

PROMTPRESS PUBLIC REPORT

Channel audit

HALYQSTAN



@halyqstan

Top Kazakhstan news Contact: @halyqstanBOT Support the channel: <https://lmv.kz/c/etbYFq9I> We're on TikTok <https://www.tiktok.com/@halyqstan>

SUBSCRIBERS

30 027

-66 per month

ERR (% SEE POSTS)

25.0%

in 24 hrs **19.1%**

REACH/POST

7.6K

ad reach **5.7K/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 30 027 —	 SUBSCRIBER REACH 25.16% avg % subs see post	 VIEWS/POST 7.6K median 7K · 29 days	 POSTS/DAY 7.8 ~54 per week
 7D TREND +20.5% vs previous week	 REACTIONS/POST 69.2 only 15,774 reactions, 2,883 reposts, 2,007 comments	 POST LENGTH 883 chars. median 1000 · 29 days	 POSTS ANALYZED 228 29 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -66 last month	 CITATION RATE 176 citation index · 314 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 09.01.2022

AI EDITOR SUMMARY

Channel «HALYQSTAN 🇺🇵» — 30 027 subs. Each post avg views 7.6K people (25% of subs), good reach. Publishes 54 posts/week (~8/day) — active posting. Week Jun 22–28 reach grew +20.5% to week Jun 15–21 — positive trend.

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 **228** posts in 29 days.
- 02 Dominant format – **Video** (116/228 posts).
- 03 Avg post length – **883** chars (median 1000).
- 04 Audience peak activity – **Monday**, 15:00 ALMT.
- 05 Top posts collect **11x** more views than the weakest (41.3K avg for top vs 3.8K for worst) – among 228 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 08:16 TEXT A daring robbery occurred on the night of June 19-20 at the home of former police general Zhailaubek Khalykuly in Almaty region. According to...	VIEWS 43 049 REPOSTS 58	REACTIONS 61 ER 143.4%
Nº2 26.06 · 07:41 VIDEO Man detained in Aktobe for blackmailing ex-girlfriend with intimate video What – money or resuming old passion – he wanted...	VIEWS 42 636 REPOSTS 43	REACTIONS 59 ER 142.0%
Nº3 15.06 · 10:49 PHOTO Defendant in Al-Farabi accident case cried in court and pleaded guilty again. In Almaty, the trial continues in the case of...	VIEWS 38 147 REPOSTS 10	REACTIONS 43 ER 127.0%

Nº4

08.06 • 09:24

PHOTO

Honors student in NIS Astana driven to suicide attempt. In one of the country's most prestigious schools, a story unfolds that shatters the myth about...

VIEWS

12 049

REPOSTS

121

REACTIONS

261

ER

40.1%

Nº5

10.06 • 07:06

PHOTO

Arkalyk blogger sentenced to 10 years for sex with debtors. Author of YouTube channel «AAILY Arkalyk» Kanat Alimbayev, known for criticizing...

VIEWS

12 018

REPOSTS

43

REACTIONS

160

ER

40.0%

WORST 3

↓ 15.06 • 03:56 PHOTO

Last week several cars were damaged on the Almaty-Khorgos highway. Videos appeared online, e.g. about...

VIEWS

4 122

REPOSTS

4

REACTIONS

61

ER

13.7%

↓ 25.06 • 05:25 PHOTO

The Prosecutor General's Office initiated inspections of companies included in the Register of Kazakh Producers; one firm has already been caught in...

VIEWS

3 765

REPOSTS

7

REACTIONS

71

ER

12.5%

↓ 19.06 • 05:29 PHOTO

A stretch ceiling installer defrauded 13 clients, was convicted of fraud, did not repay damages, but still didn't go to prison...

VIEWS

3 446

REPOSTS

11

REACTIONS

109

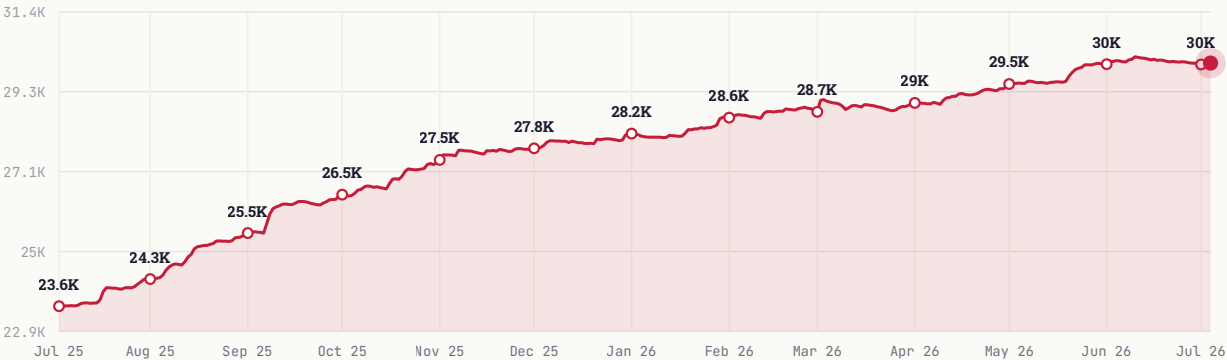
ER

11.5%

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 subs and which months subs left.



PERIOD START

23 556

NOW

30 028

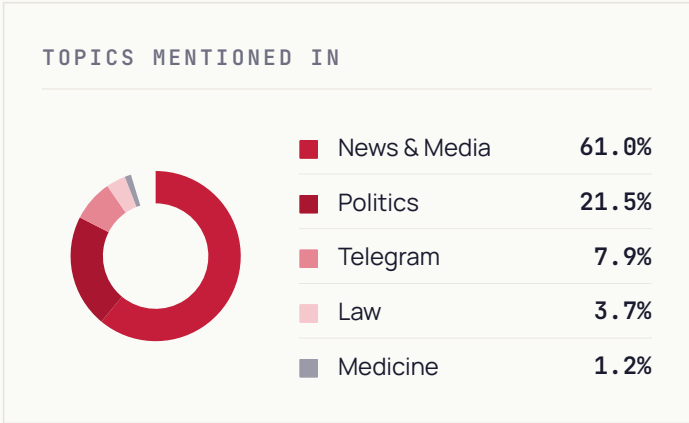
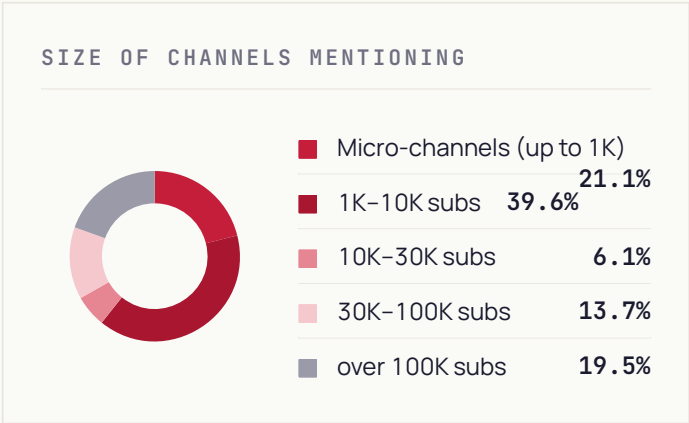
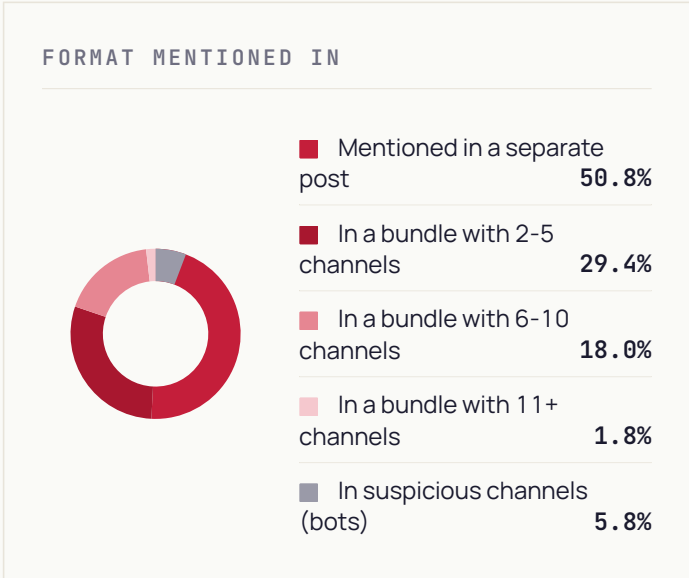
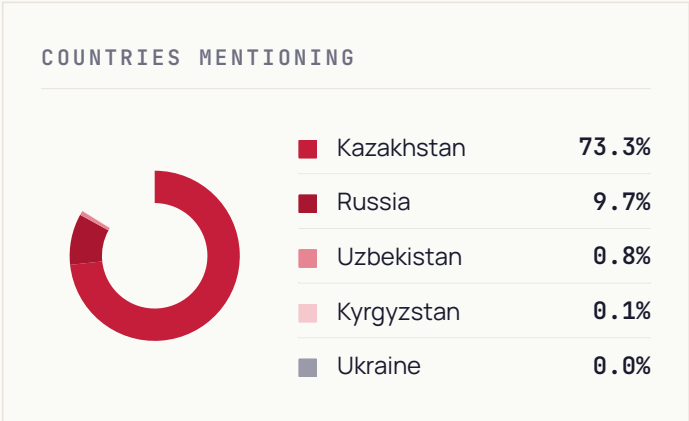
NET GROWTH

