

PUBLIC REPORT PROMTPRESS

Channel audit

gov4c.kz



@gov4c_resmi

"Government for Citizens" State Corporation official Telegram channel Official Telegram channel of the State Corporation "Government for Citizens"...

SUBSCRIBERS

33 377

+1615 per month

ERR (% SEE POSTS)

16.0%

per day 6.0%

REACH/POST

5.3K

ad reach 2K/24h

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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 33 377 —	 SUBS REACH 15.93% avg % subs see post	 VIEWS/POST 5.3K median 5.1K · 28 days	 POSTS/WEEK 5.0 over period
 7D TREND -15.2% vs previous week	 REACTIONS/POST 9.3 total 187 reactions, 68 reposts, 0 comments	 POST LENGTH 719 chars median 756 · 28 days	 POSTS ANALYZED 20 28 days
 AD REACH 2K 24h avg	 CHURN / MONTH +1615 last month	 CITATION RATE 13 citation index · 40 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 17.02.2022

AI EDITOR SUMMARY

Channel «gov4c.kz» — 33 377 subs. Each post averages 5.3K people (16% of subs), average reach — room to grow. Publishes 5 posts per week (~1/day) — rare posts. For week 22–28 Jun reach dropped -15.2% by week 15–21 Jun — worth analyzing 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts over 28 days.
