

PUBLIC PROMTPRESS REPORT

Channel audit

KAZAKH_INFORM



@kazakh_inform

! News of Kazakhstan and world 📺 Ads ➡ @Kazakhinform Your news 📧 @Kazakhinform

SUBS

44 799

+90 per month

ERR (% SEE POSTS)

9.0%

per day 6.5%

REACH/POST

4K

ad reach 2.9K/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.

 SUBS 44 799 —	 SUB REACH 8.96% avg % subs see post	 VIEWS/POST 4K median 4K · 28 days	 POSTS/WEEK 43.0 over period
 7D TREND +22.5% vs previous week	 REACTS/POST 61.1 total 10,698 reactions, 1,121 reposts, 1,501 comments	 POST LENGTH 737 chars median 722 · 28 days	 POSTS ANALYZED 175 28 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH +90 last month	 CITATION RATE 42 citation index · 188 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 14.04.2020

AI EDITOR SUMMARY

Channel «KAZAKH_INFORM» — 44 799 subs. Each post averages 4K people (9% of subs), reach is low — consider expanding audience. Publishes 43 posts per week (~6/day) — active posting. Week 22–28 Jun reach grew by +22.5% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 175 posts over 28 days.
- 02 Dominant format – Video (154/175 posts).
- 03 Avg post length – 737 chars (median 722).
- 04 Audience peak – Wed, 08:00 ALMT.
- 05 Top posts get 2× more views than the weakest (6.2K avg for top vs 3.1K for bottom) – among 175 posts in 28 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 06:23 VIDEO  Burnt policeman's body found in Almaty mountains: wife and son detained In Kegen district of Almaty region...	VIEWS 6 354 REPOSTS 6	REACTS 69 ER 14.2%
Nº2 24.06 · 03:48 VIDEO  Erbayan Mukhtar dies: soldier's story shocks all Kazakhstan Erbayan Mukhtar, a National Guard serviceman whose tragic...	VIEWS 6 110 REPOSTS 3	REACTS 117 ER 13.6%
Nº3 23.06 · 16:42 VIDEO Dry branch fell on a girl's head in a courtyard in Zhetysu region In the city of Ushrobe, Zhetysu region, in the courtyard of an apartment building...	VIEWS 6 025 REPOSTS 12	REACTS 63 ER 13.4%

Nº4 14.06 · 04:35 VIDEO A girl died during a bungee jump because they forgot to tie her. The tragedy occurred in the Brazilian city of Limeira. Maria...	VIEWS 5 982 REPOSTS 28	REACTS 116 ER 13.4%
Nº5 25.06 · 05:48 VIDEO  New details of shocking police murder in Almaty New details emerge of brutal murder of 37-year-old senior...	VIEWS 5 918 REPOSTS 10	REACTS 54 ER 13.2%

WORST 3

↓ 05.06 · 14:30 VIDEO Kaznet was moved by a video of a woman working as a market seller who honestly showed her hard daily life and touched...	VIEWS 3 189 REPOSTS 5	REACTS 63 ER 7.1%
↓ 13.06 · 14:23 TEXT Laws 'from the ground' and a unicameral Kurultai The key reform block is the transition to a unicameral Kurultai instead of a bicameral Parliament. As...	VIEWS 3 146 REPOSTS —	REACTS 133 ER 7.0%
↓ 18.06 · 15:37 VIDEO A funny video with an unexpected gift from a sparrow is gaining popularity in Kaznet. The author says they were going to fix...	VIEWS 3 049 REPOSTS 1	REACTS 42 ER 6.8%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

