

PUBLIC REPORT BY PROMTPRESS

Channel audit

LADA.KZ - News of Mangystau and Aktau



@ladakz

Top Mangystau news Official Lada.kz channel Editor: +7 (7292) 505
085 Ads: +7 707 960 1304

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
22 012	14.0%	3K
04.07.2026 -245 per month	daily 10.9%	ad reach 2.4K/24h
HTTPS://PROMTPRESS.COM/AUDIT/LADAKZ		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 Strategy

5 priority actions

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 22 012 —	 SUBS REACH 13.74% avg % subs see post	 VIEWS/POST 3K median 3.1K · 29 days	 POSTS/DAY 13.2 ~92 per week
 7D TREND -1.3% vs previous week	 REACTIONS/POST 33.0 13,016 reactions, 1,262 reposts, 1,264 comments	 POST LENGTH 81 chars median 69 · 29 days	 POSTS ANALYZED 395 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -245 last month	 CITATION RATE 134 citation index · 239 channels mentioned ever	 CHANNEL AGE 10 years 5 months created 29.01.2016

AI EDITOR SUMMARY

Channel «LADA.KZ - News of Mangistau and Aktau» – 22 012 subs. Each post averages 3K people (14% of subs), reach is low – consider expanding audience. Publishes 92 posts/week (~13/day) – very active. Week Jun 22–28 reach stable (-1.3% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **395** posts over 29 days.
- 02 Dominant format – **Text** (390/395 posts).
- 03 Avg post length – **81** chars (median 69).
- 04 Audience peak – **Sunday**, 19:00 ALMT.
- 05 Strongest posts get **1x** more views than the weakest (3.7K avg for top vs 2.7K for worst) – among 395 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 04:08 TEXT Over 2,000 protective orders issued in Mangistau for domestic violence since start of year	VIEWS 3 779 REPOSTS 6	REACTIONS 30 ER 17.2%
Nº2 07.06 · 14:06 TEXT Naked man on street caught on video in Aktau: police comment	VIEWS 3 752 REPOSTS 6	REACTIONS 22 ER 17.0%
Nº3 22.06 · 07:51 VIDEO “We don’t treat such cases”: after visiting Aktau children’s hospital, family called police Aktau resident Guldana Ketibaeva stated that her...	VIEWS 3 603 REPOSTS 7	REACTIONS 84 ER 16.4%

Nº4 09.06 · 16:10 TEXT Murat Mukhanov left Mangistau Emergency Dept.	VIEWS 3 599 REPOSTS 2	REACTIONS 27 ER 16.4%
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Nº5 21.06 · 15:32 TEXT Oil spill in the Caspian Sea	VIEWS 3 575 REPOSTS 14	REACTIONS 91 ER 16.2%
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WORST 3

↓ 30.06 · 11:16 TEXT Fast food kiosk burns down in Mangistau	VIEWS 2 732 REPOSTS 4	REACTIONS 16 ER 12.4%
↓ 30.06 · 08:09 TEXT Mangystau rescuers held safety lesson for disabled	VIEWS 2 693 REPOSTS 2	REACTIONS 22 ER 12.2%
↓ 01.07 · 05:02 TEXT Flooded streets and threat to homes: Beyneu deals with aftermath of heavy rain	VIEWS 2 690 REPOSTS 1	REACTIONS 14 ER 12.2%

SECTION 03 · SUBSCRIBER 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 or lost subs.

