

PROMTPRESS PUBLIC REPORT

Channel audit

kerek.pv



@kerekpv

Here's what we find interesting. Contact us: @kerekpvBot

SUBS

29 146

-214 per month

ERR (% SEE POSTS)

26.0%

per day 17.1%

REACH/POST

7.3K

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 29 146 —	 SUB REACH 25.01% avg % subs see post	 VIEWS/POST 7.3K median 7.3K · 29 days	 POSTS/WEEK 33.8 over period
 7D TREND -13.4% vs previous week	 REACTIONS/POST 58.1 total 8,251 reactions, 0 reposts, 824 comments	 POST LENGTH 258 chars. median 126 · 29 days	 POSTS ANALYZED 142 29 days
 AD REACH 5K 24h avg	 CHURN / MONTH -214 last month	 QUOTE RATE 37 citation index · 74 channels mentioned all time	 CHANNEL AGE 6 years 20 days created 14.06.2020

AI EDITOR SUMMARY

Channel «kerek.pv» — 29 146 subs. Each post gets avg 7.3K people (25% of subs), that's good reach. Publishes 34 posts per week (~5/day) — active publishing. For week 22–28 Jun reach dropped -13.4% by week 15–21 Jun — 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **142** posts over 29 days.
- 02 Dominant format – **Video** (60/142 posts).
- 03 Avg post length – **258** chars (median 126).
- 04 Peak audience activity – **Monday**, 06:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (9.7K avg for top vs 6K for worst) – among 142 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 17:23 PHOTO  Guys from Pavlodar gymnasium No. 9 won the national school football championship. And sent us...	VIEWS 9 709 REPOSTS —	REACTIONS 135 ER 33.3%
Nº2 08.06 · 01:04 TEXT II Don't lose us. Taking a break	VIEWS 9 698 REPOSTS —	REACTIONS 59 ER 33.3%
Nº3 11.06 · 11:31 TEXT  A boy born in 2023 was taken to the ICU of Aksu city hospital after falling from a third-floor window...	VIEWS 9 671 REPOSTS —	REACTIONS 98 ER 33.2%

Nº4 07.06 • 23:58 VIDEO ✓ Yesterday in the Ekibastuz area	VIEWS 9 314 REPOSTS — REACTIONS 53 ER 32.0%
Nº5 16.06 • 09:46 TEXT ✓ Medics said the girl refused hospitalization	VIEWS 9 299 REPOSTS — REACTIONS 20 ER 31.9%

WORST 3

↓ 30.06 • 15:00 VIDEO ✓ Khasara Aitpekovich was confused with Asain Kuandykovich	VIEWS 6 061 REPOSTS — REACTIONS 56 ER 20.8%
↓ 30.06 • 10:29 PHOTO ✓ Yerlan Karin appointed first deputy of Roman Sklyar, head of the Presidential Administration of the Republic of Kazakhstan	VIEWS 6 029 REPOSTS — REACTIONS 52 ER 20.7%
↓ 30.06 • 13:16 VIDEO ✓ We understand Greenwich is the first Pavlodar retail chain to launch the new Kaspi Alaqan payment method. Checked how it works in...	VIEWS 6 026 REPOSTS — REACTIONS 43 ER 20.7%

SECTION 03 · SUB 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 and lost subs.