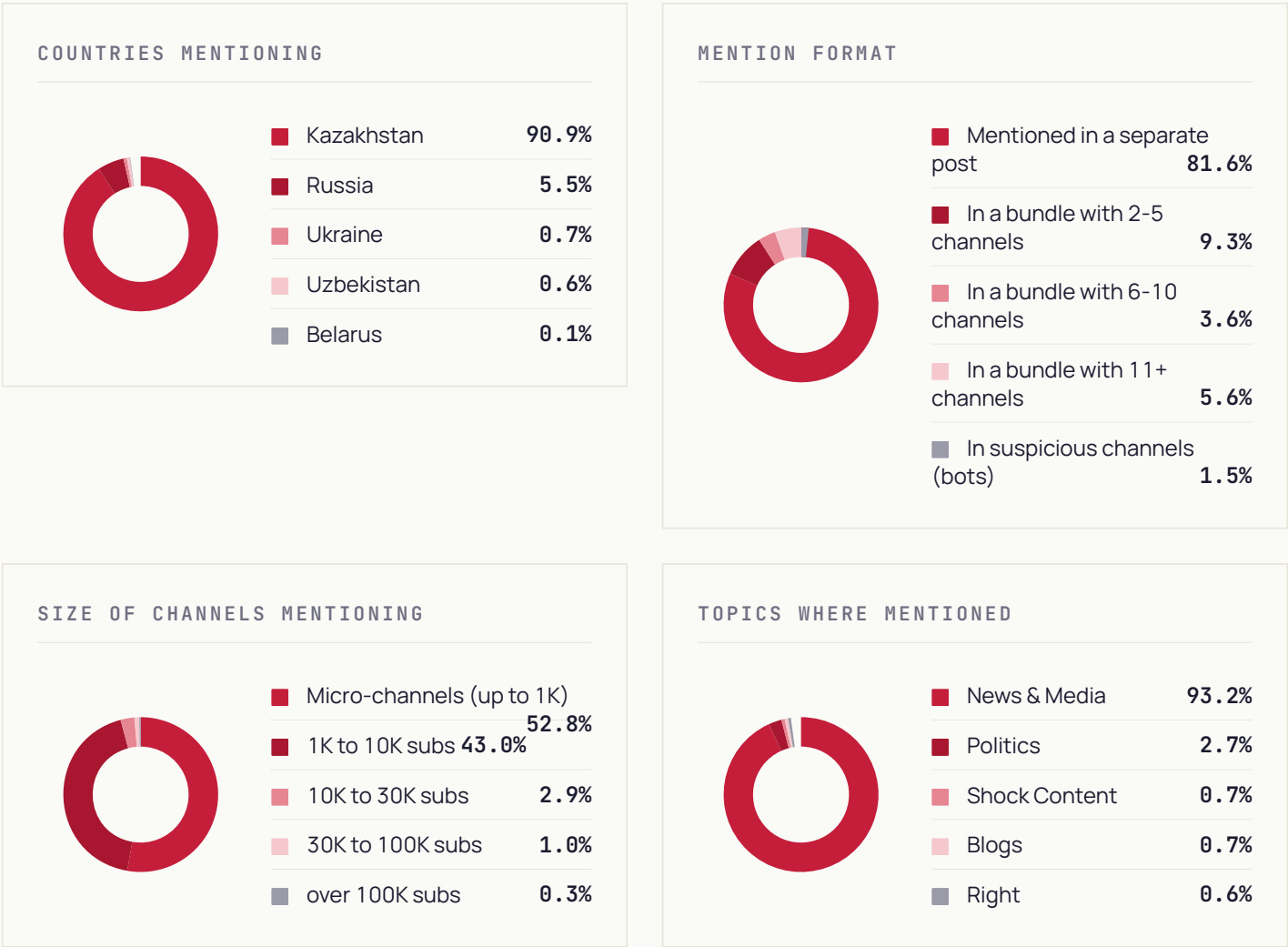
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