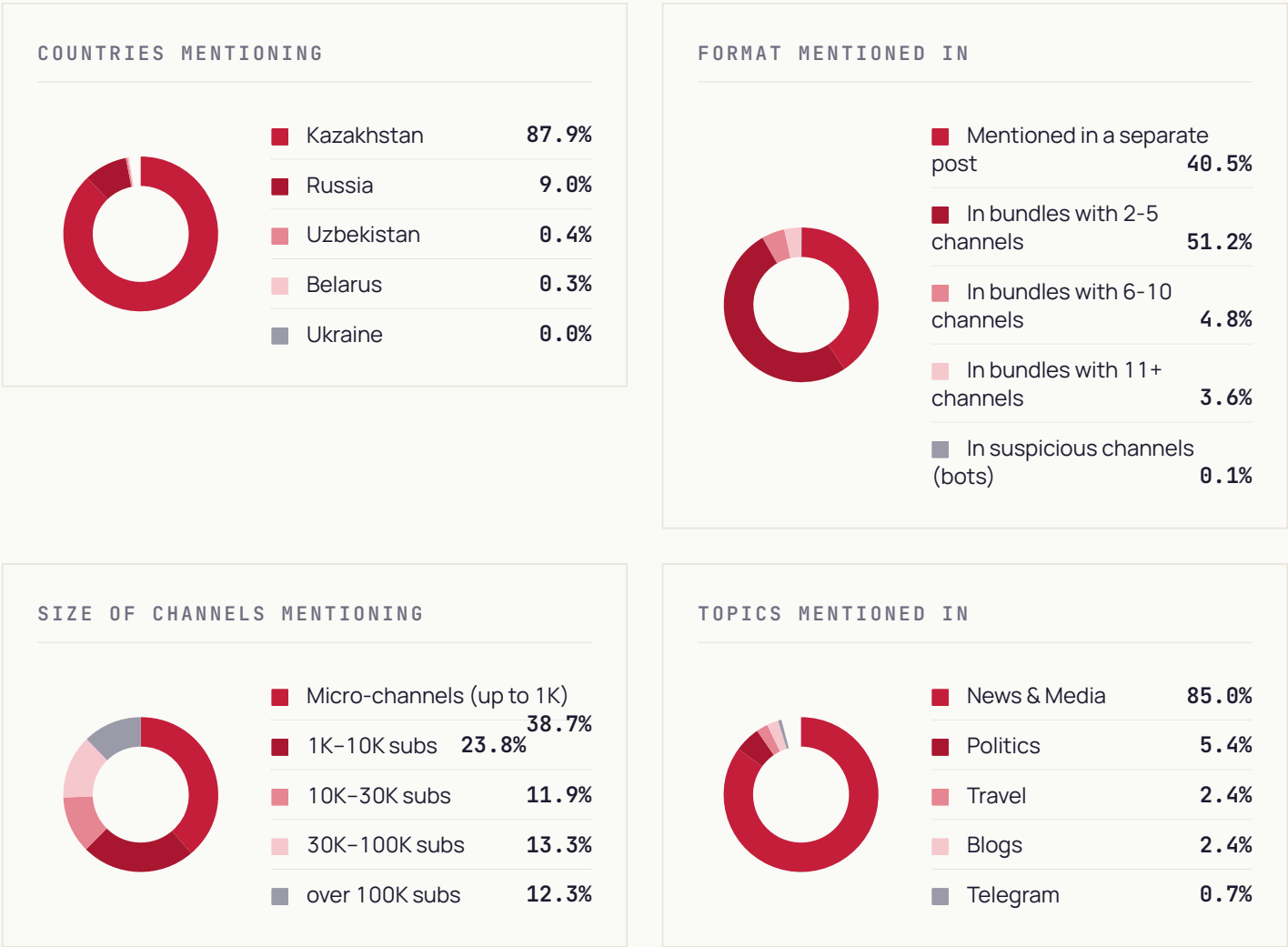


START DATE	NOW	NET GROWTH
22 637	22 012	-625

SECTION 04 · MENTIONS

Who & how mentions the channel

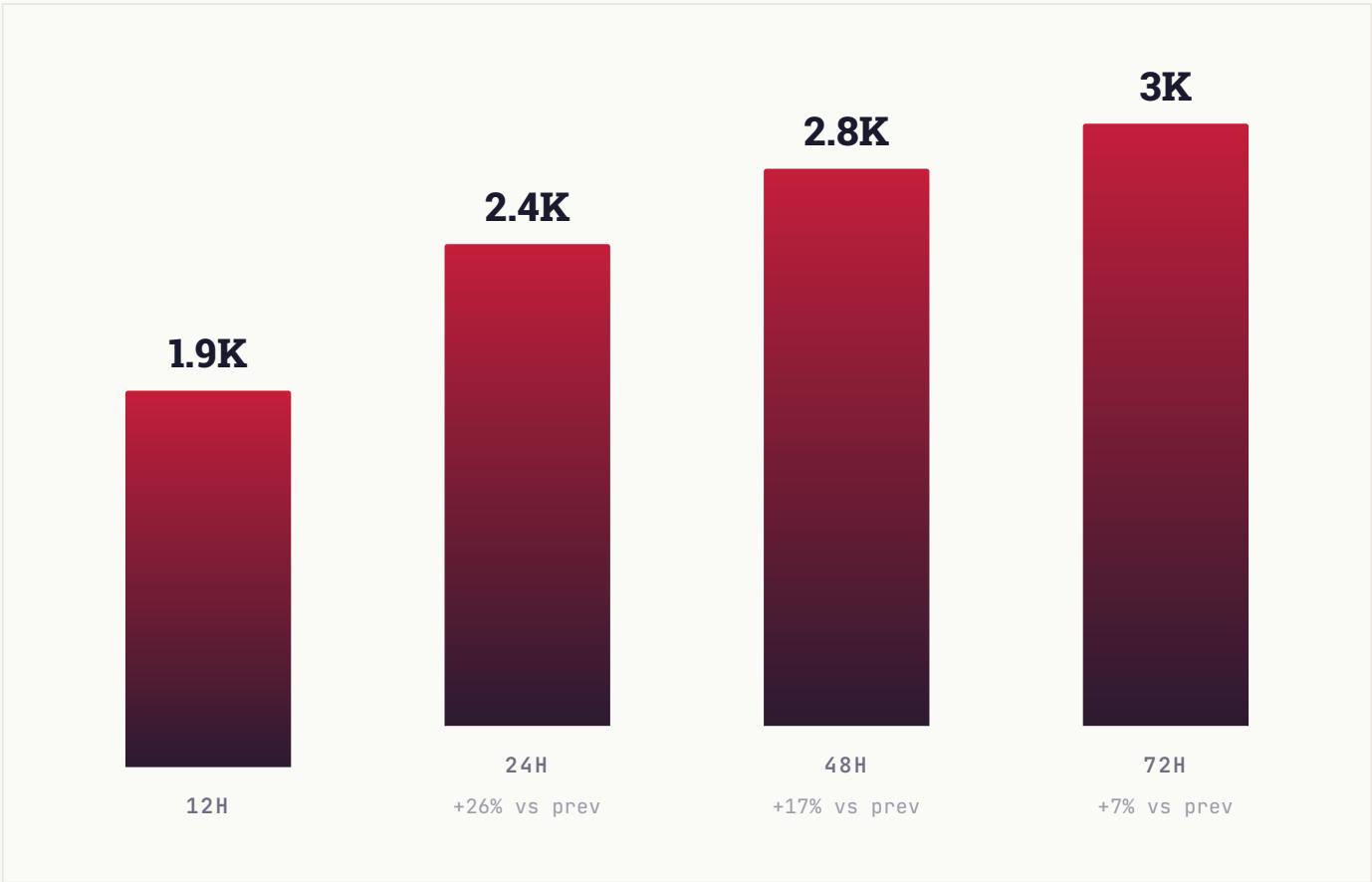
Citation index **134** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **239** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your rank among niche neighbors.