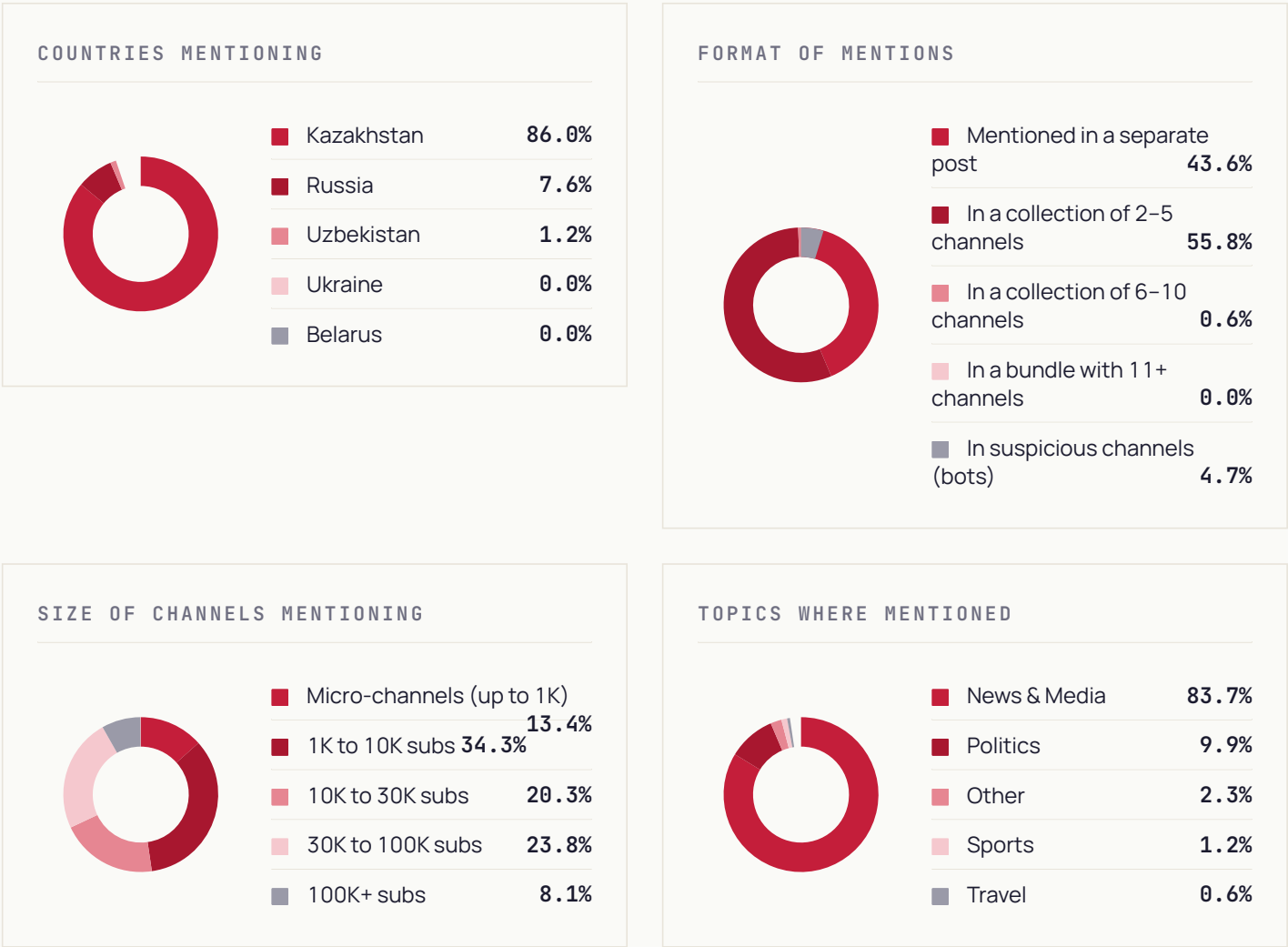


START OF PERIOD	NOW	NET GROWTH
27 054	29 146	+2 092

SECTION 04 · MENTIONS

Who and how mentions the channel

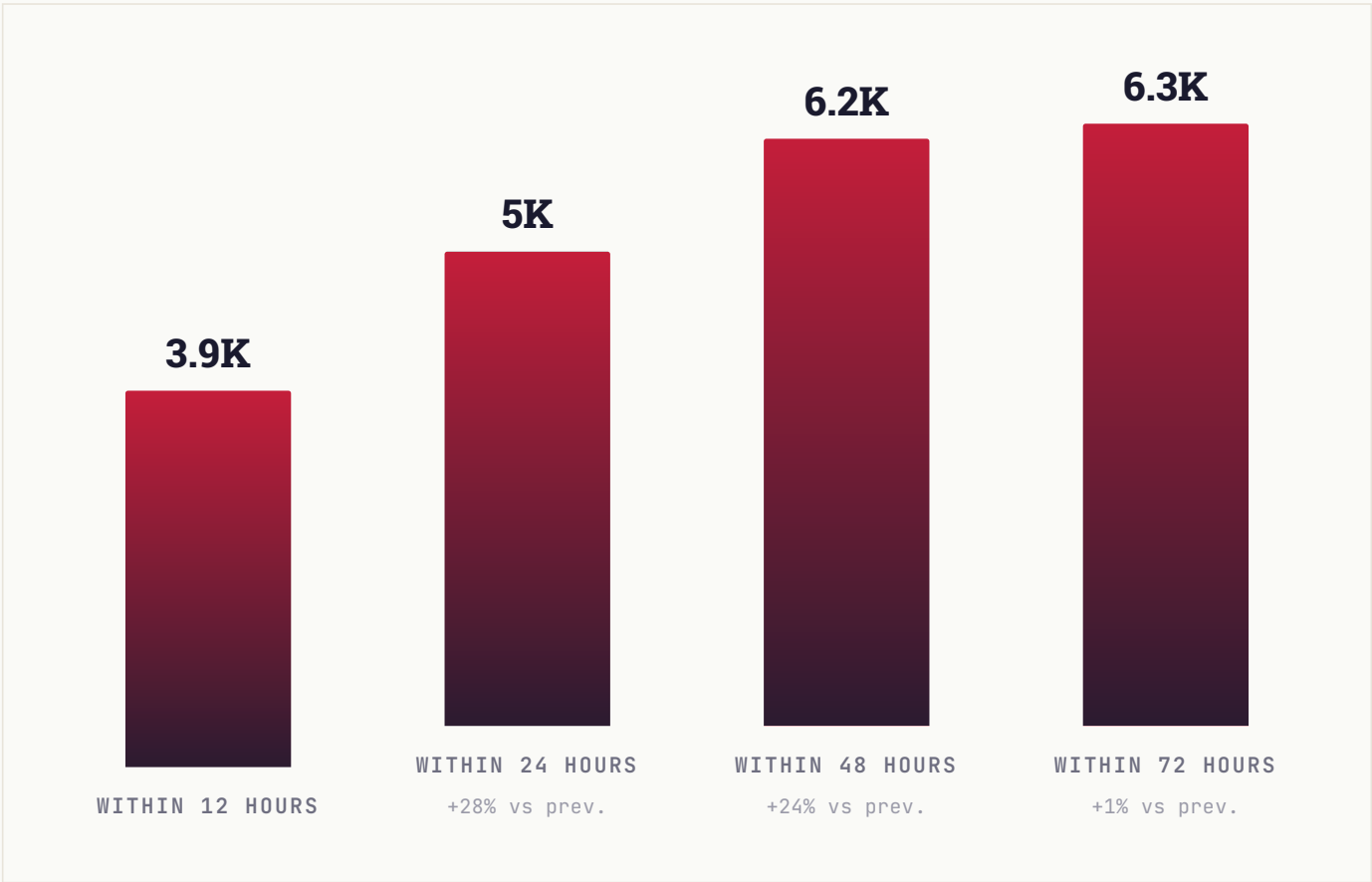
Citation index **37** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **74** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
KE kerek.pv YOU	29.1K