+6 472

SECTION 04 · CITATIONS

Who mentions the channel and how

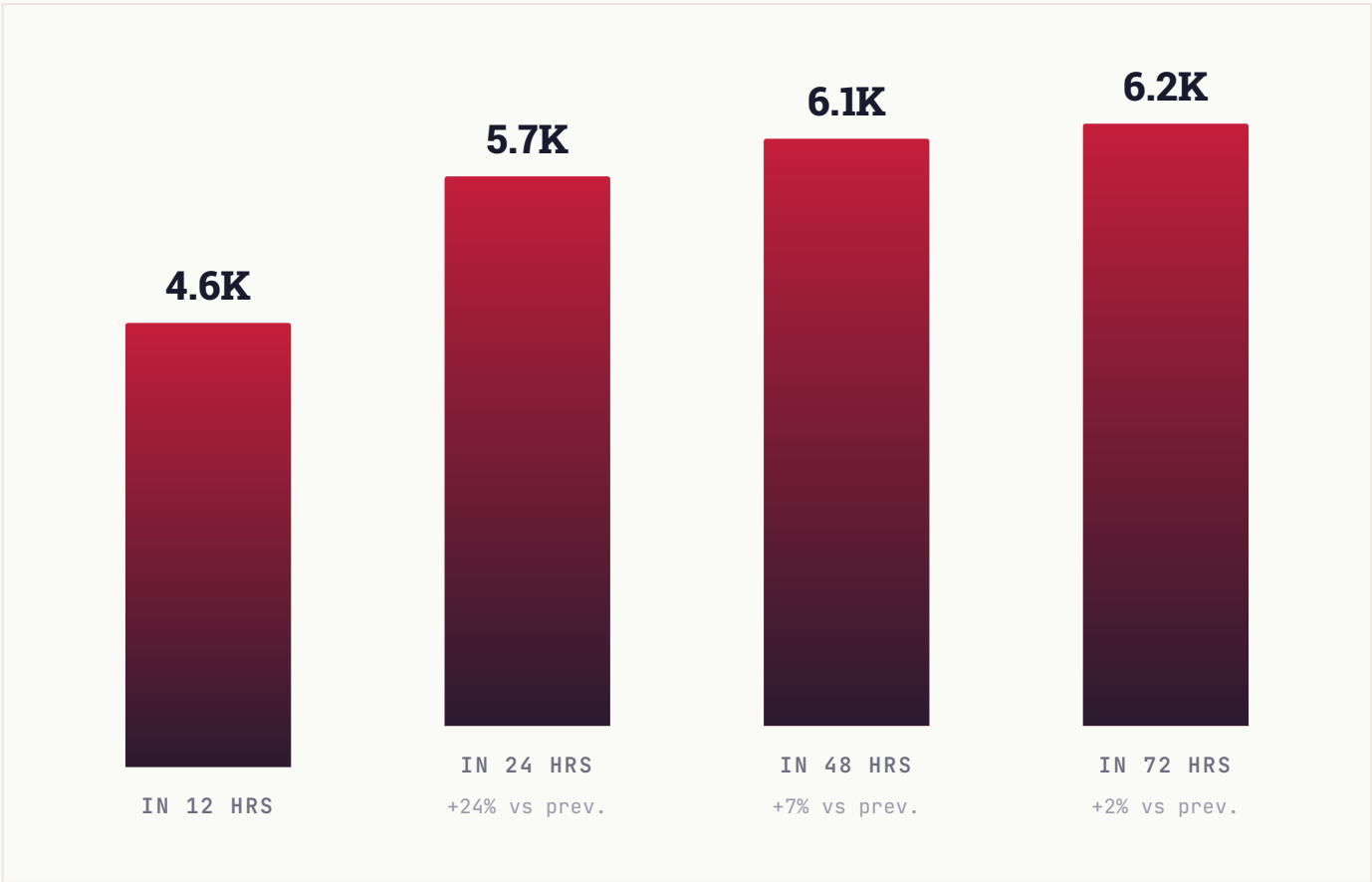
Citation index **176** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **314** different channels.