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
L- LADA.KZ - News of Mangystau and Aktau YOU	22K

COMPARATIVE CONCLUSION

Channel in top half of niche (#46 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 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 **23**, they brought **1 903** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	4	4	242
December 2025	0	0	7
Nov 2025	8	7	1 481
Oct 2025	2	1	46
Sep 2025	5	5	62
August 2025	4	4	65

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
23	6	1 903

SECTION 08 · NICHE COMPARISON

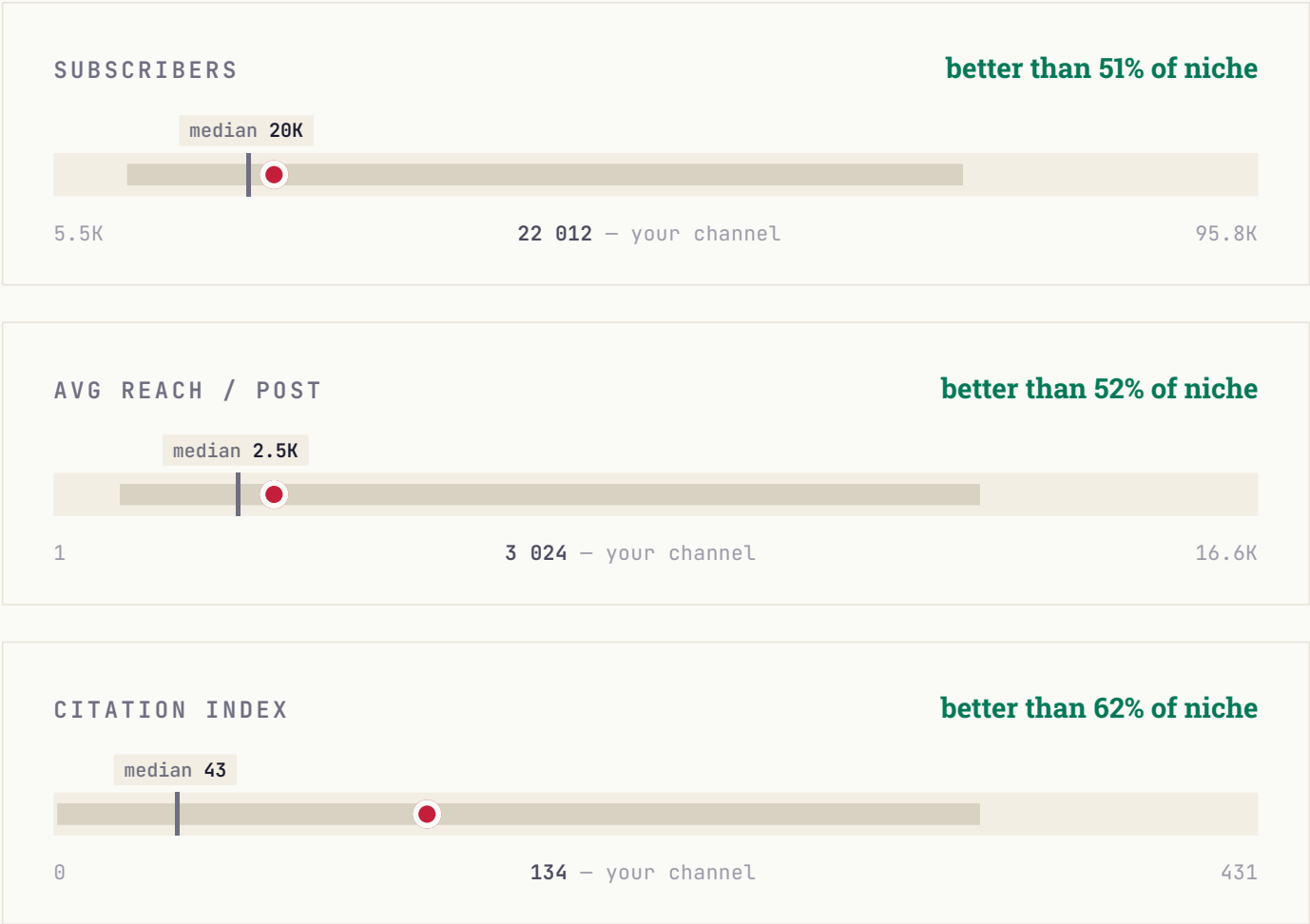
Where the channel stands in its league

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 line — median. Red dot — your channel.

#46/100

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 Sunday

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

EFFECT

**Best time for
key posts**

02

Increase video post share

Video in Telegram retains audience longer and is better processed by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Relevant
audience
growth**

★ 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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