

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Kolesa.kz



@kolesakz_official

Official Kolesa.kz channel 🚗 One channel instead of a hundred:
auto market news, tips, picks & more

SUBSCRIBERS

9 992

+498 per month

ERR (% SEE POSTS)

30.0%

per day 17.0%

REACH/POST

3.5K

ad reach 1.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 9 992 —	 SUBS REACH 35.51% avg % subs see post	 VIEWS/POST 3.5K median 2.7K · 27 days	 POSTS/WK 5.8 for period
 7D TREND +145.7% vs previous week	 REACTIONS/POST 28.4 total 653 reactions, 106 reposts, 25 comments	 POST LENGTH 358 chars. median 223 · 27 days	 POSTS ANALYZED 23 27 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH +498 last month	 CITATION RATE 14 citation index · 38 channels mentioned all time	 CHANNEL AGE 9 years 4 months created 07.02.2017

AI EDITOR SUMMARY

Channel «Kolesa.kz» – 9 992 subs. Each post averages 3.5K people (36% of subs), good reach. Publishes 6 posts/week (~1/day) – rare. For week Jun 22–28 reach grew +145.7% by week Jun 15–21 – 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 HAVE IN COMMON

- 01 Analysis based on 23 posts in 27 days.
- 02 Dominant format — Photo (23/23 posts).
- 03 Avg post length — 358 chars (median 223).
- 04 Peak audience activity — Saturday, 12:00 ALMT.
- 05 Top-performing posts get 4× more views than the weakest (8.1K avg for top vs 2.2K for worst) — among 23 posts over 27 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 13:40 PHOTO  What Should a Police Officer Do After Stopping Your Car? If you're pulled over, the officer must: ♦ Immediately...	VIEWS 8 769 REPOSTS 17	REACTIONS 123 ER 87.8%
Nº2 27.06 · 07:01 PHOTO Three streets in Almaty become one-way  Almaty pilot-tested a new traffic pattern on three more streets. The decision was made after...	VIEWS 8 140 REPOSTS 11	REACTIONS 16 ER 81.5%
Nº3 25.06 · 14:32 PHOTO  Kazakhs No Longer Need to Go to a Special Center to Pick Up Driver's License, Vehicle Registration, or License Plates. Now ready...	VIEWS 7 258 REPOSTS 9	REACTIONS 24 ER 72.6%

Nº4

26.06 · 15:04

PHOTO

 New Hyundai Elantra Unveiled The 8th-gen sedan gets a redesign and grows larger.

VIEWS

6 725

REPOSTS

4

REACTIONS

37

ER

67.3%

Nº5

25.06 · 13:04

PHOTO

New Toyota RAV4 hits Kazakhstan showrooms in 2026  See how the model evolved since 1994 