- 02 Dominant format – Photo (16/20 posts).
- 03 Avg post length – 719 chars (median 756).
- 04 Peak audience activity – Friday, 10:00 ALMT.
- 05 Top posts get 2× more views than the weakest (7.5K avg for top vs 4K for worst) – among 20 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

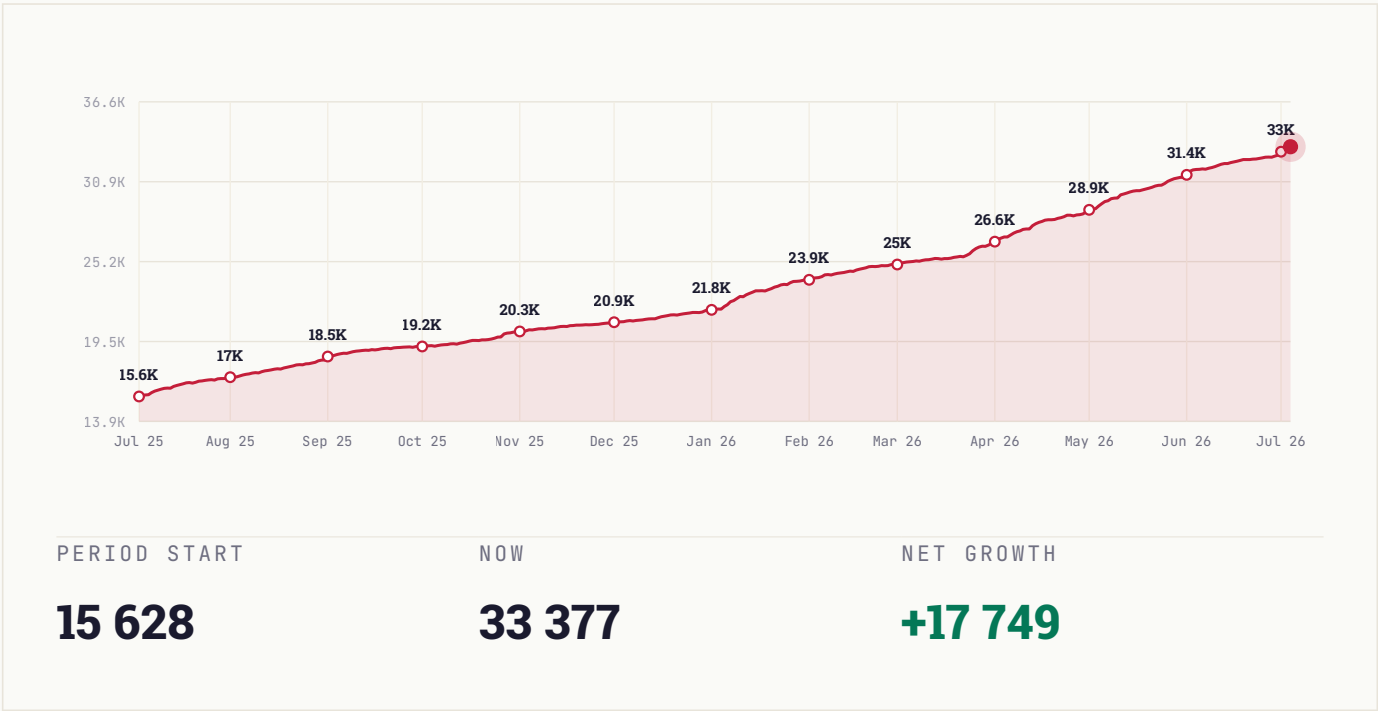
Nº1 10.06 · 06:24 VIDEO Today in the «Transformation» section we talk about changes to the special state benefit assignment service. To receive the service...	VIEWS 8 058 REPOSTS —	REACTIONS 13 ER 24.1%
Nº2 05.06 · 05:43 PHOTO  First digital Smart Point PSC opened in Ulytau region  Ulytau region, Kazakhstan: new Smart Point digital PSC format launched...	VIEWS 7 496 REPOSTS 5	REACTIONS 17 ER 22.5%
Nº3 09.06 · 07:04 PHOTO June 26, 2026 – one of the most beautiful days this year for a wedding. If you plan to say “yes” on this day...	VIEWS 7 096 REPOSTS 13	REACTIONS 12 ER 21.3%

