

— PUBLIC REPORT BY PROMTPRESS

Channel Audit

Almaty

Apartments |

Rent |

Roommates



@kvartira_v_almaty

Channel for finding roommates and co-renting apts or rooms in Almaty. NOTE: we bear no legal responsibility for ad authors — be careful and...

SUBSCRIBERS

17 426

ERR (% SEE POSTS)

6.0%

REACH/POST

901

-140 this month

daily 2.3%

ad reach 408/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key Channel Metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 17 426 —	SUBSCRIBER REACH 5.17% avg % subs see post	VIEWS/POST 901 median 949 · 29 days	POSTS/WEEK 22.7 over period
7D TREND +22.5% vs previous week	REACTIONS/POST 1.1 101 reactions, 303 reposts, 4 comments	POST LENGTH 432 chars median 411 · 29 days	POSTS ANALYZED 95 29 days
AD REACH 408 24h avg	CHURN / MONTH -140 last month	CITATION RATE 4 citation index · 8 channels mentioned ever	CHANNEL AGE 6 years 1 month created 15.05.2020

AI EDITOR SUMMARY

Channel «Apartments Almaty | Rent Almaty | Find Roommates Almaty» — 17 426 subs. Each post avg views 901 people (5% from subs), reach low — should expand audience. Publishes 23 posts/week (~3/day) — active posting. For week Jun 22–28 reach up +22.5% to 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 95 posts in 29 days.
- 02 Dominant format — Photo (66/95 posts).
- 03 Avg post length — 432 chars (median 411).
- 04 Peak Audience Activity — Wednesday, 19:00 ALMT.
- 05 Strongest posts get 2x more views than weakest (1.3K avg top vs 695 worst) — among 95 posts in 29 days. Worth analyzing what top have in common: topic, format, timing.

TOP 5 POSTS

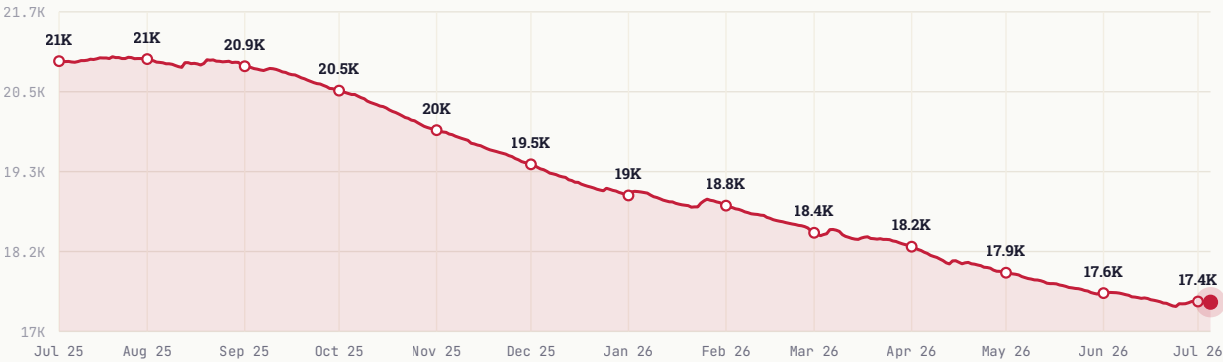
Nº1 23.06 · 07:30 PHOTO 🔴 URGENT! Looking for 1 girl to share 🏠 Cozy 1-room apartment — we'll live together ✨ The apartment has everything for a comfortable...	VIEWS 1 332 REACTIONS 1 REP. 2 ER 7.6%
Nº2 24.06 · 14:58 TEXT 📍 Urgently looking for two girls to share a 2-room apartment 🏠 Address: 42 Turkebaeva St., Almaty Preferably employed, decent...	VIEWS 1 261 REACTIONS 2 REP. 1 ER 7.2%
Nº3 21.06 · 13:17 PHOTO 🔍 Looking for one decent, tidy, quiet girl without bad habits (non-smoker), no pets. Place in bedroom. Apt...	VIEWS 1 231 REACTIONS 2 REP. 4 ER 7.1%

Nº4 24.06 • 13:32 PHOTO foreign med students (Arab & US) in Almaty, looking for 1-2 (16-27 yrs) preferably English-speaking. Need quiet, clean...	VIEWS 1 230 REACTIONS 3 REP. 4 ER 7.1%
Nº5 24.06 • 09:07 TEXT Looking for a third girl to share an apt from September. Apt near metro (Almaly or Bostandyk districts)...	VIEWS 1 226 REACTIONS 1 REP. — ER 7.0%
WORST 3	
↓ 30.06 • 11:37 PHOTO 🏠 Hostel in Almaty — all inclusive and clean! 💰 50,000 KZT/month, 4-6-8 bed rooms 🧑 Strict face control 🚿 Shower, kitchen, Wi-Fi, washing machine...	VIEWS 723 REACTIONS 1 REP. 5 ER 4.1%
↓ 16.06 • 13:07 PHOTO Looking for one guy to share a 1-room apt. Address: Tastak-1, building 2 (across Sayran river) We'll live...	VIEWS 708 REACTIONS — REP. 4 ER 4.1%
↓ 30.06 • 16:46 VIDEO Relocating, looking for a roommate for my room. Video attached. 3-room apt, only 3 people living...	VIEWS 656 REACTIONS — REP. 3 ER 3.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.

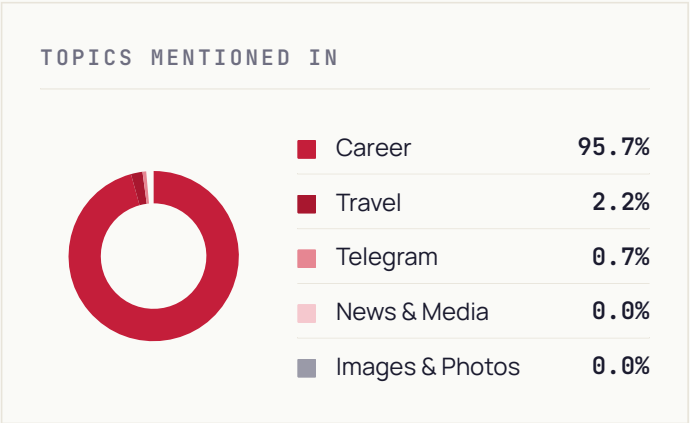
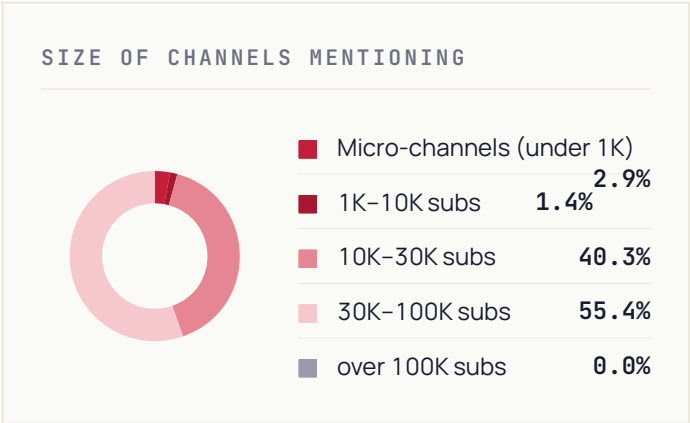
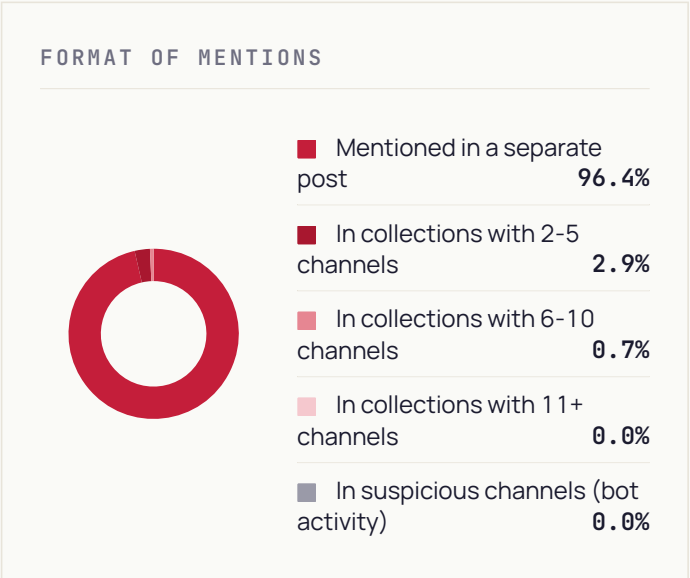
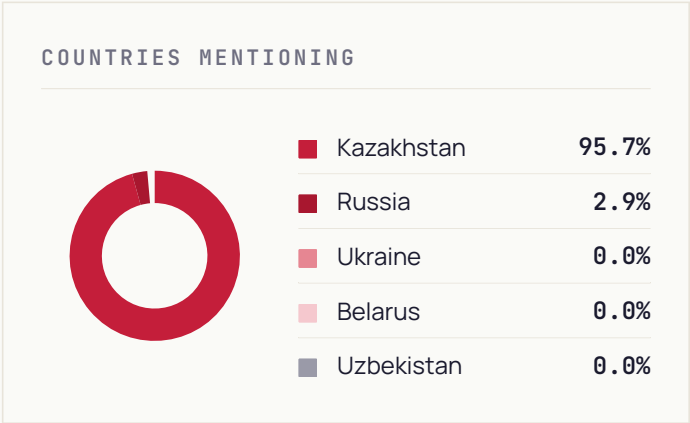


START DATE	NOW	NET GROWTH
20 975	17 424	-3 551

SECTION 04 · MENTIONS

Who & How Mentions the Channel

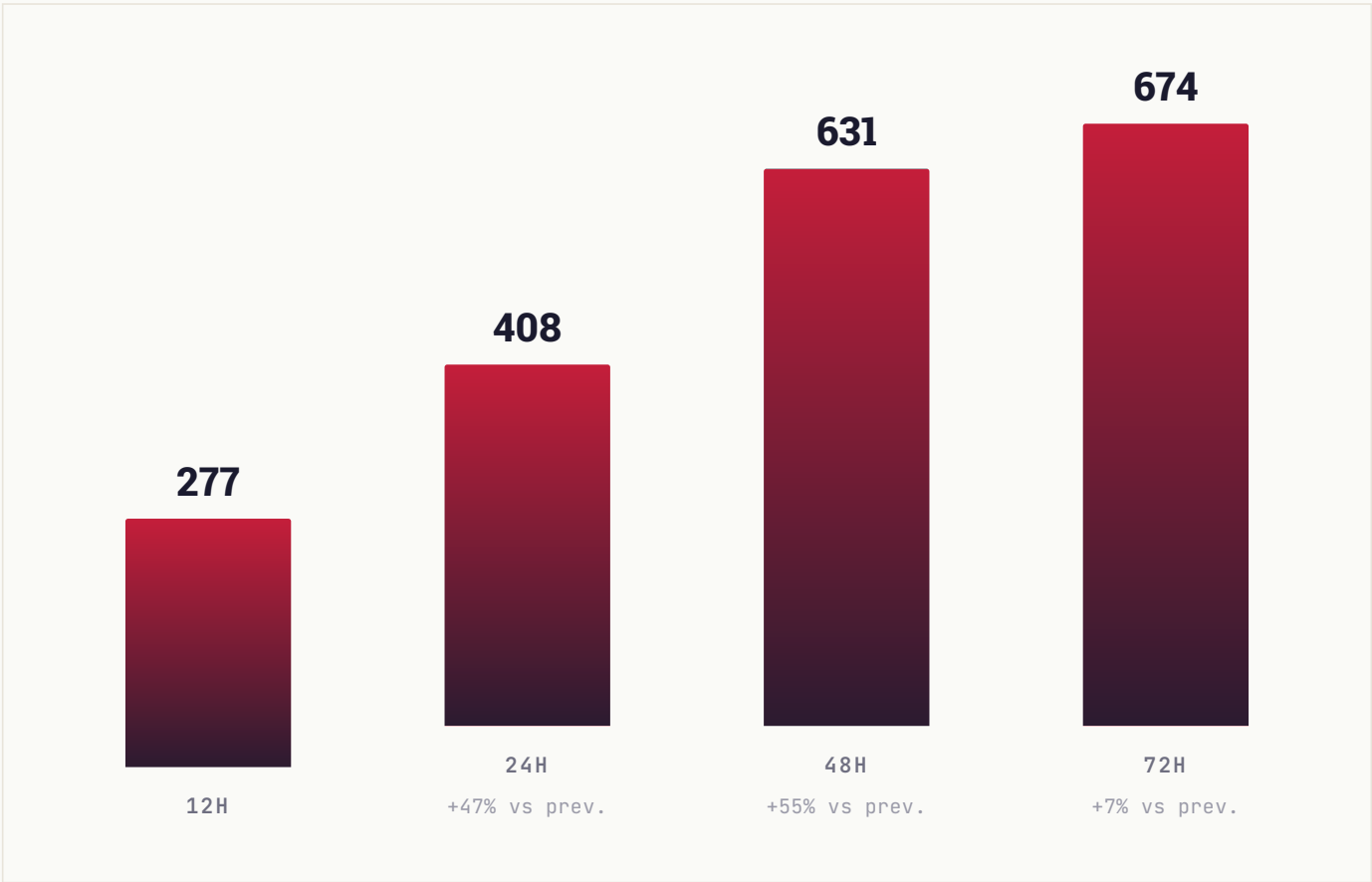
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 8 different channels.



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 relevant.



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
KP Kazakhstan Cheaper	206K
AK Rent apartment Almaty Roommate	77.3K
JA Janapost.kz	33.2K
АП Almaty Roommate Apartments Apartment	29.4K
C- Discounts.live - Discounts in Kazakhstan	24.1K
TK TRENDSHOP КАТАЛОГ ОПТОМ	18.7K
KA Almaty Apartments Rent Roommates YOU	17.4K
AK Rent Apartment Almaty Roommate Housemate	16.8K
MO Model3D_stl	13.2K
AC Amway Central Asia	13.1K
QO QMARKET ОПТОМ КАТАЛОГ	13K

COMPARATIVE CONCLUSION

Channel intop-10 niche (#7 of 100). Strong position. Niche leader — **Kazakhstan Cheaper** (206K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **5**, they brought **415** new subs.

PERIOD	MENTIONS	CHANNELS	ACQUIRED	SUBSCRIBERS
Jan 2026	2	1	180	
December 2025	0	0	37	
November 2025	0	0	0	
October 2025	0	0	0	
Sep 2025	1	1	30	
August 2025	2	1	168	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
5	6	415

SECTION 08 · NICHE COMPARISON

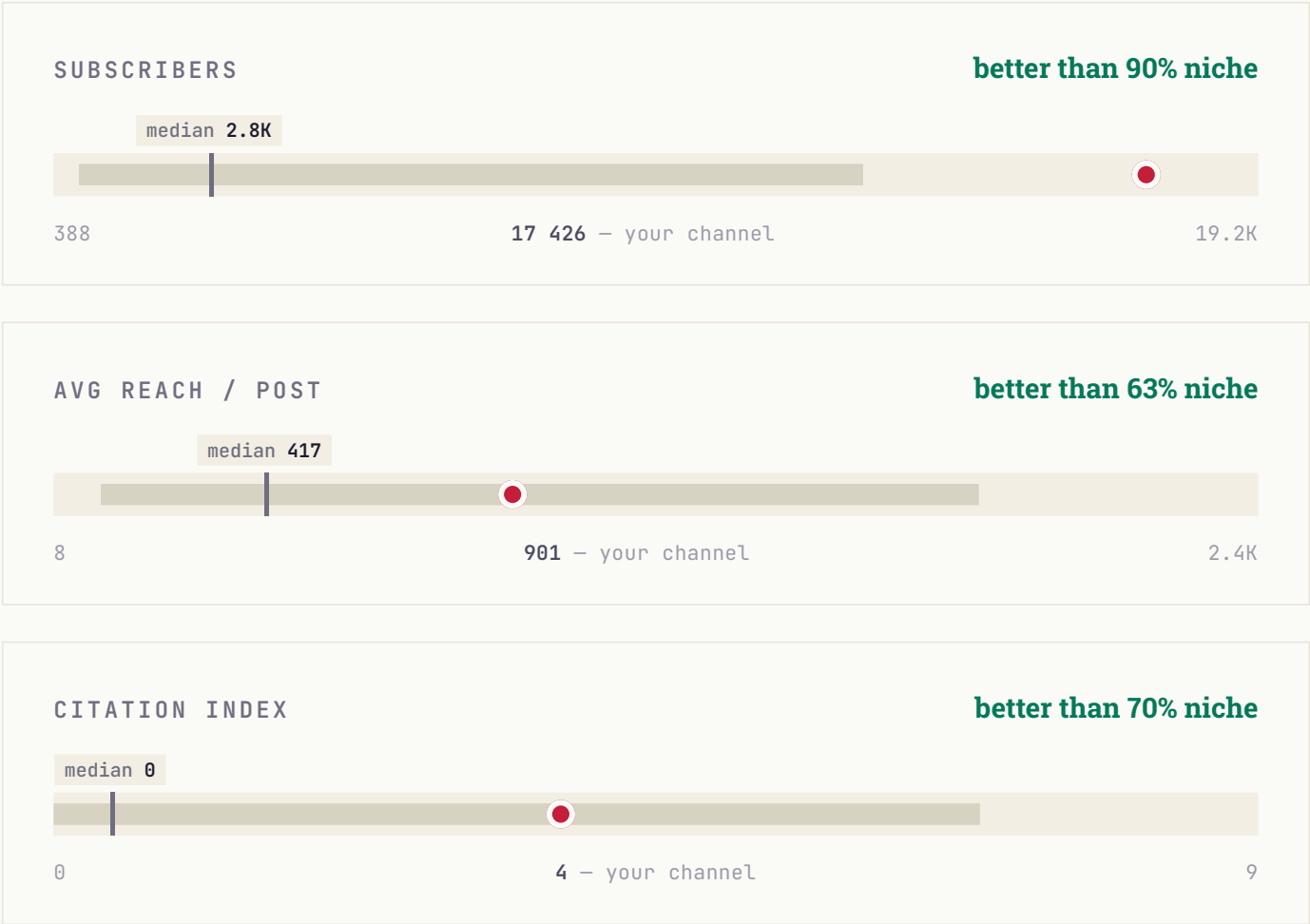
Where channel stands in its league

Took top-100 channels in category «Sales» and saw how your channel compares.
Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median.
Red dot – your channel.

#7/100

RANK IN NICHE

Channel in top 7% sales



— 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

Top post of the week — Wednesday

Audience most active on this day at 19:00 ALMT.

EFFECT

Best Time for Key Posts
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 5.17% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.3pp ER
- 04

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
- 05

Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you 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