VIEWS

6 552

REPOSTS

—

REACTIONS

16

ER

65.6%

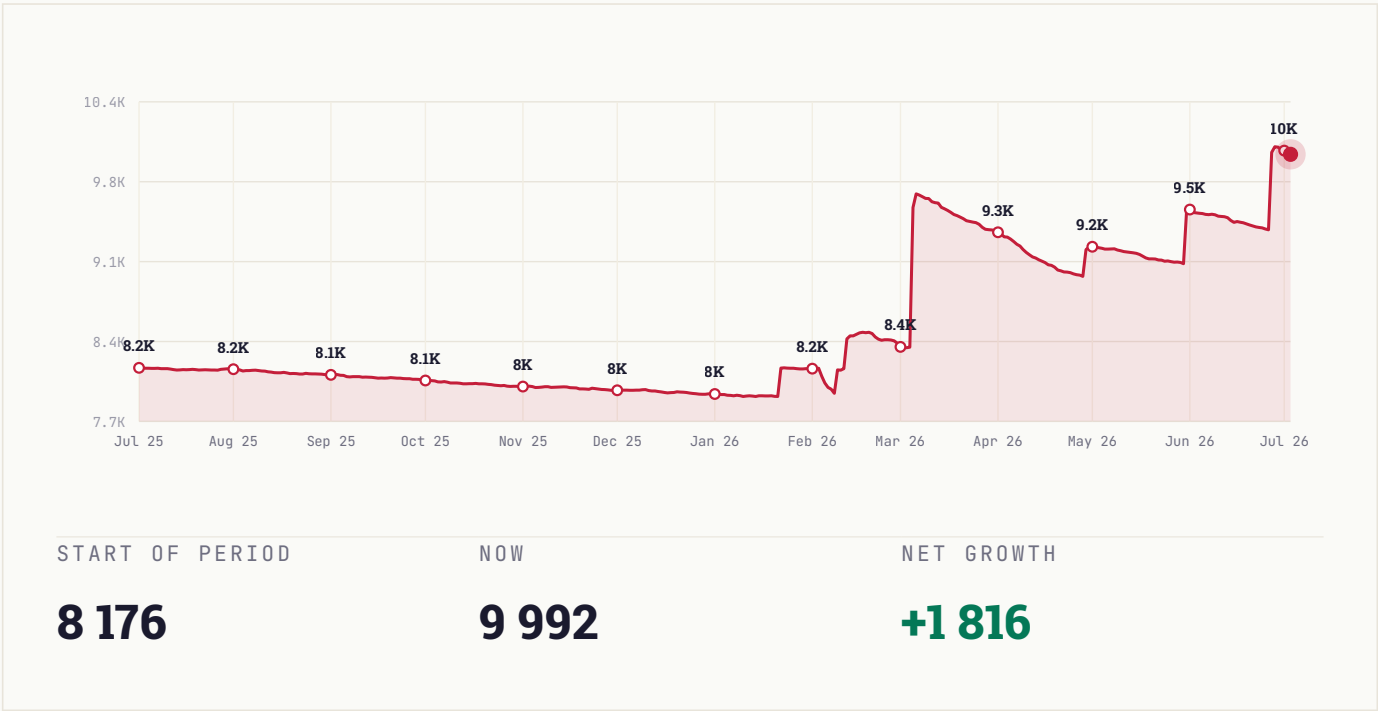
WORST 3

↓ 25.06 · 10:32 PHOTO Scooters banned from sidewalks by end of summer   E-bikes also removed from pedestrian paths and required to...	VIEWS 2 400 REPOSTS 12 REACTIONS 39 ER 24.0%
↓ 18.06 · 15:02 PHOTO Speed limits may increase on some Kazakhstan highways  Majilis proposes revising speed limits on safe...	VIEWS 2 266 REPOSTS 3 REACTIONS 38 ER 22.7%
↓ 30.06 · 11:20 PHOTO In 1996 the first issue of Kolesa newspaper was released. For 30 years the Kolesa.kz team has been developing services that help find, sell and...	VIEWS 2 010 REPOSTS 3 REACTIONS 48 ER 20.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

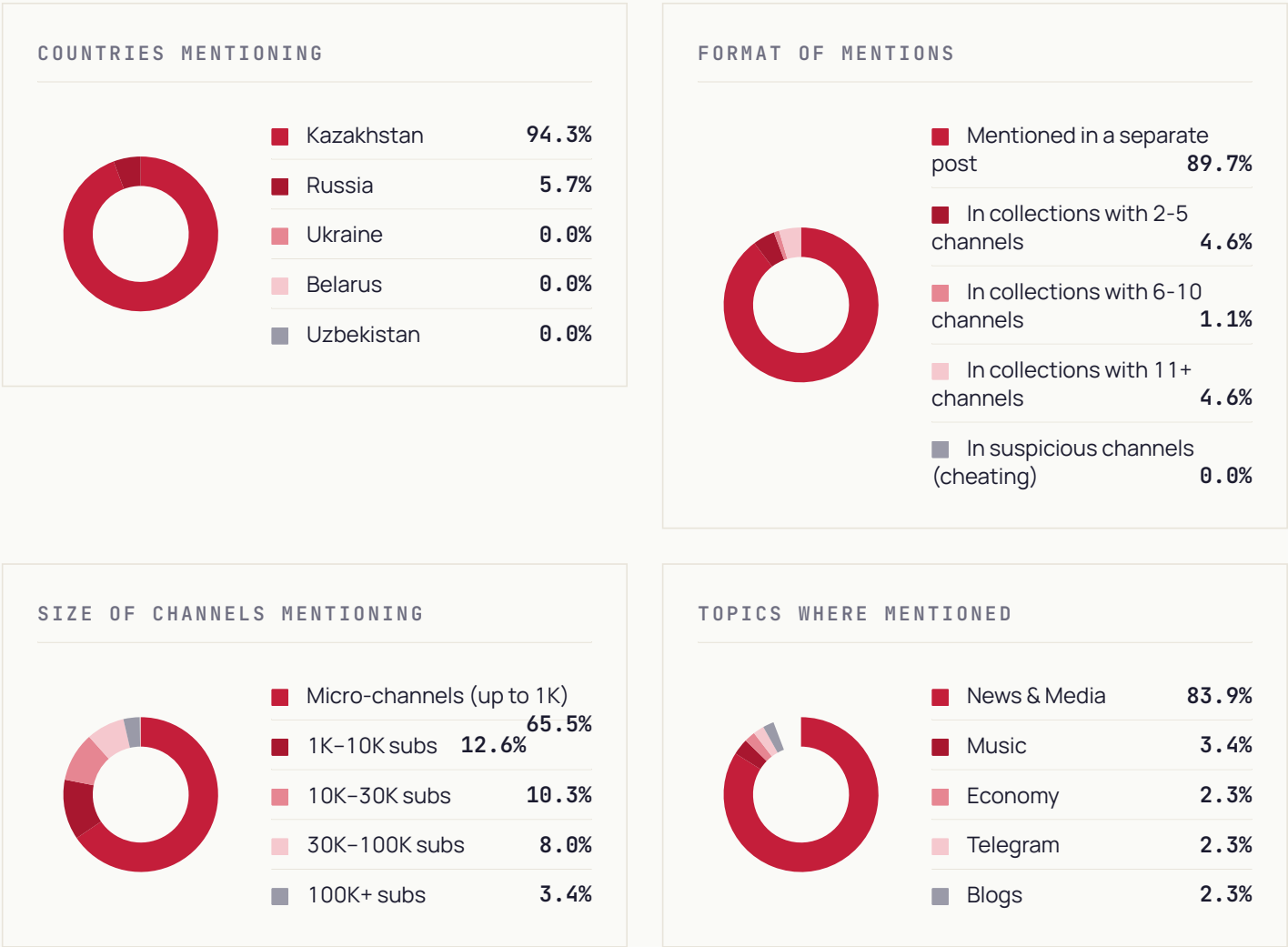
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