Nº4 15.06 • 07:56 PHOTO «Government for Citizens» State Corporation and Georgia's Justice House signed a cooperation memorandum. The document experience...	VIEWS 6 803 REPOSTS 1 REACTIONS 16 ER 20.4%
Nº5 16.06 • 07:42 PHOTO Today in «Short and concise» we explain the procedure for registering attachments. In what cases is registration mandatory...	VIEWS 6 521 REPOSTS 3 REACTIONS 9 ER 19.5%
WORST 3	
↓ 30.06 • 11:39 PHOTO 🌸Training on using AI in practice at the «Government for Citizens» State Corporation was held. During the training...	VIEWS 4 082 REPOSTS — REACTIONS 6 ER 12.2%
↓ 23.06 • 05:01 PHOTO 🇧🇪We thank you for your work and contribution to the country's development! _____ 🇧🇪Благодарим за ваш труд и вклад в развитие...	VIEWS 4 075 REPOSTS 2 REACTIONS 10 ER 12.2%
↓ 01.07 • 04:00 PHOTO 🌸Dear customers! 🏢Starting July 1, addresses of duty PSCs in several regions will change. ↻Updated...	VIEWS 3 703 REPOSTS — REACTIONS 5 ER 11.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

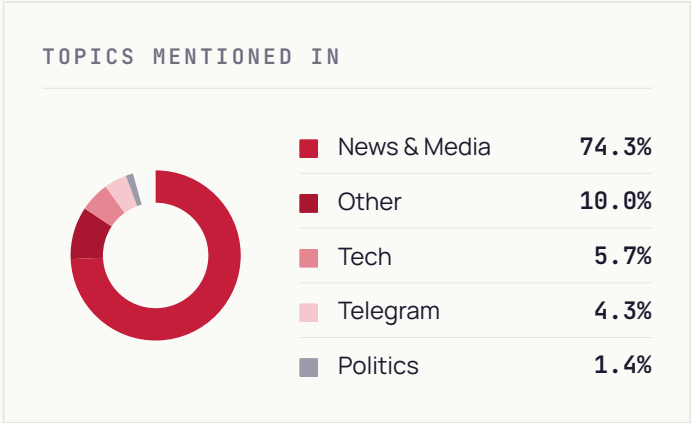
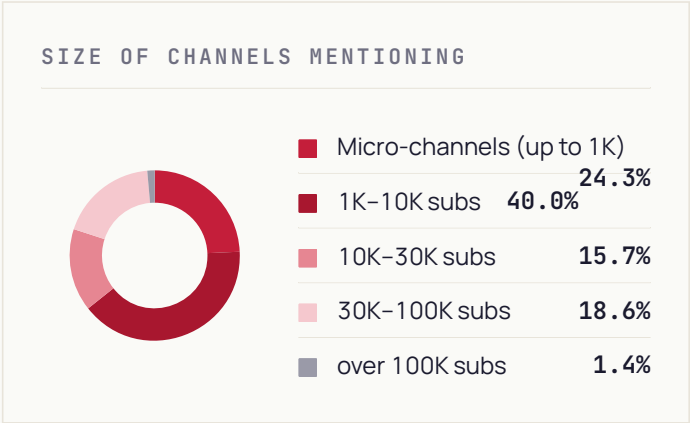
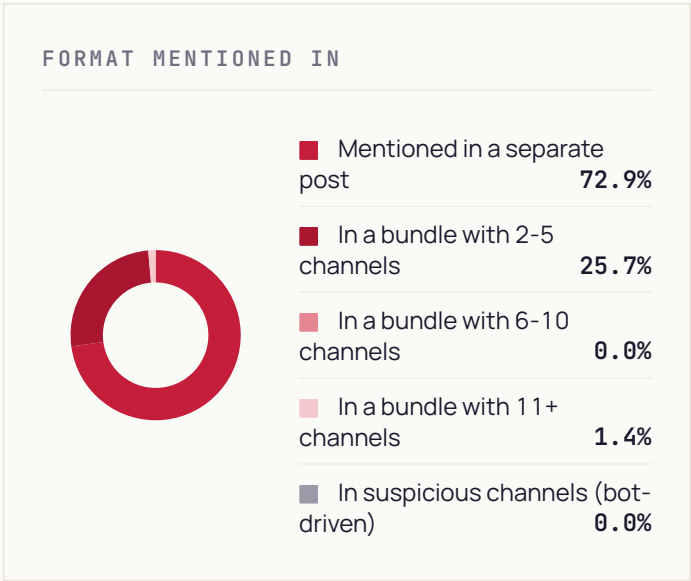
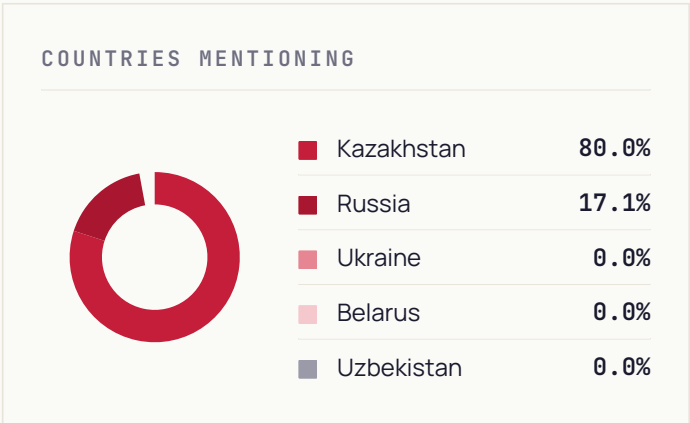
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

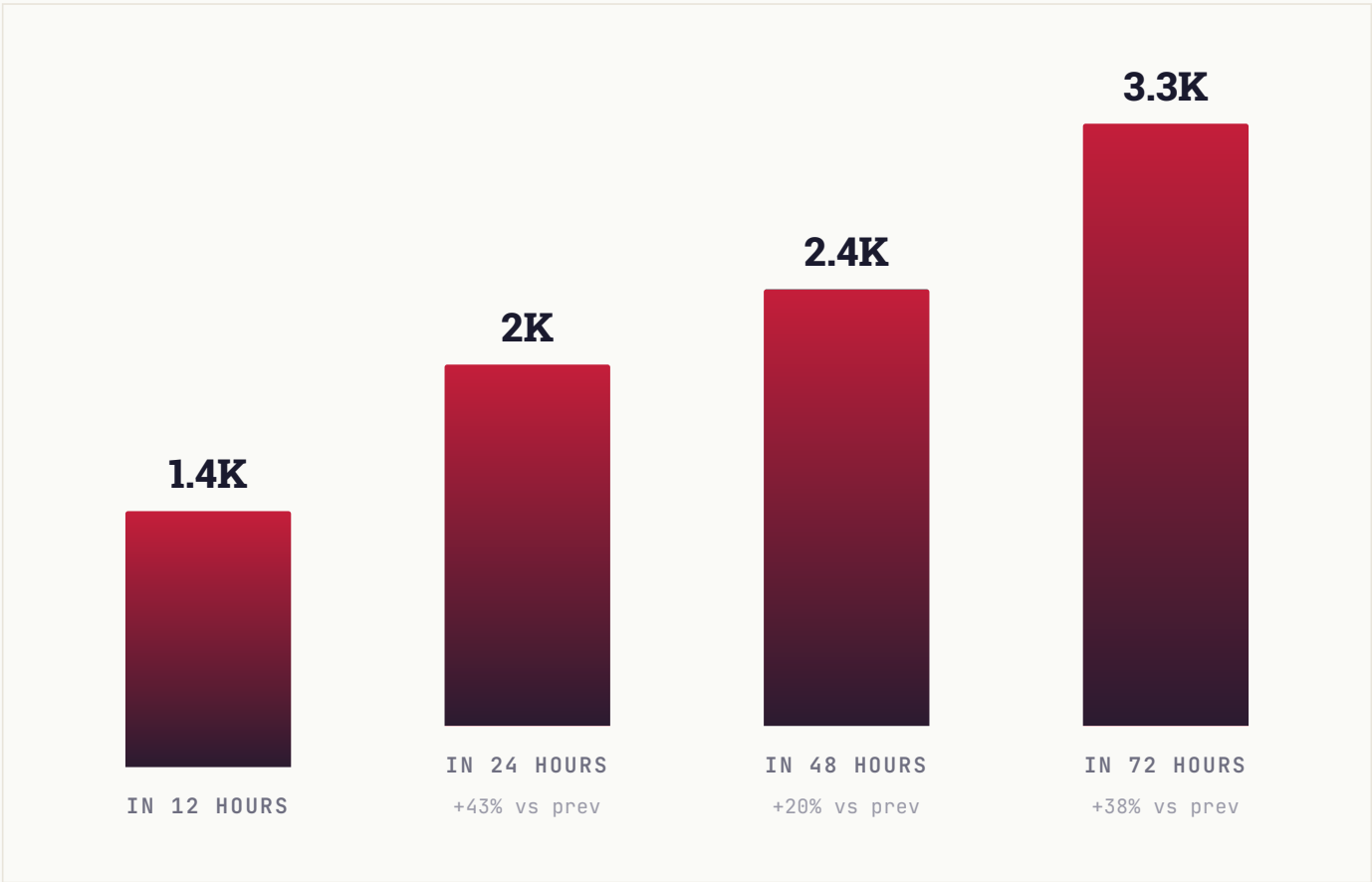
Citation index **13** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **40** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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
GO gov4c.kz YOU	33.4K
ET Eyad Trader Quotex Bot  1	22.2K
OK Cargo Reviews	17.9K
F« Damu Foundation	17.5K
O Oy.kz Paid surveys Kazakhstan	13.1K
ös Ösim	12.9K
 Opportunities  startup-course.com 	10K
  Toskabaev Arman Business mindset	9.5K
VI Shipping from KZ Delivery from USA & Europe	9.2K
Қ/ ҚазМұнайГаз / KazMunayGas	8.7K
SI SHANTAL wholesale lingerie	8.5K

COMPARATIVE INSIGHT

Channel intop-1 niche (#1 of 100 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

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 **7**, they brought **7 417** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	3	2	2 218
December 2025	1	1	991
Nov 2025	0	0	685
Oct 2025	0	0	1 132
Sep 2025	1	1	1 052
August 2025	2	1	1 339