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 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 neighbors.

CHANNEL	SUBSCRIBERS
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 NON-Khabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
 HALYQSTAN  	30K

COMPARATIVE CONCLUSION

Channel in upper half of niche (#37 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **705**, they brought **5 324** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	124	36	593	
December 2025	127	34	634	
November 2025	122	29	592	
October 2025	131	38	1 077	
September 2025	98	34	1 185	
August 2025	103	30	1 243	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
705	6	5 324

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» and compared your channel.

Gray bar = range for 80% of niche channels (p10 to p90). Black vertical = median.

Red dot = your channel.

#37

/100

POSITION IN NICHE

Channel in the top half of the ranking

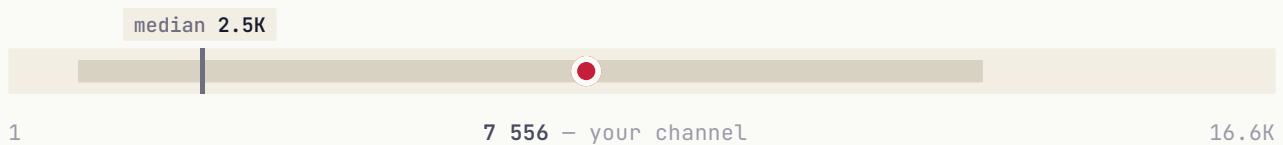
SUBSCRIBERS

better than 57% of niche



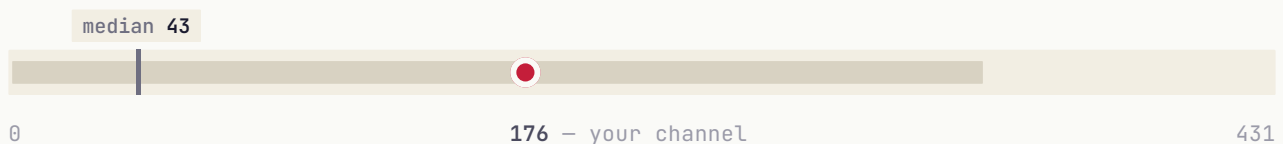
AVG REACH / POST

better than 69% of niche



CITATION INDEX

better than 68% of niche



— SECTION 09 · 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 Monday

Audience is most active on this day at 15:00 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 finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

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

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 niche keywords — a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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