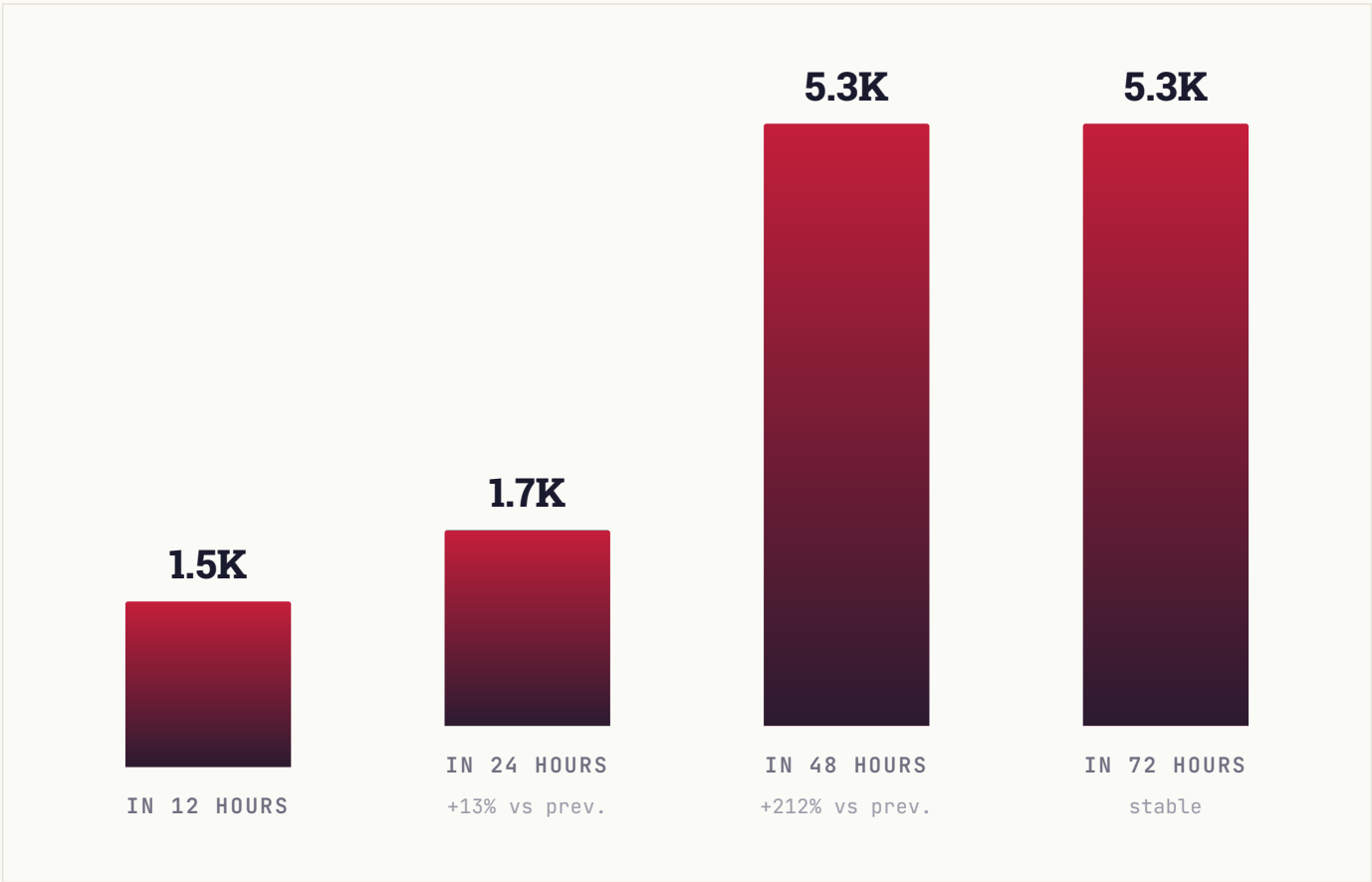
Citation index **14** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All time channel was mentioned **38** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
PA Car Import from Europe 🇰🇿 🇪🇺	11K
KO Kolesa.kz YOU	10K
CB CineleKZ веломаркет	8.2K
PR PROkatit	7.4K
FOR Collateral Auto Problematic	5.6K
TR TransExpert.kz	5.6K
AN Auto News KZ	5.5K
KA US Auto Catalog - Grand Car Kazakhstan	4.7K
PF Truck Sale Kazakhstan 🇰🇿 🚚	3.6K
KK KGA 🇰🇿	3.6K
AL Almaty_Joly	3.5K

COMPARATIVE SUMMARY

Channel in top-2 niche (#2 of 43 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

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 **0**, they brought **352** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	262
December 2025	0	0	23
Nov 2025	0	0	27
Oct 2025	0	0	10
Sep 2025	0	0	12
August 2025	0	0	18

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	352

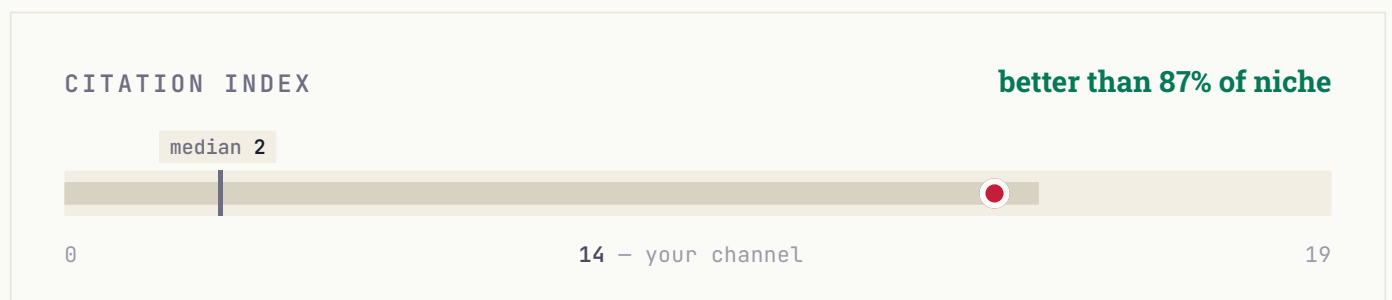
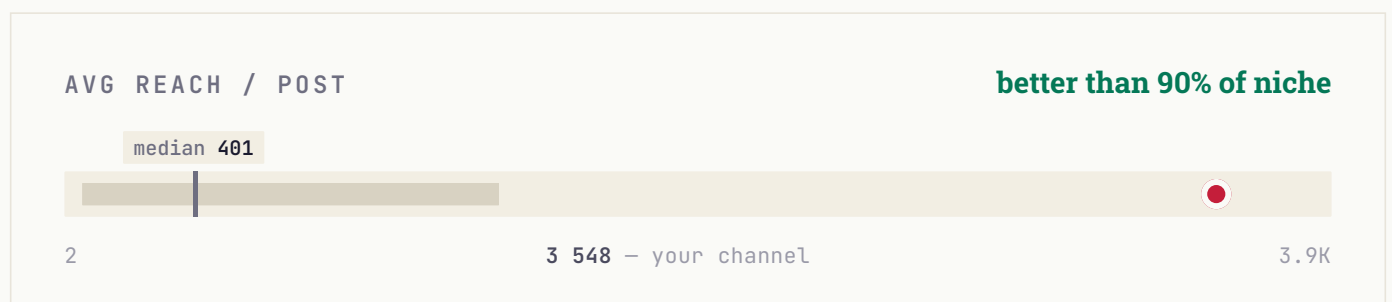
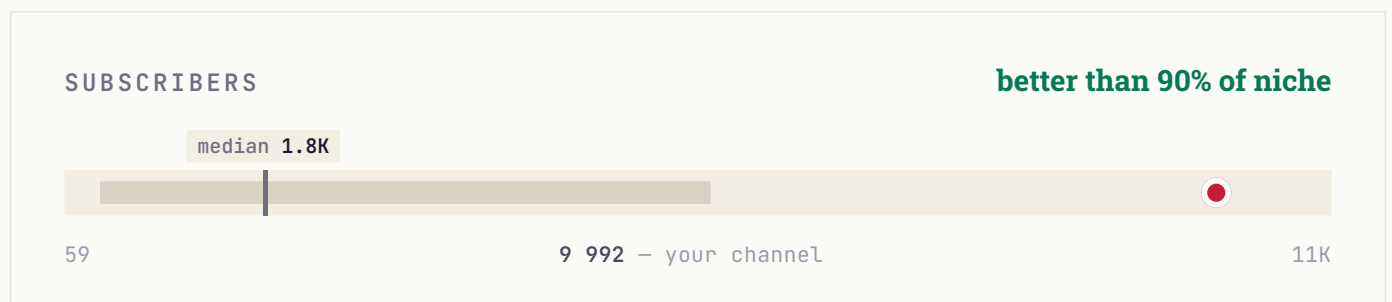
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-43 channels in category «**Transport**» and saw how your channel looks against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#2/43

RANK IN NICHE
Channel in top 4% transport



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|--|--|
| 01 | Top post of the week — on Saturday
Audience is most active on this day at 12:00 ALMT. | EFFECT
Best window
for important
posts |
| 02 | Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 03 | System traffic buy
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
Exchange posts quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth target in a month.

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