

PUBLIC REPORT BY PROMTPRESS

Channel audit

Janapost.kz



@janapostt

SUBS

33 180

-590 per month

ERR (% SEE POSTS)

13.0%

per day 5.0%

REACH/POST

4.4K

ad reach 1.7K/24h

— TABLE OF CONTENTS · 2026

What's inside the report

01 **Channel snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top-5 posts · worst 3 · insights

03 **Subscriber dynamics**

Yearly chart · growth

04 **Ad potential**

How long a post brings reach

05 **Competitors**

Niche neighbors · your spot

06 **Mention dynamics**

6 months · monthly

07 **Niche comparison**

Rank in Sales category

08 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 33 180 —	 SUBSCRIBER REACH 13.17% avg % subs see post	 VIEWS/POST 4.4K median 4.1K · 21 days	 POSTS/WK 5.1 over period
 7D TREND -17.7% vs previous week	 REACTS/POST 12.0 total 192 reactions, 32 reposts, 30 comments	 POST LENGTH 697 chars median 678 · 21 days	 POSTS ANALYZED 16 21 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -590 last month	 CITATION RATE 0 citation index (cumulative)	 CHANNEL AGE 3 years 8 months created 26.10.2022

AI EDITOR SUMMARY

Channel «Janapost.kz» — 33 180 subs. Each post gets avg 4.4K people (13% from subs), reach is low — need to grow audience. Publishes 5 posts/week (~1/day) — rare. Week Jun 22–28 reach dropped -17.7% to week 15–21 Jun — worth analyzing reasons.

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 TOP POSTS SHARE

- 01 Analysis based on 16 posts in 21 days.
- 02 Dominant format – Photo (9/16 posts).
- 03 Avg post length – 697 chars (median 678).
- 04 Peak audience activity – Monday, 16:00 ALMT.
- 05 Top posts get 2x more views than the weakest (6.1K avg for top vs 2.8K for worst) – among 16 posts over 21 days. Worth analyzing what top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 11:55 TEXT Healthy lifestyle has long ceased to be just a trend. Today it's a necessity. We sit more, move less, more often...	VIEWS 7 010 REPOSTS 2	REACTS 22 ER 21.1%
Nº2 11.06 · 10:23 PHOTO JANA POST дарит 2 билета ESQUIRE PICNIC 13 июня у самых активных пользователей Jana Post будет возможность попасть на одно из самых...	VIEWS 5 737 REPOSTS 3	REACTS 13 ER 17.3%
Nº3 10.06 · 07:58 TEXT  What is 618 Sale and why millions await it? 618 is one of China's biggest sales. Originally it started as...	VIEWS 5 615 REPOSTS 2	REACTS 14 ER 16.9%

Nº4 17.06 • 10:56 **PHOTO**

 Why stock up during 618 sale? 618 is one of China's biggest online sales. Many sellers update...

VIEWS
5 428

REACTS
9

REPOSTS
1

ER
16.4%

Nº5 10.06 • 07:58 **PHOTO**

(post without caption – photo)

VIEWS
5 333

REACTS
12

REPOSTS
3

ER
16.1%

WORST 3

↓ 26.06 • 14:01 **TEXT**

PINDUODUO-ДАН ДЕМАЛЫСҚА АРНАЛҒАН ТОП 5
КЕРЕМЕТ САТЫП АЛУ 🌊🌴 1. Құралдарды құю үшін...

VIEWS
3 499

REACTS
3

REPOSTS
—

ER
10.5%

↓ 30.06 • 06:29 **PHOTO**

 SHEIN now in JAŇA POST app! For the first time in Kazakhstan, you can conveniently order SHEIN items via JAŇA POST app. Now...

VIEWS
2 589

REACTS
19

REPOSTS
7

ER
7.8%

↓ 30.06 • 06:28 **PHOTO**

 SHEIN marketplace first in Kazakhstan on JAŇA POST app! Now stylish clothes, shoes, bags, cosmetics from SHEIN...

VIEWS
2 240

REACTS
2

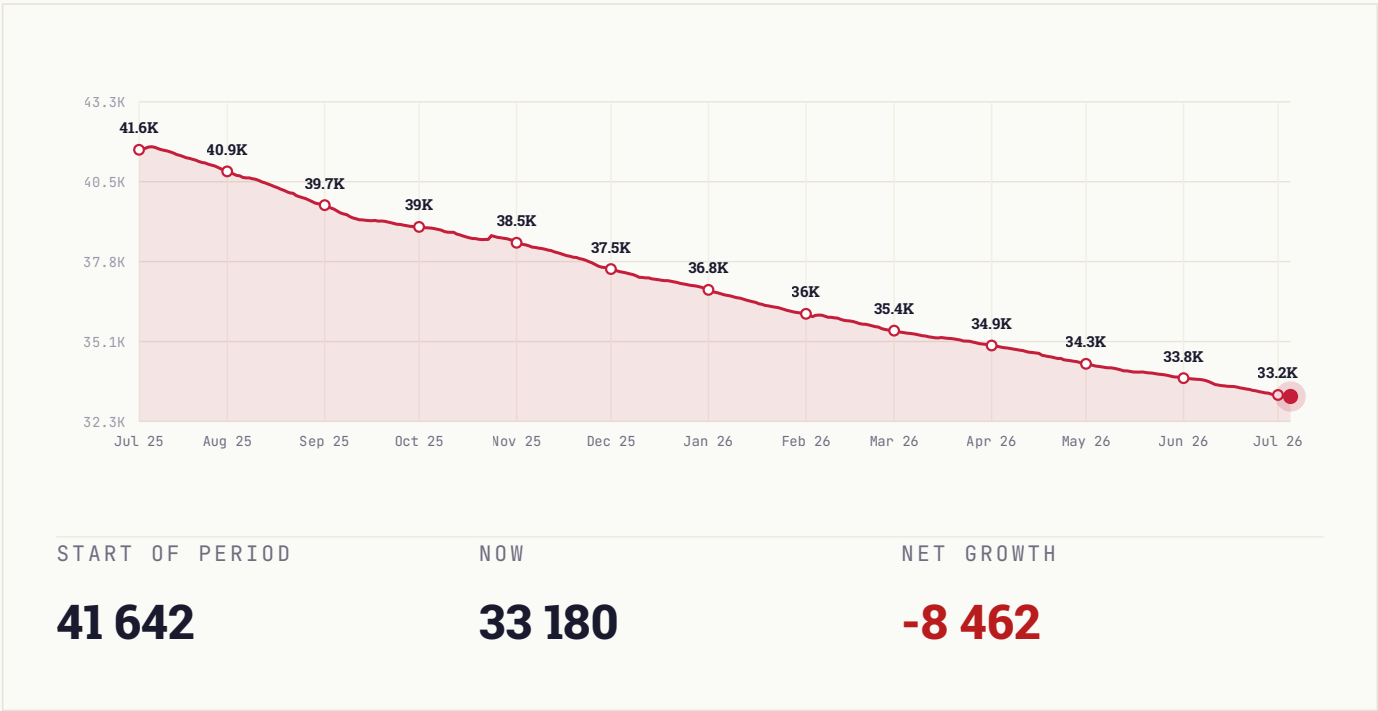
REPOSTS
—

ER
6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

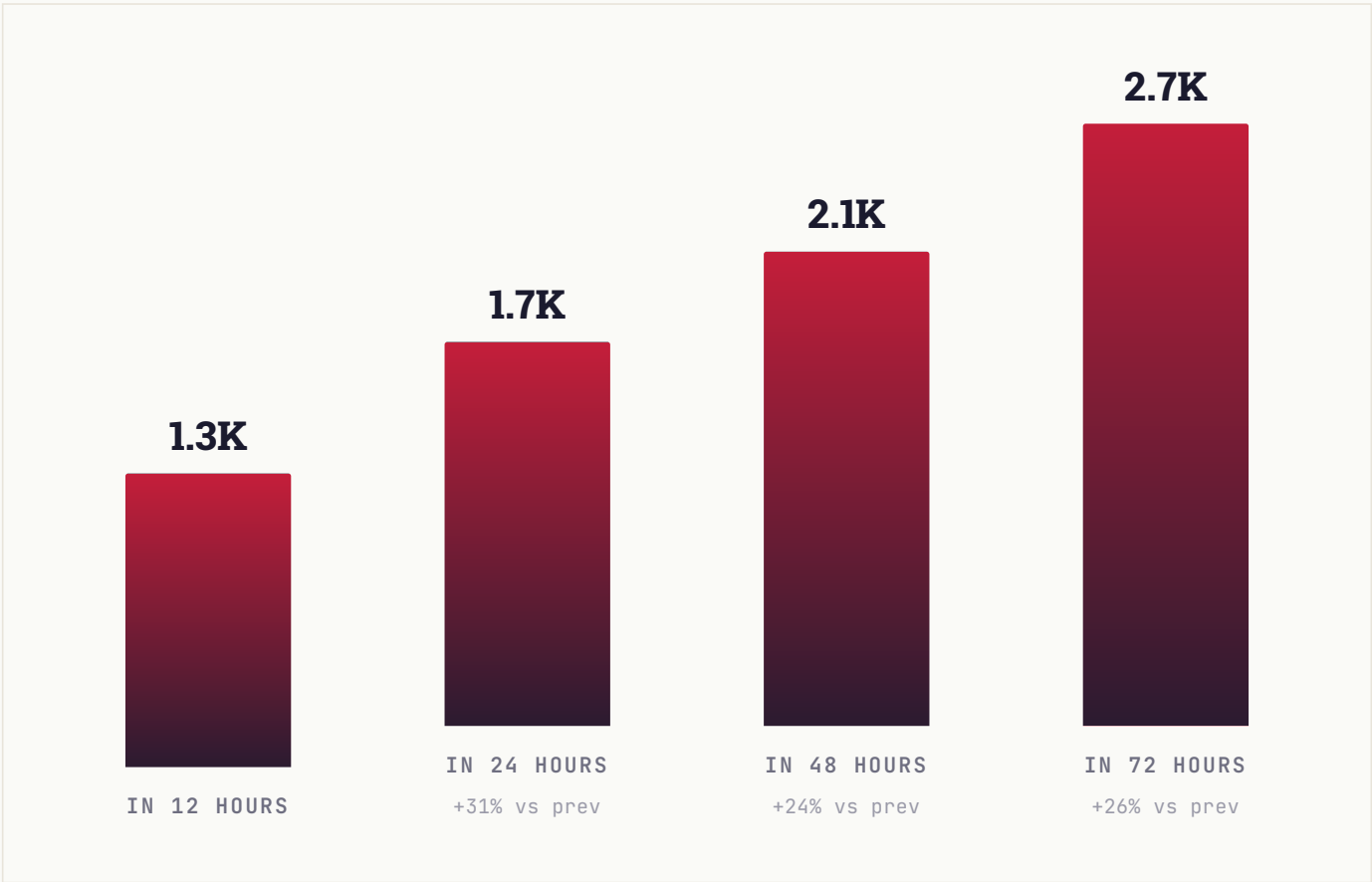
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
CP Kazakhstan Cheaper	206K
AK Аренда квартира Алматы Подселение	77.3K
JA Janapost.kz YOU	33.2K
АП Алматы Подселение Квартиры Квартира	29.4K
C- Skidki.live - Discounts in Kazakhstan	24.1K
TK TRENDSHOP КАТАЛОГ ОПТОМ	18.7K
CA Apartments Almaty Rent Almaty Find roommates Almaty	17.4K
AK Аренда Квартира Алматы Подселение Сожитель	16.8K
MO Model3D_stl	13.2K
AC Amway Central Asia	13.1K
QO QMARKET ОПТОМ КАТАЛОГ	13K

COMPARATIVE INSIGHT

Channel in top 3 niches (#3 of 100 channels in category). One of the leaders — client partners can go for cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 06 · 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 **0**, they brought **162** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	0
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	155
September 2025	0	0	7
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS
0	6		162

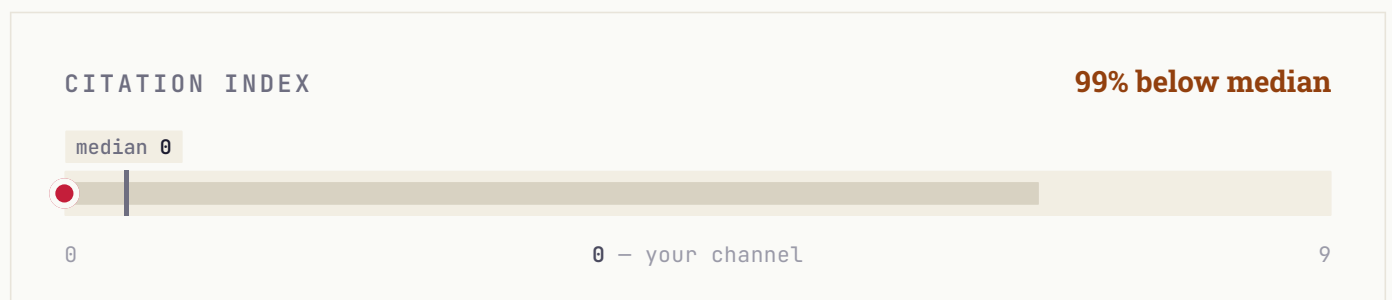
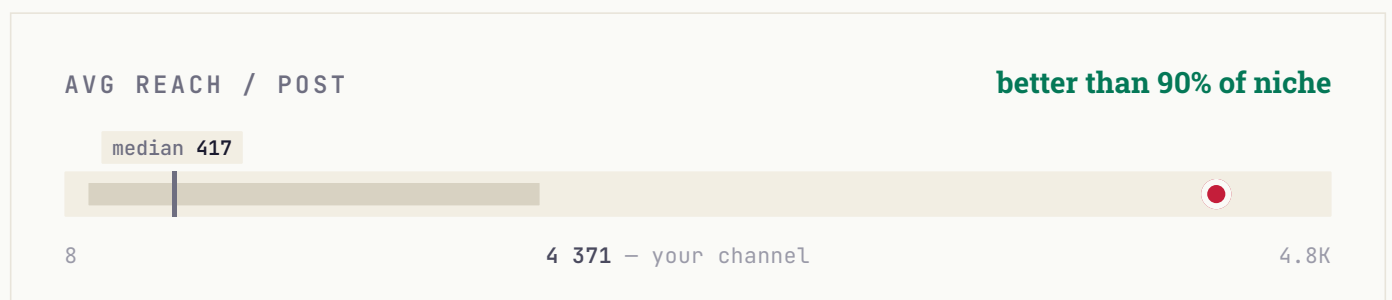
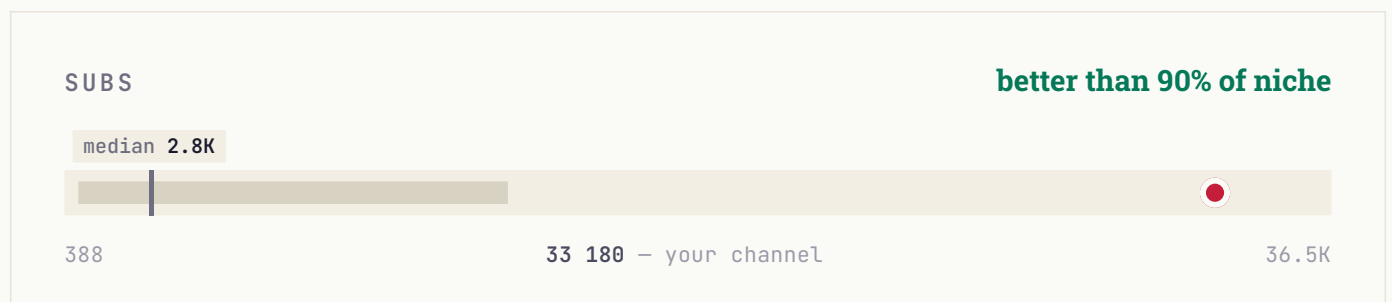
— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» and see how your channel compares.

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

Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01**Main post of the week — on Monday**

Audience is most active on this day at 16:00 ALMT.

EFFECT

**Best window
for 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****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****04****Test polls and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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