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
7	6	7 417

SECTION 08 · NICHE COMPARISON

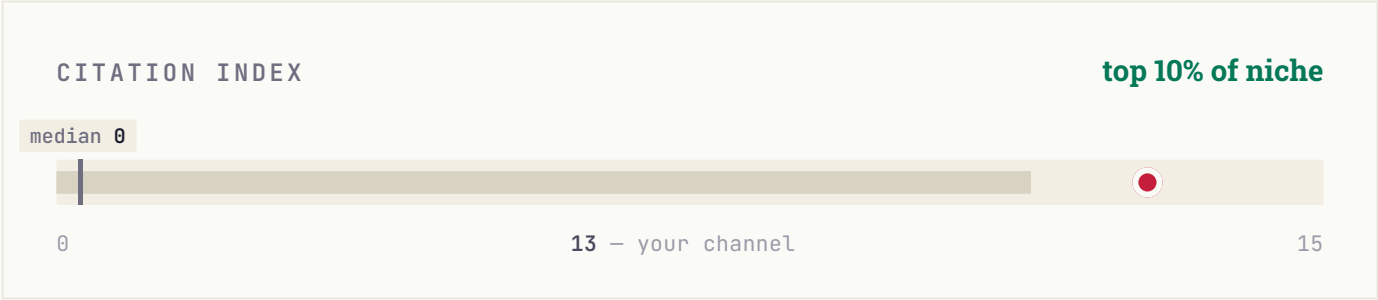
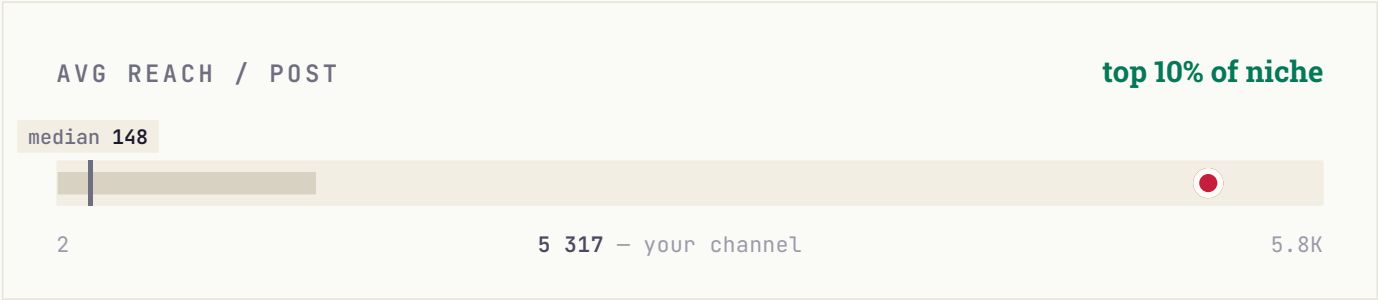
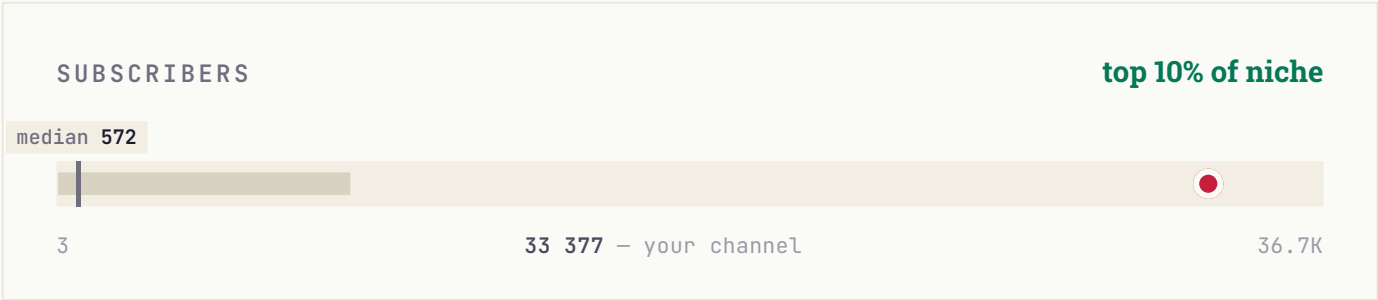
Where the channel stands in its league

Took top-100 channels in category «Business and startups» and saw how your channel looks against them. Gray bar — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#1/100

POSITION IN NICHE

Channel in top 1% Business & Startups



— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Main post of the week — on Friday

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

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 keywords from your niche — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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
