

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Kazakhstanskaya Pravda



@kazpravda_kz

Online publication «www.kazpravda.kz»

SUBSCRIBERS

1 228

+446 per month

ERR (% SEE POSTS)

9.0%

in a day 4.6%

REACH/POST

99

ad reach 57/24h

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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 1 228 —	 SUBS REACH 8.08% avg % of subs see post	 VIEWS/POST 99 median 90 · 28 days	 POSTS/WEEK 14.8 over period
 7D TREND -19.0% vs previous week	 REACTIONS/POST 0.3 only 20 reactions, 9 reposts, 6 comments	 POST LENGTH 626 chars median 615 · 28 days	 POSTS ANALYZED 60 28 days
 AD REACH 57 24h avg	 CHURN / MONTH +446 last month	 CITATION RATE 6 citation index · 52 channels mentioned ever	 CHANNEL AGE 4 years 9 months created 04.08.2021

AI EDITOR SUMMARY

Channel «Kazakhstanskaya Pravda» — 1 228 subs. Each post averages 99 people (8% subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — regular schedule. For the week of May 25–31 reach dropped by -19.0% by week of May 18–24 — worth analyzing why.

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 HAVE IN COMMON

- 01 Analysis based on 60 posts over 28 days.
- 02 Dominant format — Photo (57/60 posts).
- 03 Avg post length — 626 chars (median 615).
- 04 Peak audience activity — Monday, 14:00 ALMT.
- 05 Top posts get 11x more views than the weakest (310 avg for top vs 29 for worst) — among 60 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 09:58 PHOTO 📄 'Museum Night – 2026': what to see in Astana and Almaty On May 18, Kazakhstan will hold the traditional 'Museum Night' event, timed to...	VIEWS	REACTIONS
	623	—
	REPOSTS	ER
	1	50.7%
Nº2 08.05 · 08:53 VIDEO ✈️ Air Astana plane makes emergency landing in Aktobe Ministry of Transport investigates aviation incident with Astana–Frankfurt flight. 📄 After...	VIEWS	REACTIONS
	159	2
	REPOSTS	ER
	—	12.9%
Nº3 14.05 · 12:17 PHOTO Which productions in Kazakhstan will be built with Turkish capital In particular: 📄 in the Abay region, Miryıldız plans to...	VIEWS	REACTIONS
	150	—
	REPOSTS	ER
	—	12.2%

Nº4

08.05 · 05:34

PHOTO

✕ New akim appointed in Kyzylorda region By decree of the Head of State, Murat Yergeshbayev was appointed akim of Kyzylorda region. ✕ What...

VIEWS

125

REPOSTS

1

REACTIONS

—

ER

10.2%

Nº5

06.05 · 12:12

PHOTO

✕ Kazakhstan WWII veterans receive over \$10K For the 81st anniversary of Victory, Great Patriotic War veterans received a one-time...

VIEWS

120

REPOSTS

—

REACTIONS

—

ER

9.8%

WORST 3

↓

01.06 · 09:30

PHOTO

✕ Kazakhstan opens applications for state scholarships in culture Ministry of Culture and Information announced...

VIEWS

38

REPOSTS

—

REACTIONS

—

ER

3.1%

↓

01.06 · 10:27

PHOTO

✕ Dimash's father awarded Order of Parasat Head of the DimashAli creative center, composer, producer and musician Kanat Aitbayev was awarded...

VIEWS

30

REPOSTS

—

REACTIONS

—

ER

2.4%

↓

01.06 · 12:19

PHOTO

✕ Polyclinic in Akmola region owes employees millions of tenge in vacation pay Prosecutor's office of Tselinograd district revealed violations...

VIEWS

20

REPOSTS

—

REACTIONS

—

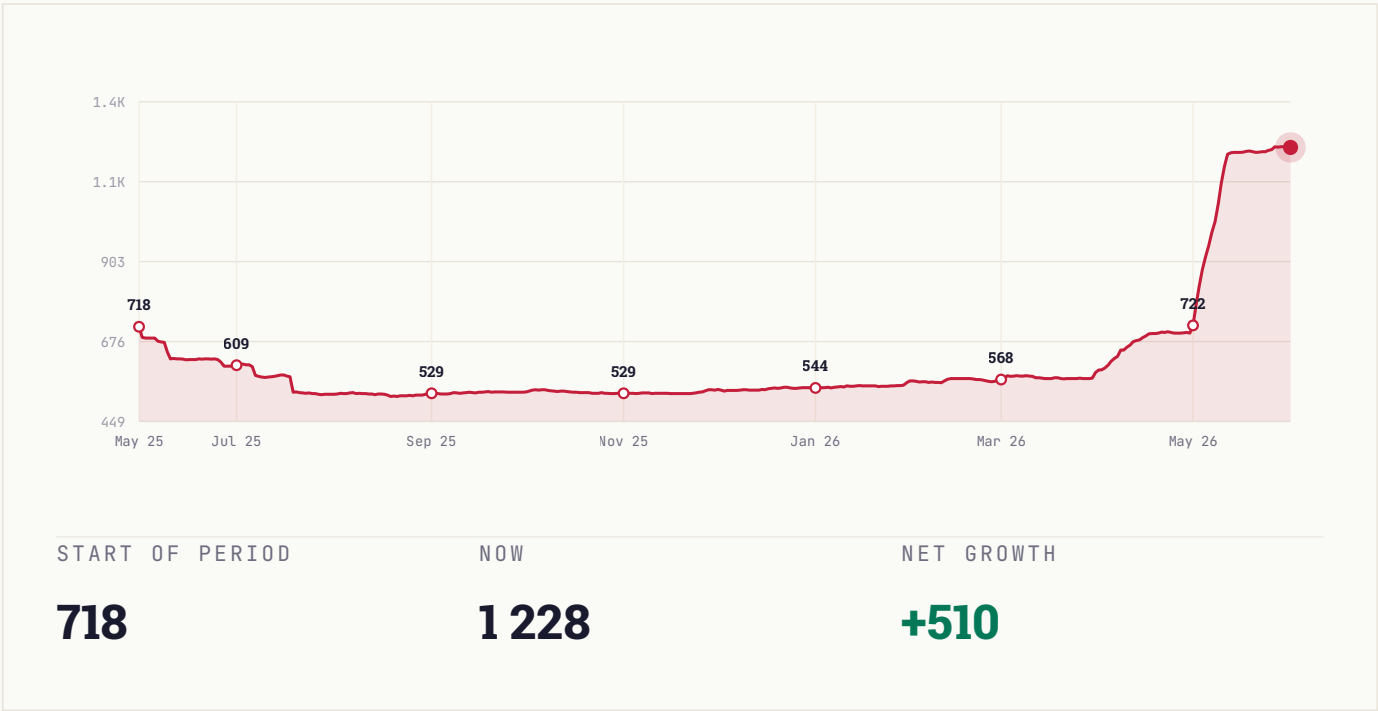
ER

1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

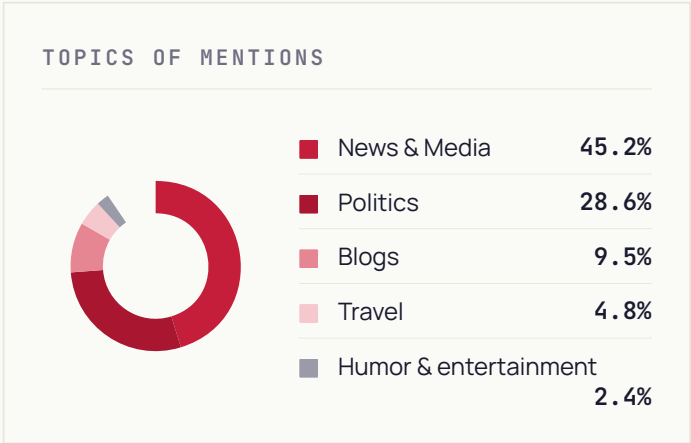
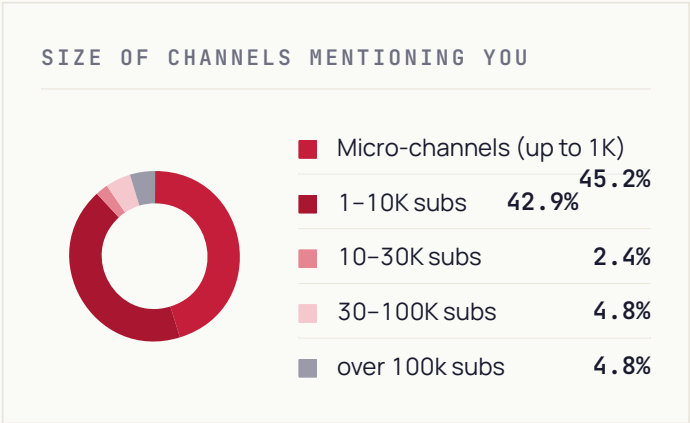
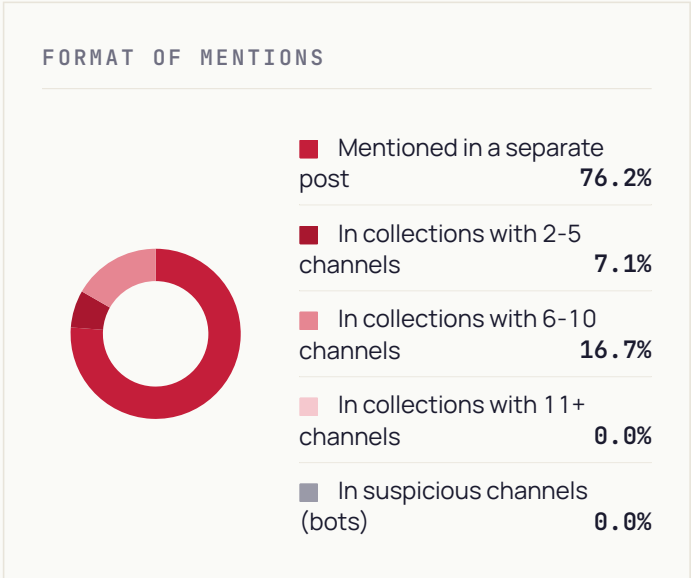
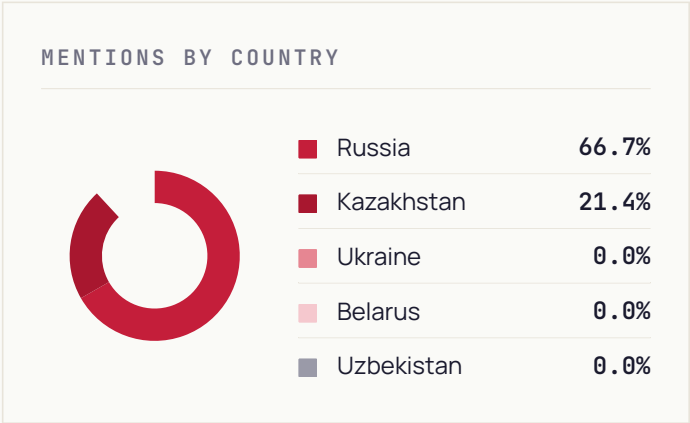
Subscriber growth chart over the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

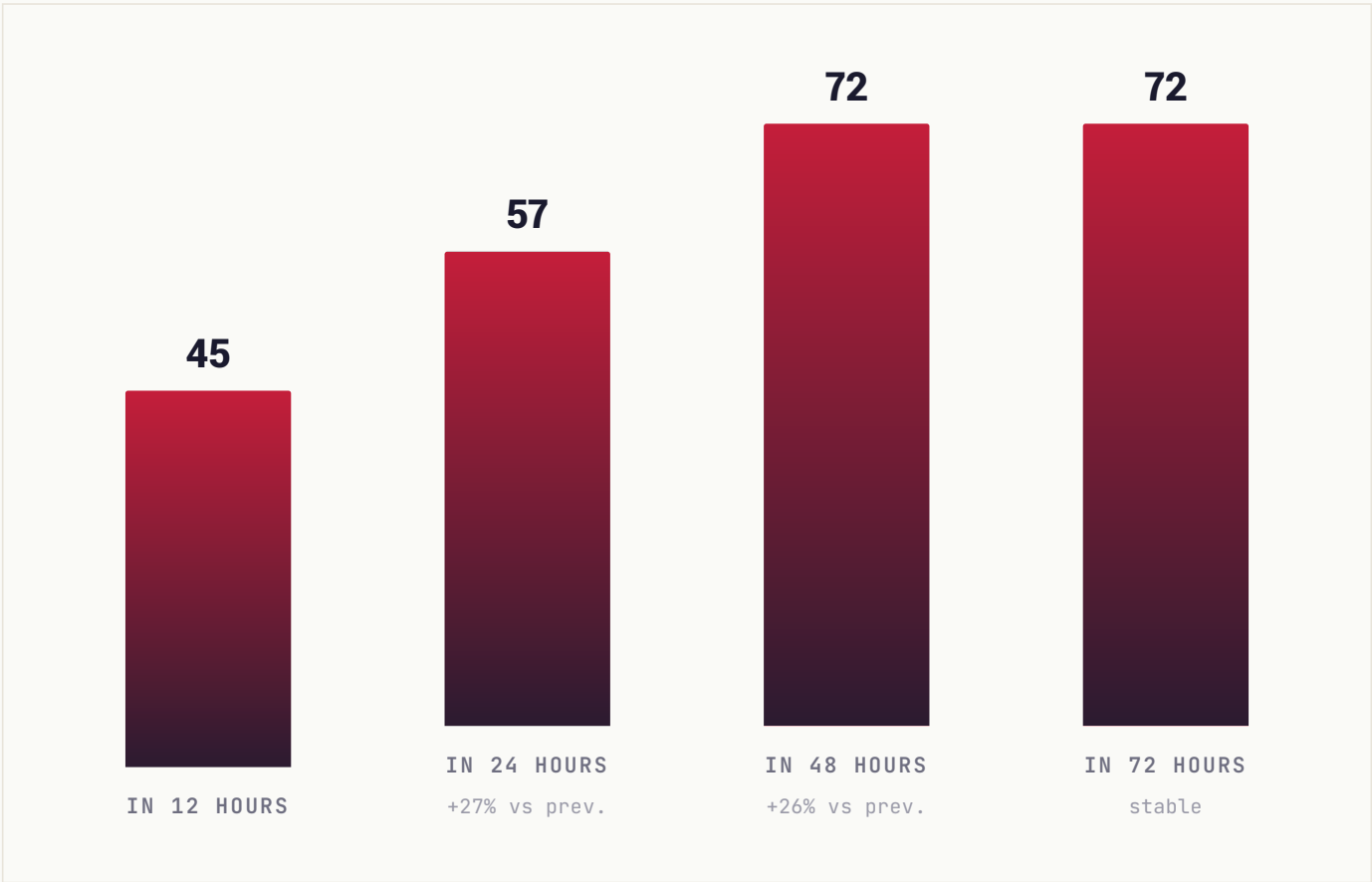
Citation index 6 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel 'weighs' more than from 1k. All-time mentions: 52 different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
اخبارفوری خبرفوری جنگ امریکا فوری	5.5M
کانال اخبارفوری خبرفوری	4.4M
خبرفوری اخبارفوری جنگ فوری امریکا	4.4M
خبرفوری	4.2M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TP Trukha Ukraine	3.1M
KP Kazakhstanskaya Pravda YOU	1.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 1.3M. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · 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 **1**, they brought **91** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	18
Nov 2025	0	0	15
Oct 2025	0	0	12
Sep 2025	0	0	12
August 2025	1	1	20
July 2025	0	0	14
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS
1	6		91

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · 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 Monday

Audience most active on this day at 14:00 ALMT.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and performs better with the algorithm. Aim for 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 & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
