

— PUBLIC REPORT BY PROMTPRESS

Channel audit

KöpSöz



@kopsozkz

Feedback - @kopsozz_bot

SUBSCRIBERS

23 813

-542 per month

ERR (% SEE POSTS)

10.0%

in 24h **4.9%**

REACH/POST

2.2K

ad reach **1.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 23 813 –	 SUBSCRIBER REACH 9.13% avg % subs see post	 VIEWS/POST 2.2K median 2.2K · 29 days	 POSTS/WEEK 13.0 over period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 20.7 only 1,117 reactions, 226 reposts, 99 comments	 POST LENGTH 942 chars median 1000 · 29 days	 POSTS ANALYZED 54 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -542 last month	 CITATION RATE 20 citation index · 43 channels mentioned all time	 CHANNEL AGE 3 years 7 months created Nov 26, 2022

AI EDITOR SUMMARY

Channel «KöpSöz» – 23 813 subs. Each post averages 2.2K people (9% of subs), reach is low – consider expanding audience. Publishes 13 posts/week (~2/day) – regular schedule. Week Jun 22–28 reach stable (-2.7% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 54 posts in 29 days.
- 02 Dominant format – Video (46/54 posts).
- 03 Avg post length – 942 chars (median 1000).
- 04 Audience peak activity – Friday, 15:00 ALMT.
- 05 Strongest posts get 2× more views than the weakest (2.8K avg top vs 1.7K worst) – among 54 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:02 VIDEO 8-year-old boy dies after falling from window of correctional center in Aktau ! Қайғылы оқиға Ақтаудағы түзету орталықтарының бірінде болған...	VIEWS 2 957 REP. 7	REACTIONS 33 ER 12.4%
Nº2 12.06 · 10:14 VIDEO Woman sought in Almaty after bus altercation ! Almaty police say student attacked on public transport...	VIEWS 2 847 REP. 6	REACTIONS 29 ER 12.0%
Nº3 08.06 · 05:56 VIDEO Teenager stole father's car and caused accident in Uralsk ! In Uralsk, a minor took his father's car without permission...	VIEWS 2 679 REP. 3	REACTIONS 10 ER 11.3%

Nº4 19.06 · 06:15 VIDEO Astana precinct officer prevents tragedy on 8th floor ! Astana district inspector Rakhmettola Nurymov averted...	VIEWS 2 625 REP. 1	REACTIONS 13 ER 11.0%
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Nº5 05.06 · 05:42 VIDEO In Astana, on Yly Dala street, a Gazelle hit a pedestrian ! The accident occurred on Yly Dala street near EXPO. According to witnesses...	VIEWS 2 583 REP. 8	REACTIONS 12 ER 10.8%
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WORST 3

↓ 30.06 · 12:42 VIDEO Atyrau police help UK tourist find hotel ! Atyrau: British tourist lost, couldn't find...	VIEWS 1 668 REP. —	REACTIONS 13 ER 7.0%
↓ 29.06 · 13:25 VIDEO Pavlodar car kills two, crashes into bus stop ! Pavlodar: fatal road accident...	VIEWS 1 666 REP. 1	REACTIONS 15 ER 7.0%
↓ 29.06 · 12:28 VIDEO Man detained in Astana for posting videos in police uniform ! Astana police: videos undermine officers' reputation...	VIEWS 1 661 REP. 2	REACTIONS 21 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