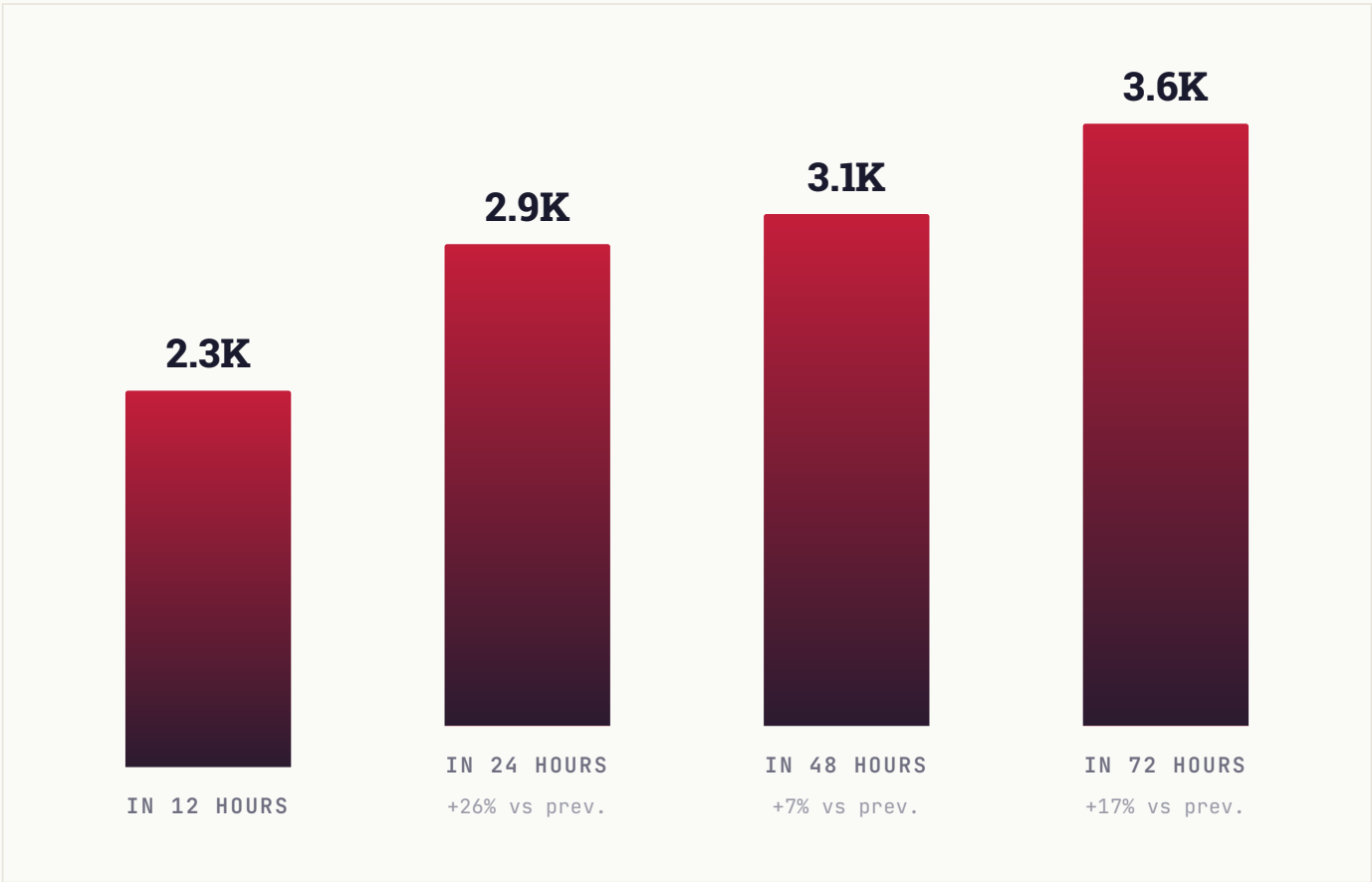
Citation index **42** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **188** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted — shows its rank among niche peers.

CHANNEL	SUBS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT Not Habar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
KA KAZAKH_INFORM YOU	44.8K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#20 of 99). Leader — Dauletten (342.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

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 **315**, they brought **1 451** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	46	8	425	
December 2025	66	7	411	
Nov 2025	59	6	19	
Oct 2025	67	9	32	
Sep 2025	52	8	204	
August 2025	25	5	360	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
315	6	1 451

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#20/100

RANK IN NICHE

Channel in top 20% — strong position

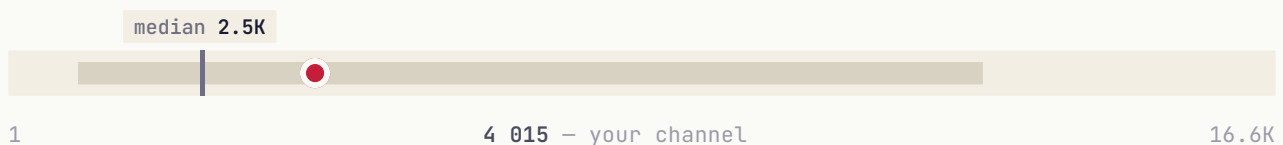
SUBS

better than 68% of niche



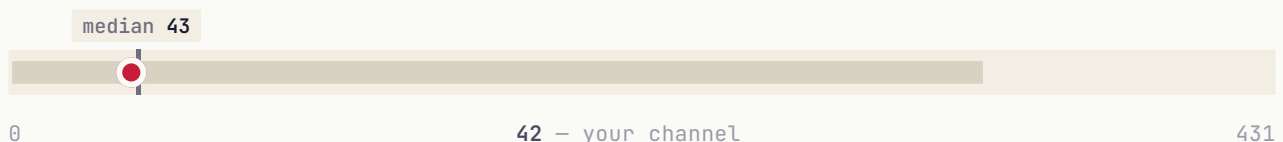
AVG REACH / POST

better than 55% of niche



CITATION INDEX

4% below median



— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 08:00 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 — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap 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 this **PromptPress?**

This audit — what we can do in minutes using public data. 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
