

PUBLIC REPORT PROMTPRESS

Channel audit

ISKONYA



@islawkaa

Islam Tilyapzhanov's personal channel. Uncensored content, ideas, news, and behind the scenes. For collabs, write to Inst: tilyapzhanov

SUBSCRIBERS

35 504

-246 per month

ERR (% SEE POSTS)

41.0%

per day **16.1%**

REACH/POST

14.3K

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 below the number shows the period it covers.

 SUBSCRIBERS 35 504 —	 SUBSCRIBER REACH 40.3% avg % subs see post	 VIEWS/POST 14.3K median 14.2K · 27 days	 POSTS/WEEK 15.2 for the period
 7D TREND -7.3% vs previous week	 REACTIONS/POST 1021.6 total 61,297 reactions, 1,052 reposts, 0 comments	 POST LENGTH 42 chars. median 31 · 27 days	 POSTS ANALYZED 60 27 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -246 for the last month	 CITATION INDEX 1 citation index · 3 channels mentioned it ever	 CHANNEL AGE 1 year 8 months created 23.10.2024

AI EDITOR SUMMARY

Channel «ISKONYA» — 35 504 subs. Each post gets on average 14.3K people (40% from subs), that's wide reach for a channel this size. Publishes 15 posts per week (~2 per day) — regular schedule. For the week of Jun 22–28, reach dropped by -7.3% to the week of Jun 15–21 — worth analyzing why.

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 60 posts in 27 days.
- 02 Dominant format — Text (36/60 posts).
- 03 Avg post length — 42 chars (median 31).
- 04 Audience peak activity — Saturday, 01:00 ALMT.
- 05 Top posts gather 2x more views than the weakest (20K avg for top vs 10K for worst) — across 60 posts in 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 15:17 TEXT 	VIEWS 20 284 REPOSTS 9	REACTIONS 1 375 ER 57.1%
Nº2 08.06 · 10:36 TEXT You can already presave the track «Forever» — it drops June 12! https://dnkmusic.ru/isko_navsegda	VIEWS 19 931 REPOSTS 31	REACTIONS 1 041 ER 56.1%
Nº3 06.06 · 20:15 VIDEO (post without caption — video)	VIEWS 19 732 REPOSTS 18	REACTIONS 1 360 ER 55.6%

Nº4 13.06 • 15:17 TEXT today there will be very cool videos on tt and insta, stay tuned guys	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>19 437</td><td>1 252</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>3</td><td>54.7%</td></tr> </table>	VIEWS	REACTIONS	19 437	1 252	REPOSTS	ER	3	54.7%
VIEWS	REACTIONS								
19 437	1 252								
REPOSTS	ER								
3	54.7%								
Nº5 07.06 • 19:40 TEXT https://www.instagram.com/p/DZS2Y6Pjazp/?img_index=3&igsh=aWlmbmdyeWl2bGow	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>19 252</td><td>706</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>16</td><td>54.2%</td></tr> </table>	VIEWS	REACTIONS	19 252	706	REPOSTS	ER	16	54.2%
VIEWS	REACTIONS								
19 252	706								
REPOSTS	ER								
16	54.2%								

WORST 3

↓ 25.06 • 18:31 TEXT https://vt.tiktok.com/ZSC2V4h7G	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>10 433</td><td>502</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>11</td><td>29.4%</td></tr> </table>	VIEWS	REACTIONS	10 433	502	REPOSTS	ER	11	29.4%
VIEWS	REACTIONS								
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REPOSTS	ER								
11	29.4%								
↓ 24.06 • 19:36 VIDEO (post without caption – video)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 891</td><td>962</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>18</td><td>27.9%</td></tr> </table>	VIEWS	REACTIONS	9 891	962	REPOSTS	ER	18	27.9%
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↓ 24.06 • 19:36 TEXT going to speak	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 816</td><td>867</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>8</td><td>27.6%</td></tr> </table>	VIEWS	REACTIONS	9 816	867	REPOSTS	ER	8	27.6%
VIEWS	REACTIONS								
9 816	867								
REPOSTS	ER								
8	27.6%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

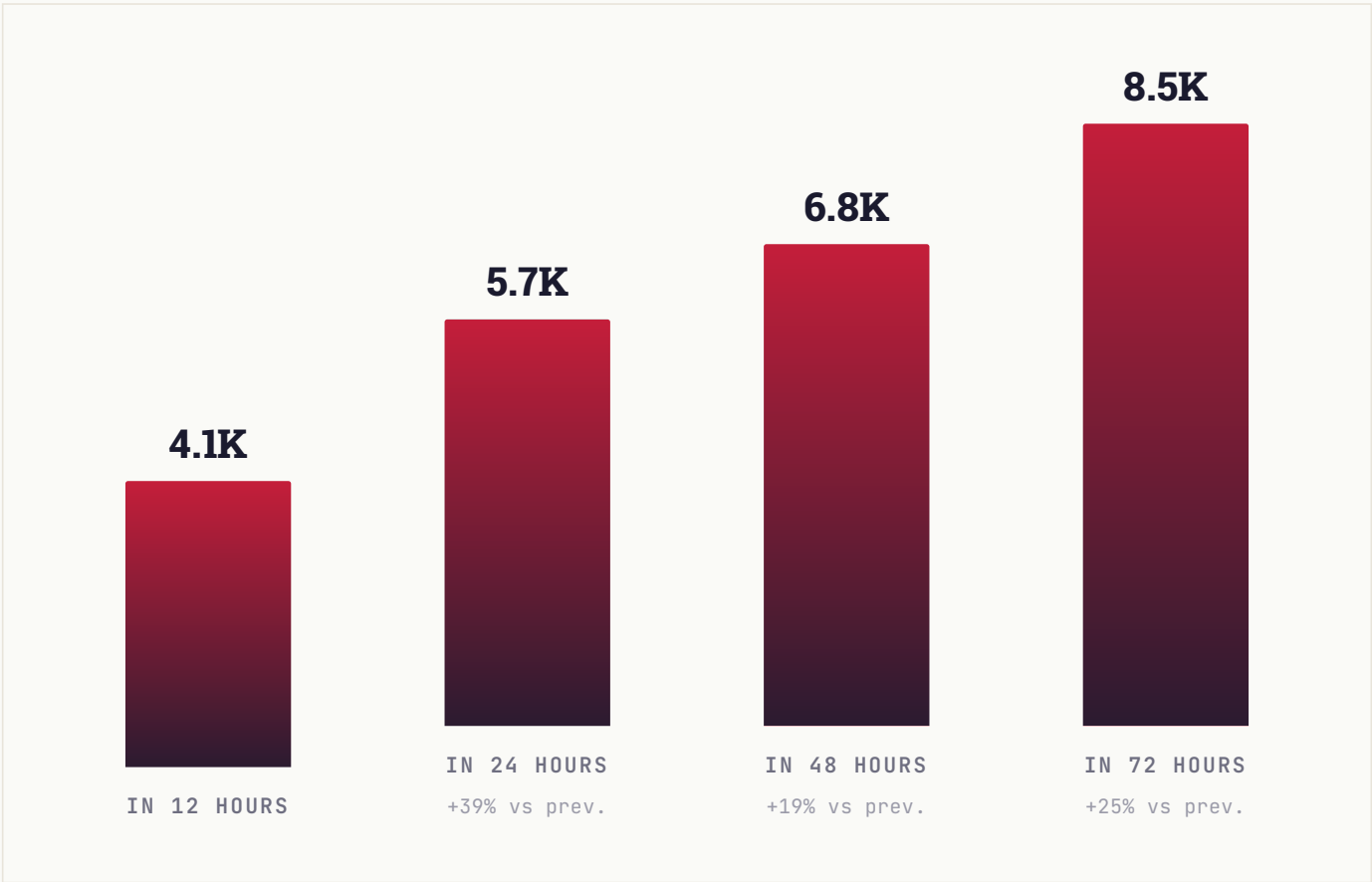
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
MS Margulan Seisembay	212.9K
AL ALIBEKOV	56.3K
SI Syrym Itkulov	50K
SA SADRADDIN	48.8K
IS ISKONYA YOU	35.5K
YY Yerzhan Yessimkhanov	32.6K
AI Aissaule	24.4K
GU Guzel Urazova	24.1K
ZA ZAKIROV.TAT	23.8K
ZT Call Thunberg!	22.1K
AL ALPHA	21.1K

COMPARATIVE CONCLUSION

Channel inniche top 10 (#6 of 98). Strong position. Niche leader — Margulan Seisembay (212.9K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **16 543** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	928
December 2025	0	0	385
November 2025	0	0	1 028
October 2025	0	0	7 415
September 2025	0	0	2 022
August 2025	0	0	4 765

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	16 543

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Blogs» and saw how your channel compares.
Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
Red dot — your channel.

#6/100

RANK IN NICHE

Channel in top 6% of blogs



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Saturday

Audience most active on this day at 01:00 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 and 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
- 04

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do it **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want to go further? — run ads with us and hit your growth target
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