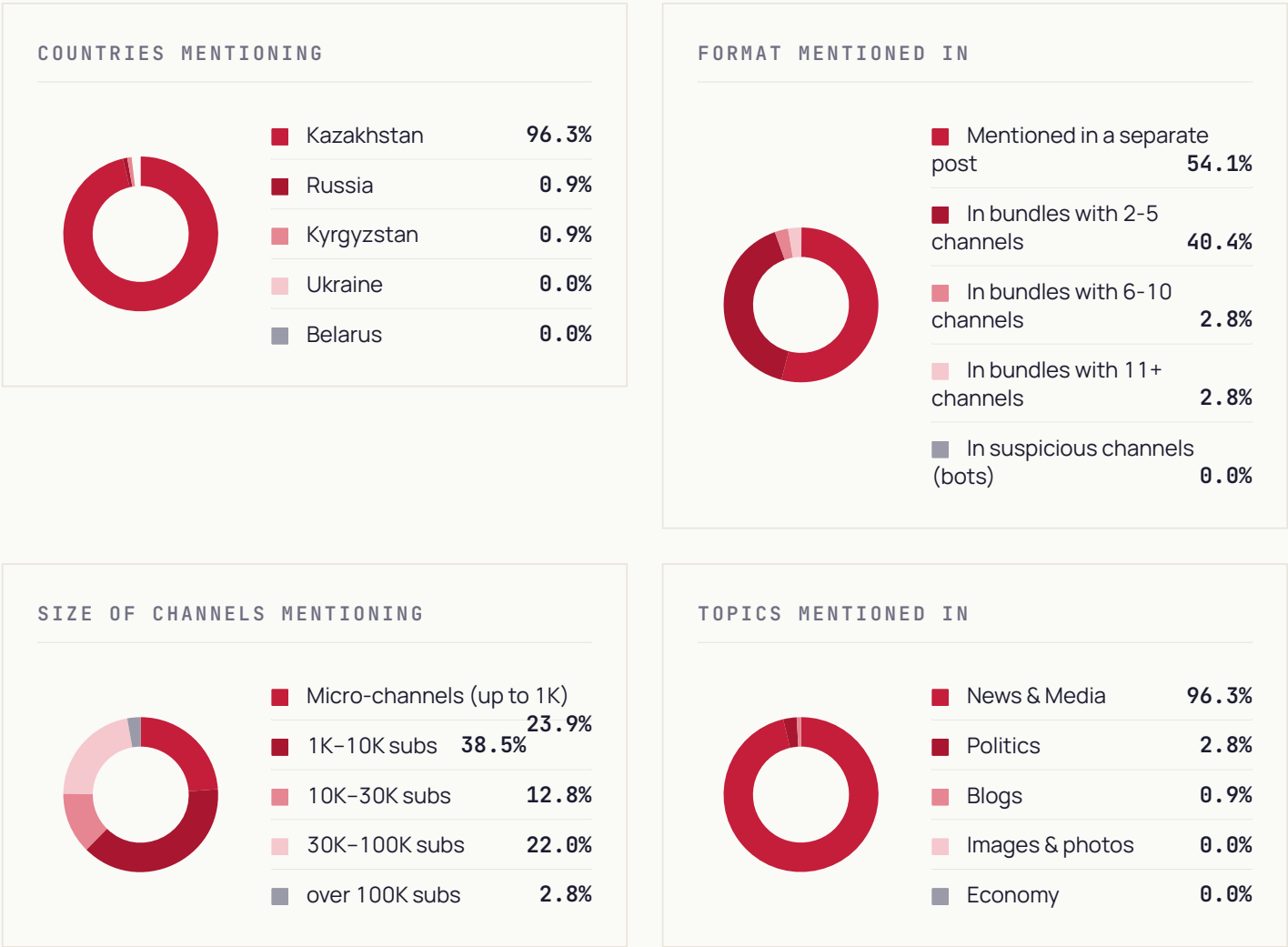
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

