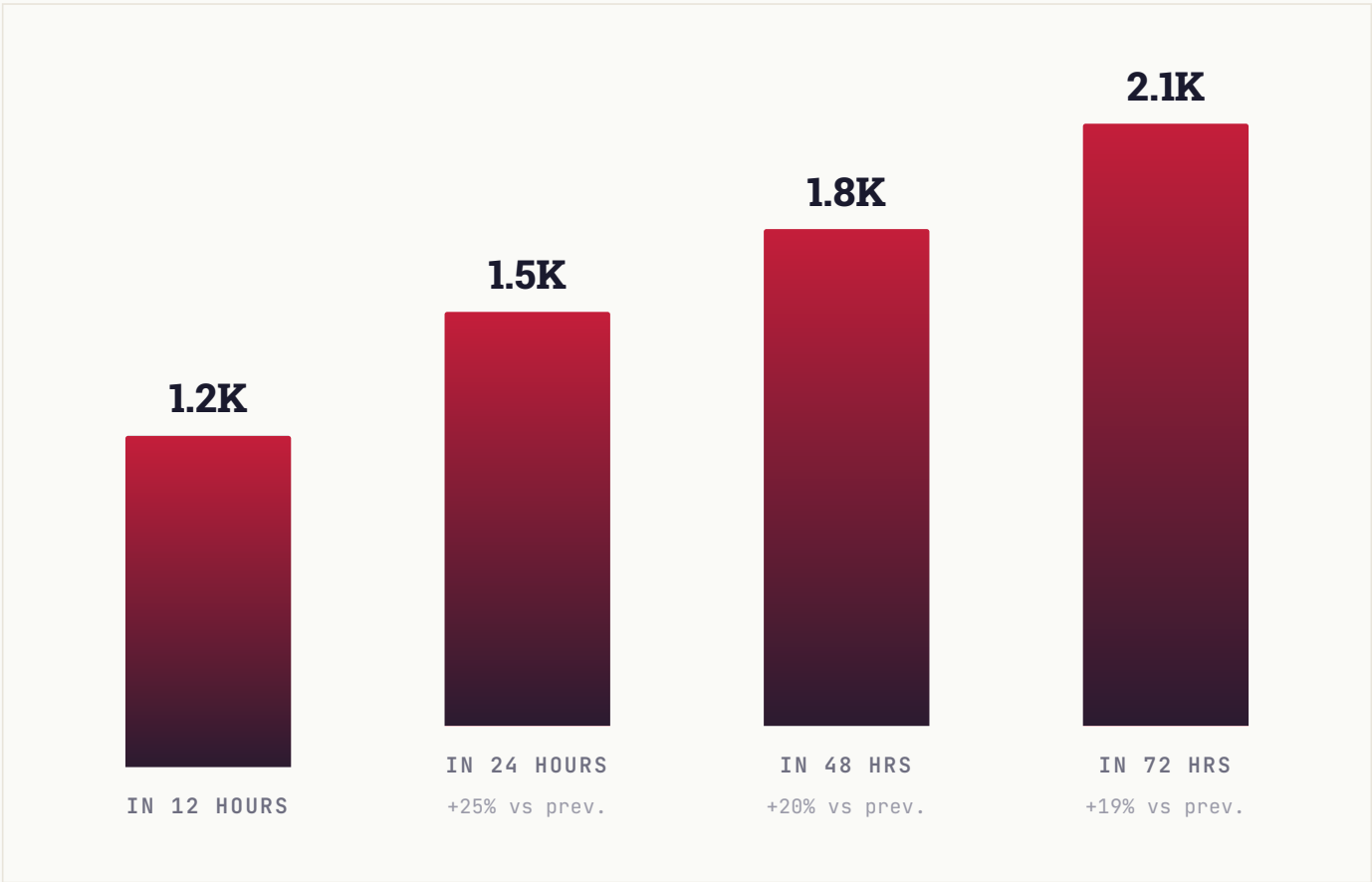
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates 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 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

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 NON-HABAR	76.2K
AB Atameken Business - Kazakhstan News	74.2K
CI Kazakhstan and all-all-all YOU	12.5K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#86 of 99). Niche median — 20.2K subs. First growth KPI — reach the 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 your channel. Over the last **6 months** such mentions were **183**, they brought **466** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	20	17	29	
December 2025	19	15	110	
November 2025	53	28	104	
October 2025	22	17	78	
Sep 2025	33	25	103	
August 2025	36	19	42	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
183	6	466

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «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.

#86

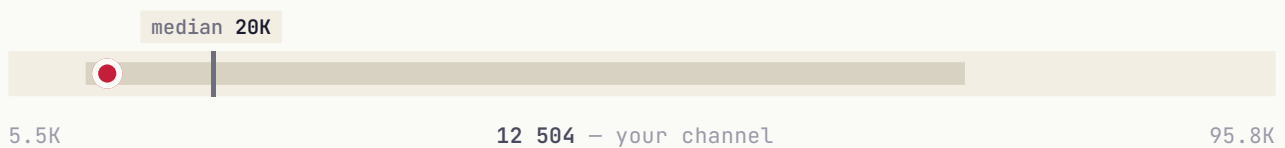
/100

POSITION IN NICHE

Channel in the bottom half of the ranking

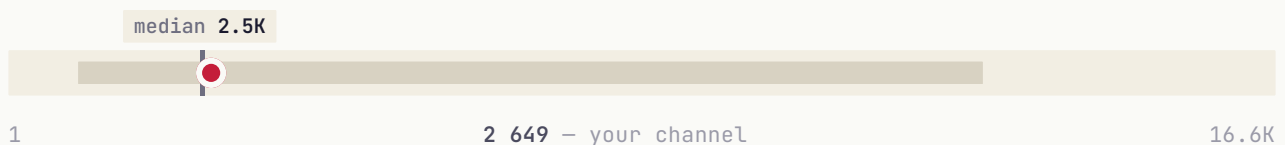
SUBSCRIBERS

37% below median



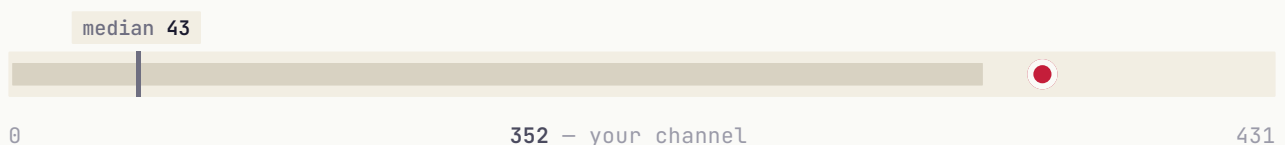
AVG REACH / POST

better than 50% of niche



CITATION INDEX

better than 90% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 20:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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