

PUBLIC PROMTPRESS REPORT

Channel audit

Hola News



@holanewskz

Contact editorial / send news @holanewsbots Ads @Evv_je

SUBSCRIBERS

16 112

-269 per month

ERR (% SEE POSTS)

13.0%

in 24 hrs **8.2%**

REACH/POST

2.1K

ad reach **1.3K**/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 16 112 —	 SUBS REACH 13.05% avg % subs see post	 VIEWS/POST 2.1K median 1.9K · 29 days	 POSTS/WEEK 17.0 over period
 7D TREND +9.8% vs previous week	 REACTIONS/POST 31.8 only 2,257 reactions, 472 reposts, 73 comments	 POST LENGTH 617 chars median 611 · 29 days	 POSTS ANALYZED 71 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -269 over last month	 CITATION RATE 136 citation index · 279 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 23.07.2017

AI EDITOR SUMMARY

Channel «Hola News» – 16 112 subs. Each post averages 2.1K people (13% of subs), reach is low – consider expanding audience. Publishes 17 posts per week (~2/day) – regular schedule. For week 22–28 Jun reach grew by +9.8% to week 15–21 Jun – 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 71 posts in 29 days.
- 02 Dominant format – Video (33/71 posts).
- 03 Avg post length – 617 chars (median 611).
- 04 Peak audience activity – Friday, 20:00 ALMT.
- 05 Top posts get 4x more views than the weakest (5.5K avg for top vs 1.6K for worst) – among 71 posts over 29 days. Worth analyzing what the top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 15:07 VIDEO After demands for resignation, minister responds to critics Earlier we wrote about a wave of criticism towards the Minister of Labor and Social Protection...	VIEWS 9 322 REPOSTS 9	REACTIONS 43 ER 57.9%
Nº2 11.06 · 09:44 VIDEO We meant well, but it turned out... In Aktobe, residents of Zhanakonyz appreciated the new asphalt, but got an unexpected obstacle along with it...	VIEWS 3 681 REPOSTS 5	REACTIONS 26 ER 22.8%
Nº3 08.06 · 09:56 PHOTO No, it's not milk tea. That's what tap water looks like now in Bozaigyr, Akmola region. Locals contacted the editorial office...	VIEWS 3 591 REPOSTS 8	REACTIONS 22 ER 22.3%

Nº4

01.07 · 07:05

VIDEO

New videos of the capital's LRT (now Tarlan) appeared on social media. Users complain that train intervals have increased to...

VIEWS

3 518

REACTIONS

26

REPOSTS

9

ER

21.8%

Nº5

17.06 · 07:48

TEXT

Our country will borrow several billion from the IBRD for the republican budget. Kazakhstan will borrow from the International Bank for Reconstruction and Development...