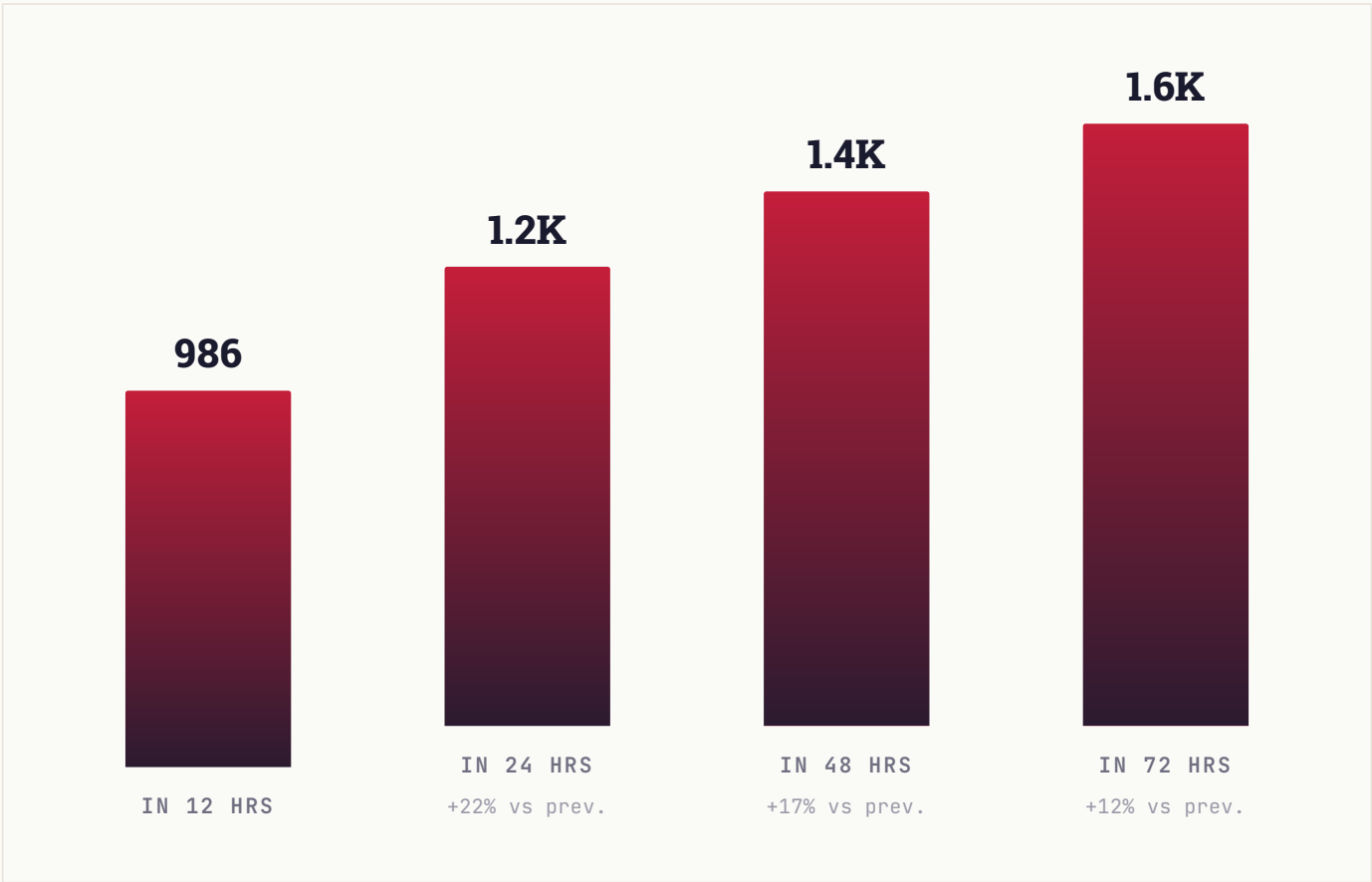
Citation index **20** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **43** different channels.



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 nearest channels by topic & audience. Your channel highlighted – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & 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 NOTKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
KÖ KöpSöz YOU	23.8K

COMPARATIVE CONCLUSION

Channel in top half of niche (#43 of 99). Niche leader – Dauletten (342.4K), median subs 20.2K. Aim for the top quartile – a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **18**, they brought **30** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	6	3	5	
December 2025	4	3	17	
November 2025	1	1	0	
October 2025	1	1	8	
Sep 2025	2	2	0	
August 2025	4	2	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
18	6	30

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in «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.

#43/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience most active on this day at 15:00 ALMT.

EFFECT

**Best time for
important
posts****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**

Exchange posts quarterly with channels in the same segment. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager