

PUBLIC REPORT BY PROMTPRESS

Channel audit

KazTAG



@kaztag_tg

Kazakh Telegraph Agency. Stay updated on all important news.
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SUBS

43 593

-266 per month

ERR (% SEE POSTS)

16.0%

per day 11.5%

REACH / POST

6.6K

ad reach 5K/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 43 593 —	 SUBS REACH 15.18% avg % subs see post	 VIEWS / POST 6.6K median 6.5K · 29 days	 POSTS / DAY 14.7 ~103 per week
 7D TREND -3.3% vs previous week	 REACTIONS / POST — MTPROTO only	 POST LENGTH 68 chars median 70 · 29 days	 POSTS ANALYZED 439 29 days
 AD REACH 5K 24h avg	 CHURN / MONTH -266 last month	 CITATION RATE 429 citation index · 875 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 21.07.2020

AI EDITOR SUMMARY

Channel «KazTAG» — 43 593 subs. Each post avg views 6.6K people (15% of subs), avg reach — room to grow. Posts 103 posts per week (~15/day) — very active. Week 25–31 May reach stable (-3.3% vs week 18–24 May).

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 **439** posts over 29 days.
- 02 Dominant format – **Text** (431/439 posts).
- 03 Avg post length – **68** chars (median 70).
- 04 Peak audience activity – **Sunday**, 10:00 ALMT.
- 05 Top posts get **11x** more views than the weakest (21.4K avg for top vs 1.9K for worst) – among 439 posts over 29 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 05:21 TEXT ✂Second worker since early May dies at KAZ Minerals mine	VIEWS 31 218 REPOSTS 25	REACTIONS — ER 71.6%
Nº2 27.05 · 05:46 TEXT Russian activists Mansur Movlaev and Yulia Emelyanova lost asylum appeals in Kazakhstan	VIEWS 17 744 REPOSTS 11	REACTIONS — ER 40.7%
Nº3 03.05 · 15:37 TEXT Forest fire being extinguished near Bukhtarma reservoir in EKO	VIEWS 15 294 REPOSTS 12	REACTIONS — ER 35.1%

Nº4 08.05 · 08:23 TEXT Ministry of Transport investigates incident with Astana–Frankfurt flight after engine failure	VIEWS 13 659 REPOSTS 6	REACTIONS — ER 31.3%
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Nº5 20.05 · 12:50 TEXT 70 Kazakh peacekeepers returned from Golan Heights to 🇰🇿 Homeland	VIEWS 12 594 REPOSTS 12	REACTIONS — ER 28.9%
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WORST 3

↓ 01.06 · 13:44 TEXT Appeal planned for indictment of ex-staff of Atbasar colony	VIEWS 2 549 REPOSTS 4	REACTIONS — ER 5.8%
↓ 01.06 · 14:43 TEXT ⚡⚡⚡ Ruslan Zheldibay may soon join «Ädilet» – source	VIEWS 1 865 REPOSTS 40	REACTIONS — ER 4.3%
↓ 01.06 · 14:53 TEXT Tenge weakened 5.1% in May	VIEWS 1 273 REPOSTS 2	REACTIONS — ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

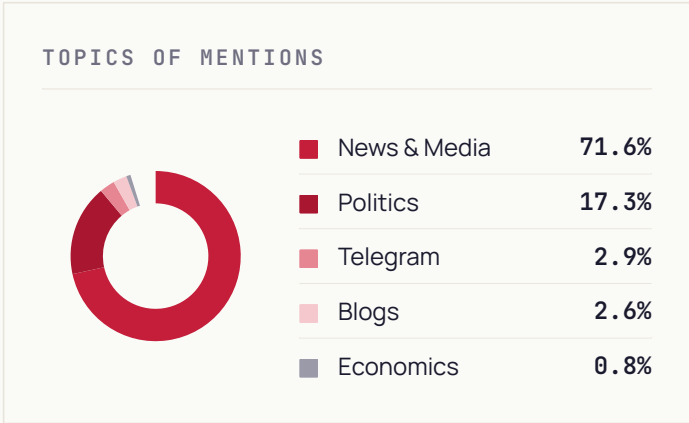
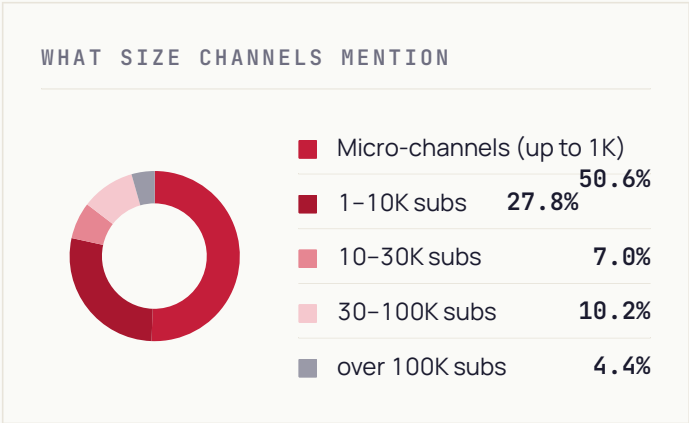
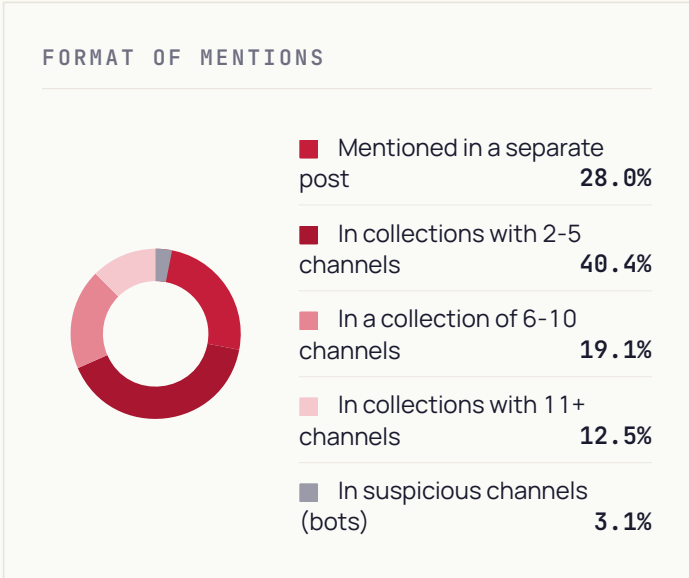
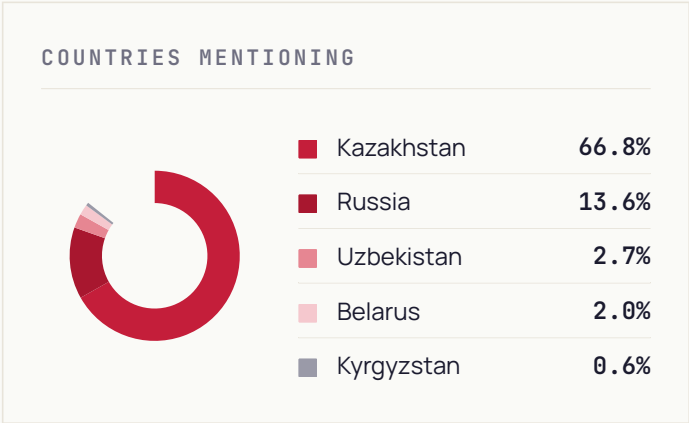
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

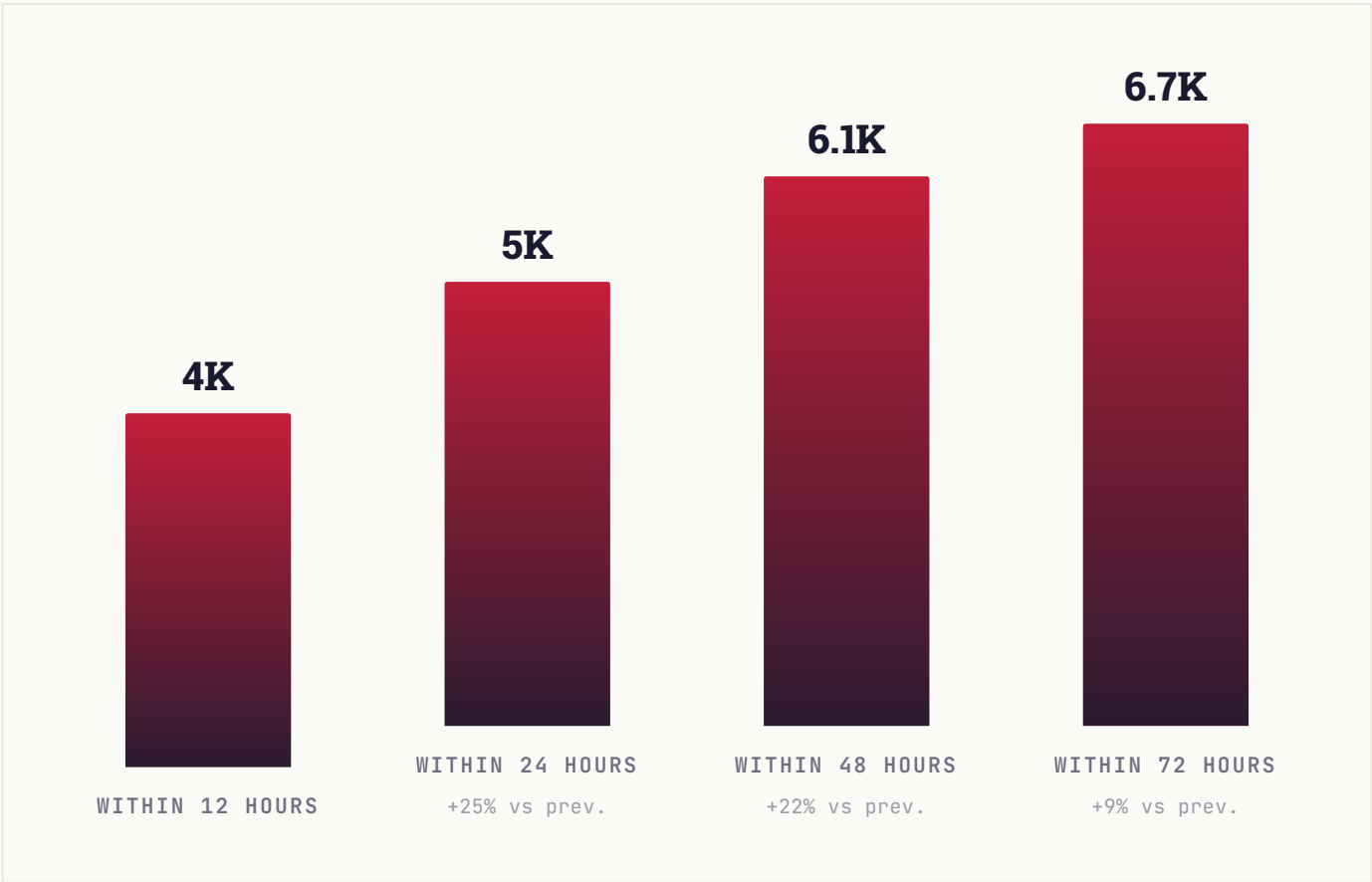
Citation index **429** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **875** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
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
KA KazTAG YOU	43.6K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **164**, they brought **1 259** new subs.

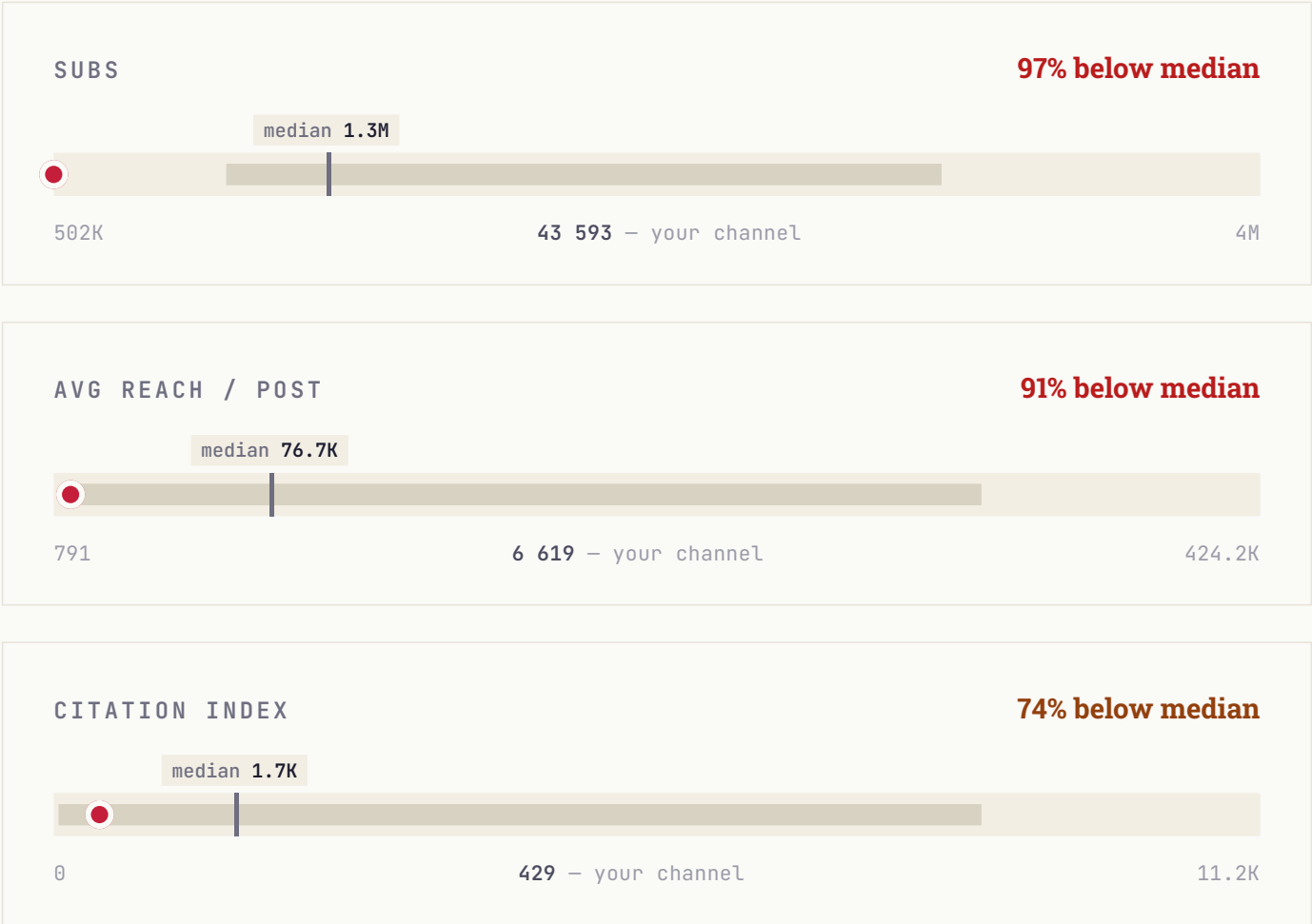
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	41	18	41	
Nov 2025	60	29	60	
Oct 2025	13	8	159	
September 2025	28	19	359	
August 2025	12	11	299	
July 2025	10	8	341	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
164	6	1 259

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–p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Sunday

Audience is most active on this day at 10:00 ALMT.

EFFECT

Best window for an 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

System traffic purchase

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 give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **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 ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager