

PUBLIC REPORT PROMTPRESS

Channel audit

Kriminalny Kazakhstan



@kriminal_kazakhstan

Photo/video/collab send here: @kriminalkz_bot

SUBSCRIBERS

23 000

-203 per month

ERR (% SEE POSTS)

35.0%

last 24 hrs **18.7%**

REACH/POST

7.7K

ad reach **4.3K/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 23 000 —	 SUBSCRIBER REACH 33.54% avg % subs see post	 VIEWS/POST 7.7K median 8K · 29 days	 POSTS/WEEK 13.5 for period
 7D TREND +2.3% vs previous week	 REACTIONS/POST 109.7 total 6,143 reactions, 1,144 reposts, 860 comments	 POST LENGTH 674 chars median 633 · 29 days	 POSTS ANALYZED 56 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH -203 last month	 CITATION RATE 74 citation index · 153 channels mentioned ever	 CHANNEL AGE 8 years 9 months created 02.10.2017

AI EDITOR SUMMARY

Channel «Kriminalny Kazakhstan 🇷🇺» — 23 000 subs. Avg post views 7.7K people (34% of subs), good reach. Publishes 14 posts/week (~2/day) — regular. Week Jun 22–28 reach stable (+2.3% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 56 posts over 29 days.
- 02 Dominant format – Video (36/56 posts).
- 03 Avg post length – 674 chars (median 633).
- 04 Peak audience activity – Thursday, 15:00 ALMT.
- 05 Top posts get 2x more views than the weakest (11.5K avg for top vs 6.5K for worst) – among 56 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 10:08 VIDEO Drug network leader Kaef Mafia extradited from Poland to Kazakhstan Ukrainian citizen suspected of organizing and leading...	VIEWS 12 484 REP. 51	REACTIONS 65 ER 54.3%
Nº2 04.06 · 11:27 VIDEO SUV driver hits teen in Astana, doesn't stop On June 3 at Syganak Ave & Tole Bi St, a teen was crossing...	VIEWS 11 387 REP. 20	REACTIONS 150 ER 49.5%
Nº3 05.06 · 05:45 PHOTO Activist accused of raping a disabled person detained with drugs in Aktau On June 3, police detained civil activist Muratbay...	VIEWS 10 669 REP. 29	REACTIONS 138 ER 46.4%

Nº4 04.06 · 10:51 PHOTO Railway worker attacks students with knife over comments In Petropavlovsk, a 36-year-old man attacked two teens after...	VIEWS 9 978 REP. 11	REACTIONS 103 ER 43.4%
Nº5 12.06 · 07:51 VIDEO Man exposed himself to passersby in Astana park In one of the parks, a 40-year-old man displayed his genitals to passersby...	VIEWS 9 886 REP. 31	REACTIONS 132 ER 43.0%

WORST 3

↓ 29.06 · 05:37 PHOTO Teens with knife attack cemetery guard in Pavlodar A group of minors entered the cemetery and inflicted more than...	VIEWS 7 002 REP. 27	REACTIONS 113 ER 30.4%
↓ 30.06 · 04:28 PHOTO Five children die in horrific road accident in Turkestan region The accident occurred on June 27 near the village of Yenbekshi. A car at high speed...	VIEWS 6 313 REP. 10	REACTIONS 123 ER 27.4%
↓ 30.06 · 05:15 VIDEO Blogger arrested for videos with profanity A 36-year-old blogger from Almaty received an administrative penalty after posting...	VIEWS 6 094 REP. 16	REACTIONS 168 ER 26.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

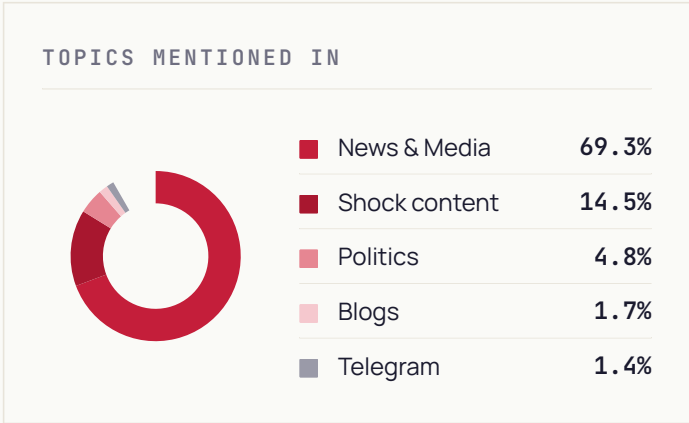
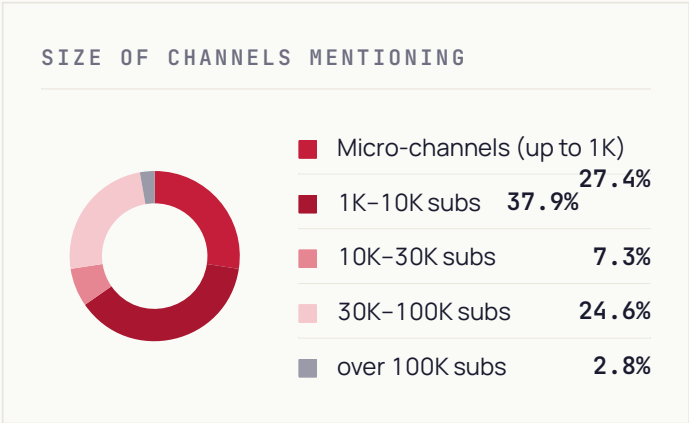
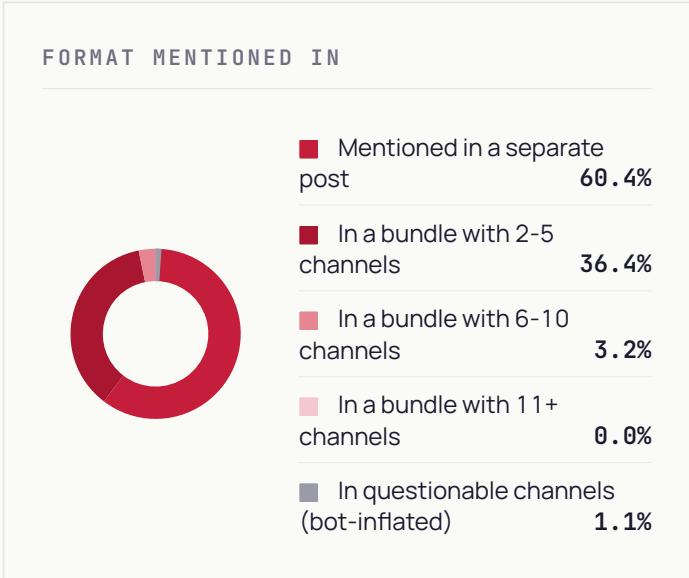
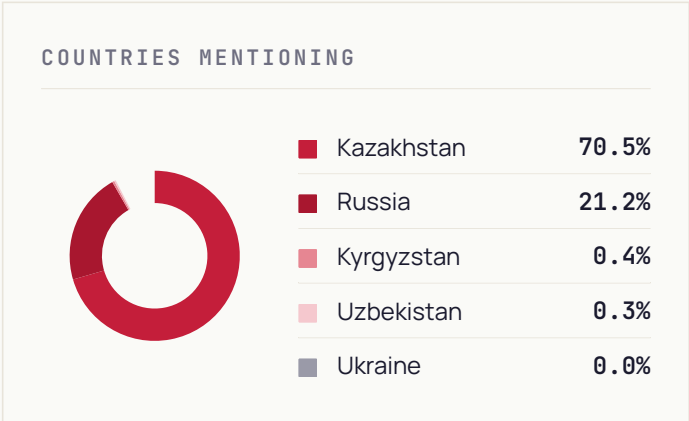
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

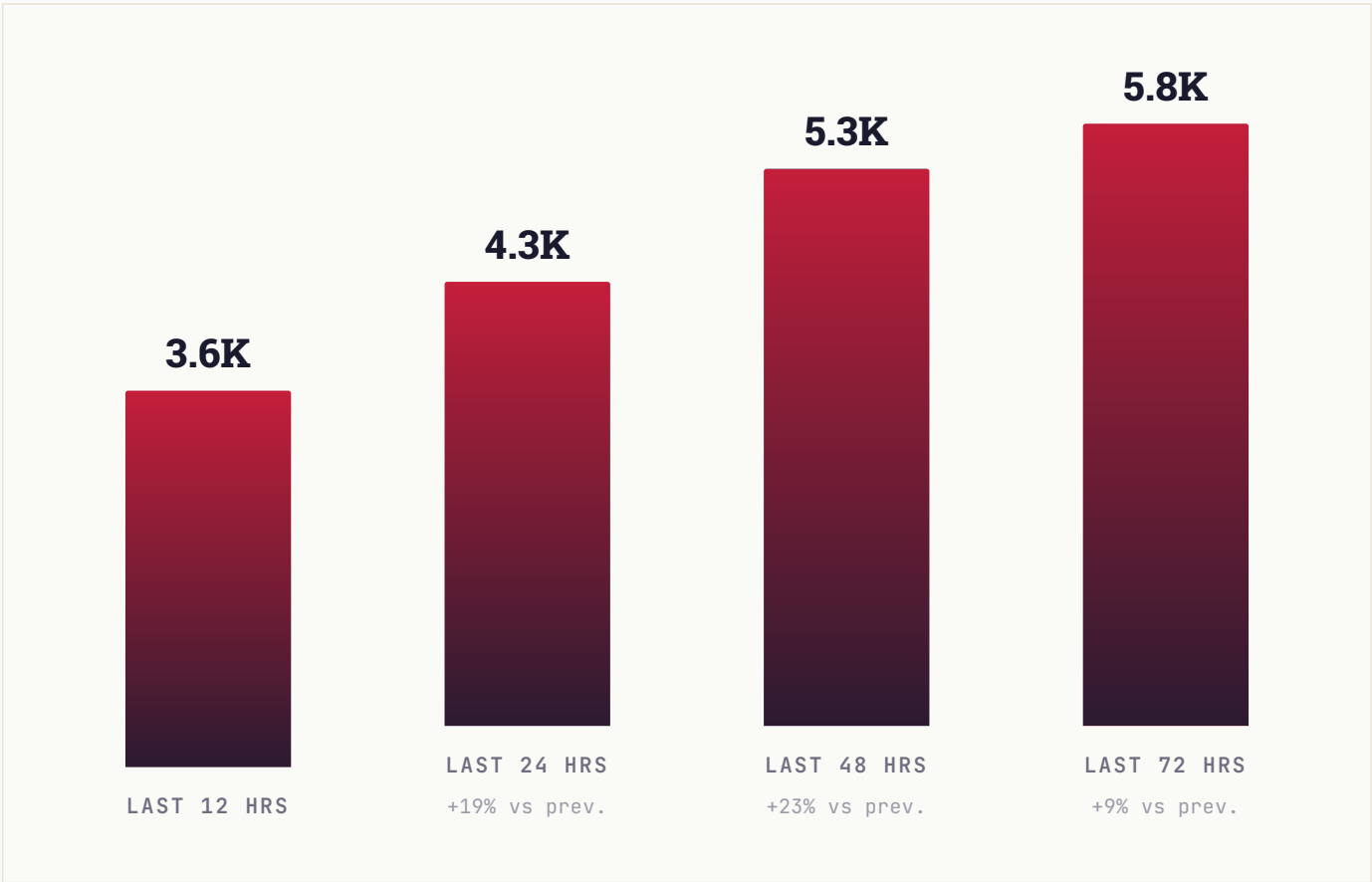
Citation index **74** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **153** different channels.



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 - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	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 - News of Kazakhstan	74.2K
KK Kriminalny Kazakhstan 13 YOU	23K

COMPARATIVE SUMMARY

Channel in top half of niche (#45 of 99). Niche leader: Dauletten (342.4K), median subs 20.2K. Aim for top quartile — realistic 6–12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **96**, they brought **1 833** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	18	9	387
December 2025	21	19	128
November 2025	9	4	273
October 2025	16	9	69
Sep 2025	13	9	601
August 2025	19	8	375

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
96	6	1 833

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 = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#45/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Thursday

Audience is most active on this day at 15:00 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). PromtPress 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