VIEWS

3 338

REACTIONS

39

REPOSTS

4

ER

20.7%

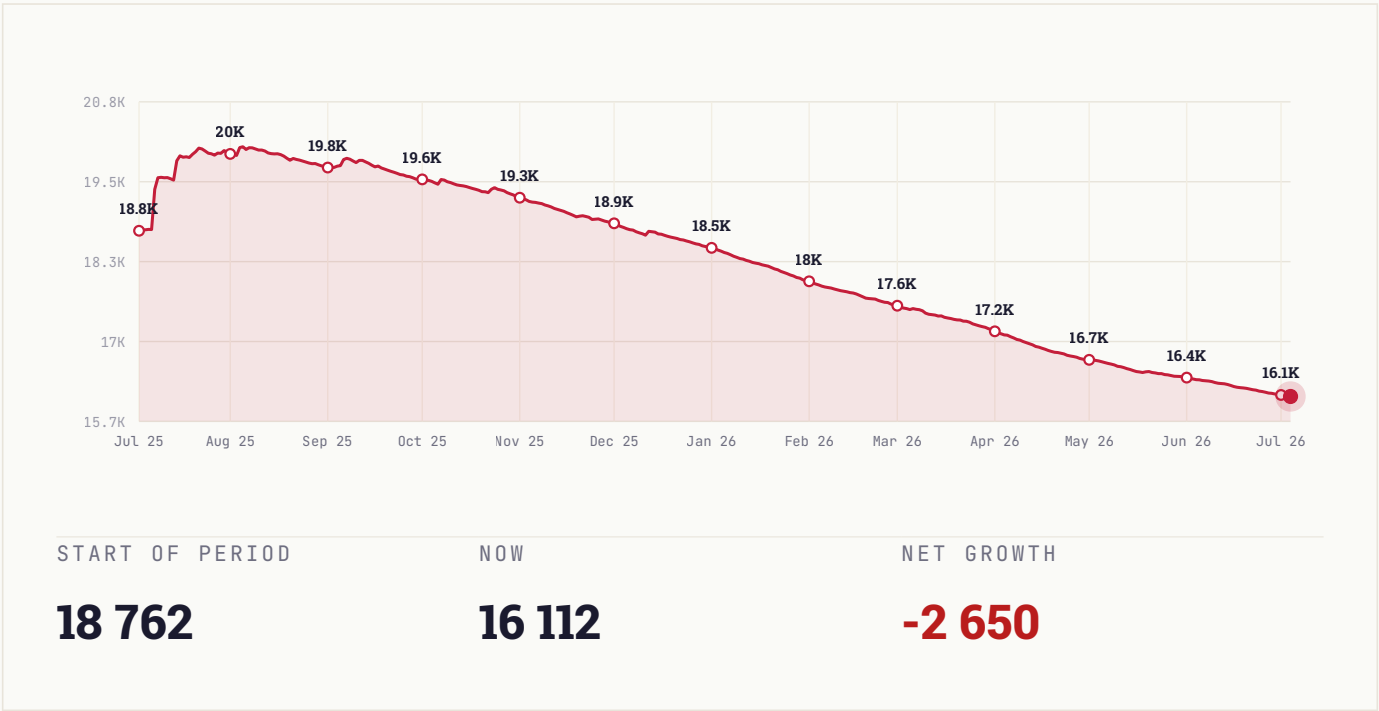
WORST 3

↓ 30.06 · 11:46 VIDEO Today deputies left parliament. For some, this day may be the last in the history of the Majilis and Senate. Who will enter the new...	VIEWS 1 602 REACTIONS 28 REPOSTS 1 ER 9.9%
↓ 30.06 · 09:37 TEXT Ministry of Health will inspect plastic surgery clinics across Kazakhstan. The likely reason is the tragedies in Almaty and Aktau, where after...	VIEWS 1 575 REACTIONS 7 REPOSTS 2 ER 9.8%
↓ 30.06 · 10:15 TEXT Yerlan Karin appointed first deputy head of the Presidential Administration	VIEWS 1 503 REACTIONS 1 REPOSTS 2 ER 9.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

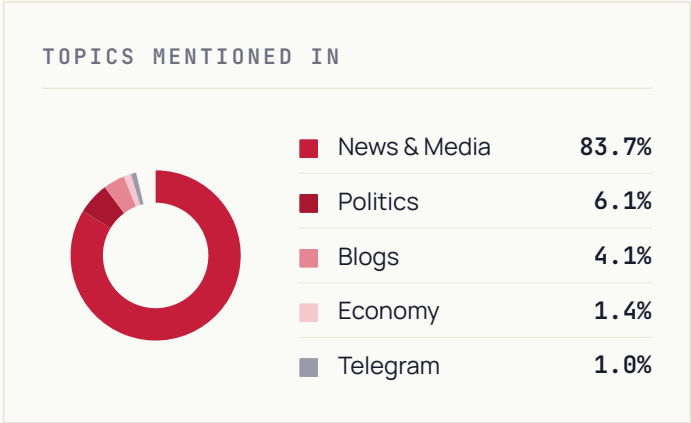
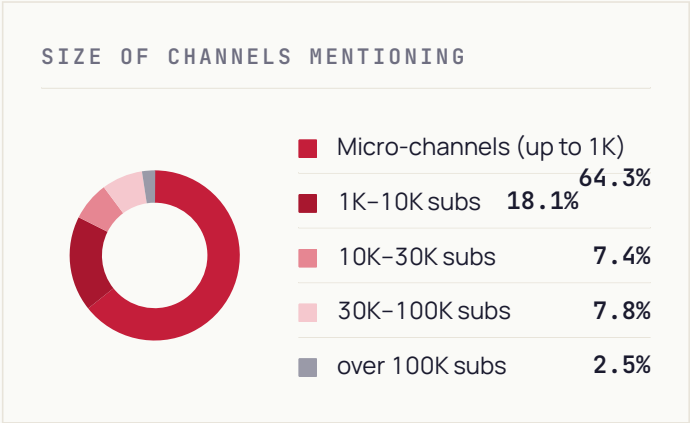
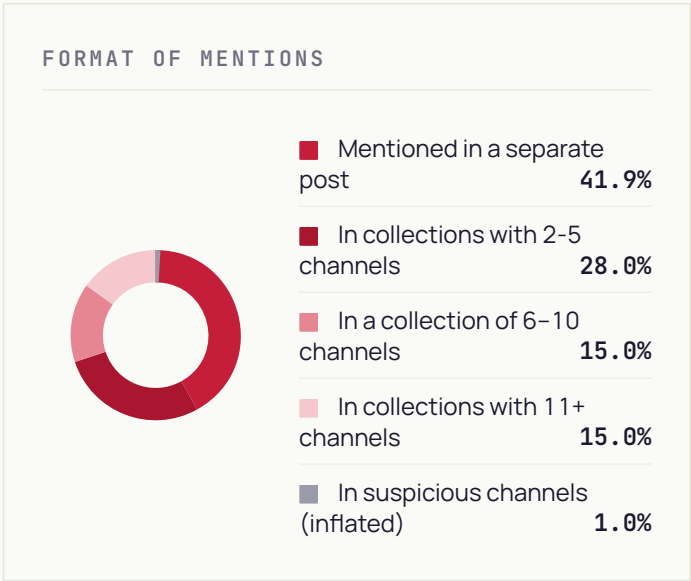
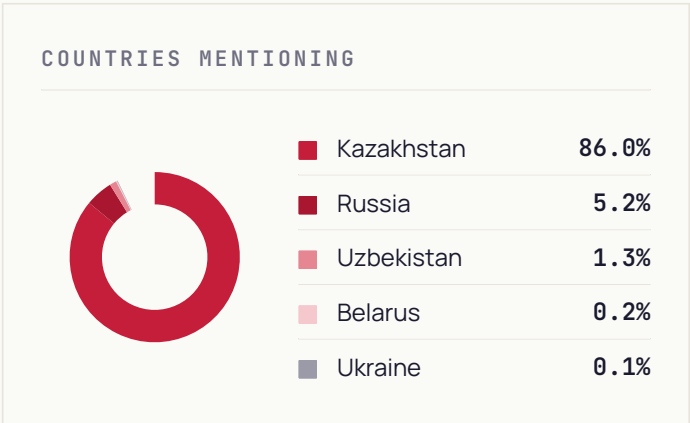
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who and how mentions the channel

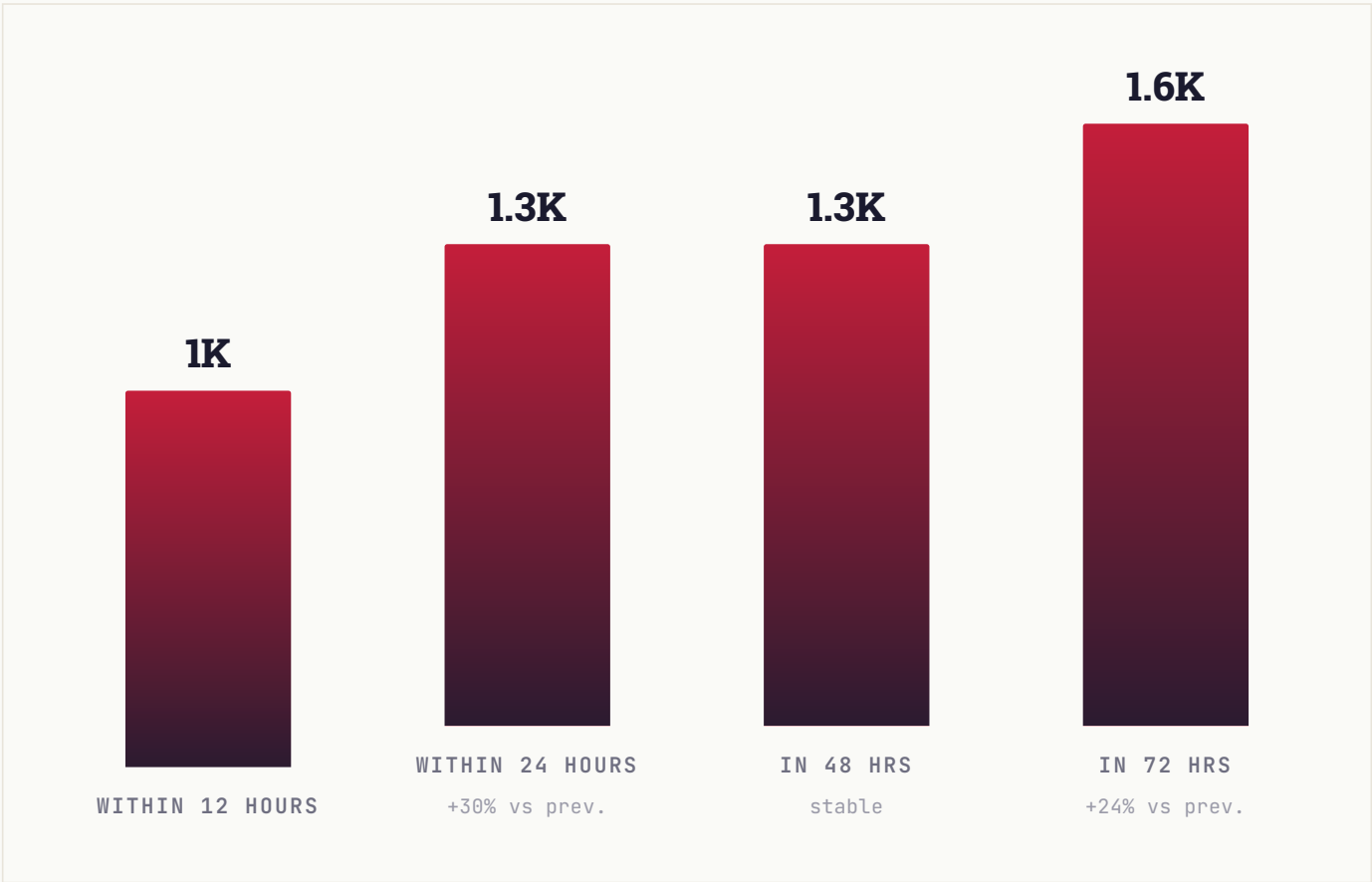
Citation index **136** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **279** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

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
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
HN Hola News YOU	16.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#61 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

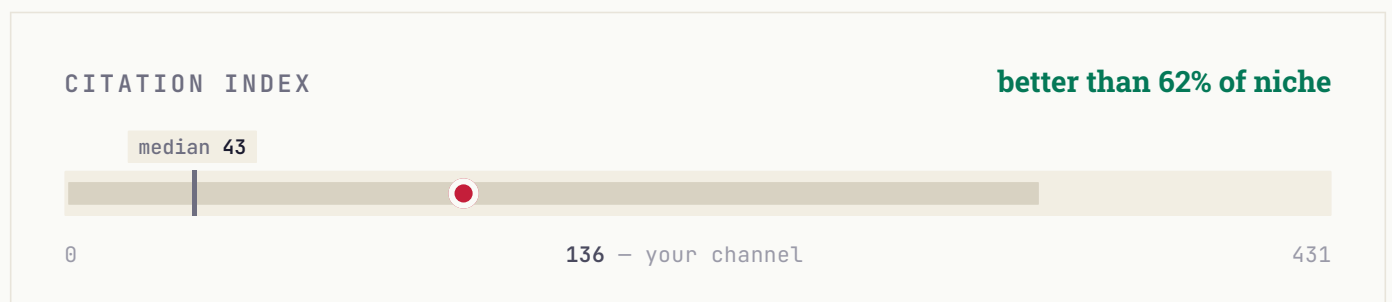
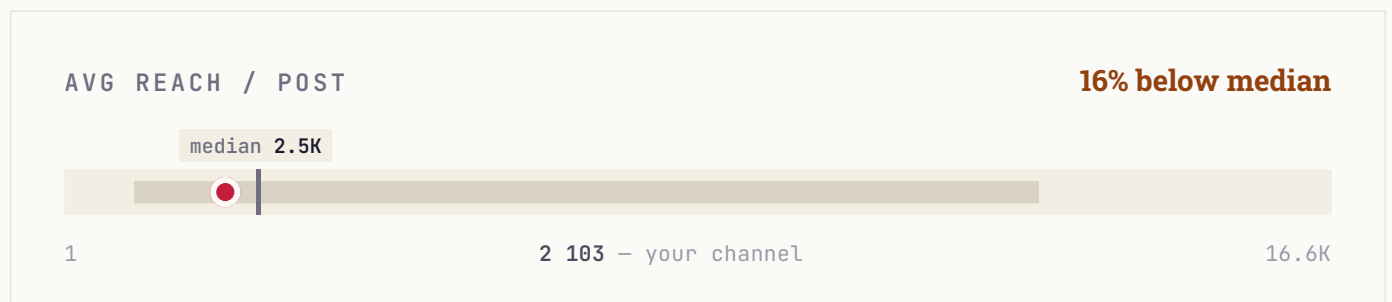
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **38**, they brought **646** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	0
December 2025	4	3	63
Nov 2025	4	4	26
Oct 2025	12	7	158
Sep 2025	8	7	197
August 2025	8	6	202
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
38	6		646

Where the channel stands in its league

Red dot – your channel.



— 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 Friday

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

EFFECT

**Best window
for an
important post**

02

System 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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. 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 — 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 a few minutes based on public data. If you want to go further — run ads through us and close 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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