COMPARATIVE CONCLUSION

Channel in upper half of niche (#40 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for the first quartile — a realistic 6-12 month horizon.

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 **8**, they brought **2 444** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	2	2	740	
December 2025	0	0	303	
November 2025	0	0	327	
October 2025	2	1	307	
September 2025	3	2	341	
August 2025	1	1	426	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
8	6	2 444

— 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.

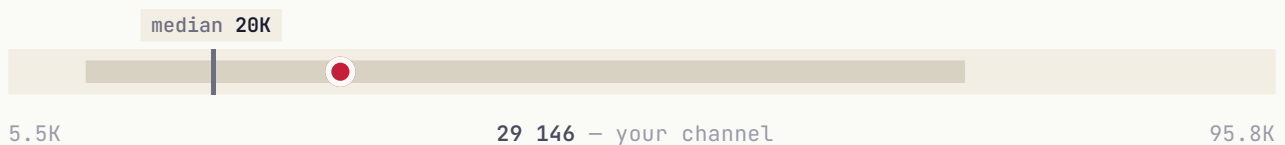
#40 /100

RANK IN NICHE

Channel in the top half of the ranking

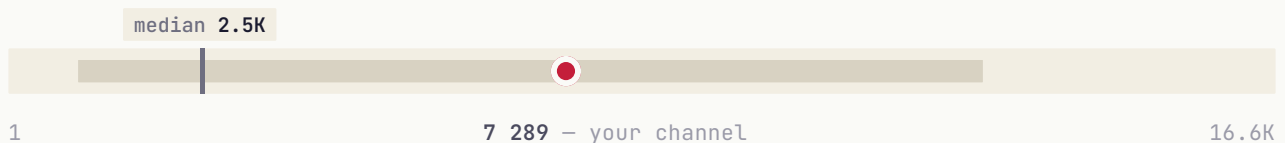
SUBS

better than 56% of niche



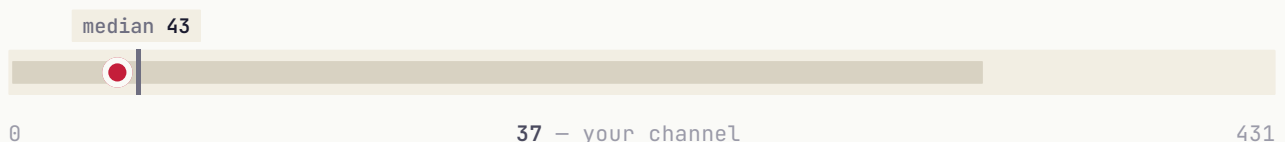
AVG REACH / POST

better than 68% of niche



CITATION INDEX

16% 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

Main post of the week — on Monday

Audience is most active on this day at 06:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs.**

03

Test polls & 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

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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