

— PROMTPRESS PUBLIC REPORT

Channel audit

Margulan Seissembai



@margulanseissembai

Researcher, entrepreneur, investor, traveler. <https://margulanseissembai.com/mainpage>

SUBSCRIBERS

212 864

-1267 per month

ERR (% SEE POSTS)

15.0%

per day 5.9%

REACH/POST

30.8K

ad reach 12.6K/24h

— 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 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 'Blogs' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 212 864 —	 SUBSCRIBER REACH 14.49% avg % subs see post	 VIEWS/POST 30.8K median 31.4K · 29 days	 POSTS/WEEK 5.5 for the period
 7D TREND -8.8% vs previous week	 REACTIONS/POST 843.0 total 19,390 reactions, 3,118 reposts, 0 comments	 POST LENGTH 542 chars median 536 · 29 days	 POSTS ANALYZED 23 29 days
 AD REACH 12.6K 24h avg	 CHURN / MONTH -1267 for the last month	 CITATION RATE 115 citation index · 1,244 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 19.01.2018

AI EDITOR SUMMARY

Channel «Margulan Seissembai» – 212 864 subs. Avg views per post 30.8K people (14% from subs), reach low – need to grow audience. Posts 6 posts/week (~1/day) – rare. Week Jun 22–28 reach dropped -8.8% to week Jun 15–21 – worth analyzing.

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 SHARE

- 01 Analysis based on 23 posts in 29 days.
- 02 Dominant format — Text (11/23 posts).
- 03 Avg post length — 542 chars (median 536).
- 04 Peak audience activity — Friday, 10:00 ALMT.
- 05 Top posts get 1x more views than the weakest (38.5K avg for top vs 29.5K for worst) — among 23 posts in 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 12.06 · 05:26 PHOTO Today Igor Rybakov came over for lunch. We talked for three hours about the future of education. Made various predictions...	VIEWS 42 600 REPOSTS 50	REACTIONS 1 840 ER 20.0%
Nº2 19.06 · 13:11 VIDEO Thanks, Balkhash! This time I decided to relax with my students and invited them to my farm on Balkhash. After all, nature creates...	VIEWS 38 585 REPOSTS 13	REACTIONS 737 ER 18.1%
Nº3 04.06 · 10:12 PHOTO Enjoying the mountain views of Zhañaarka, reflecting. And you know, I realized: the poorer a person is, the more they think in 'either-or' terms...	VIEWS 34 317 REPOSTS 402	REACTIONS 1 705 ER 16.1%

Nº4

16.06 · 13:44

PHOTO

Here's how our mini-vacation on Balkhash goes. #recent

VIEWS

34 313

REPOSTS

23

REACTIONS

1 051

ER

16.1%

Nº5

08.06 · 08:48

TEXT

Tonight we'll sleep on a takyr right in the heart of Betpak-Dala. A takyr is a dried clay plain that can stretch for...

VIEWS

33 419

REPOSTS

3

REACTIONS

446

ER

15.7%

|

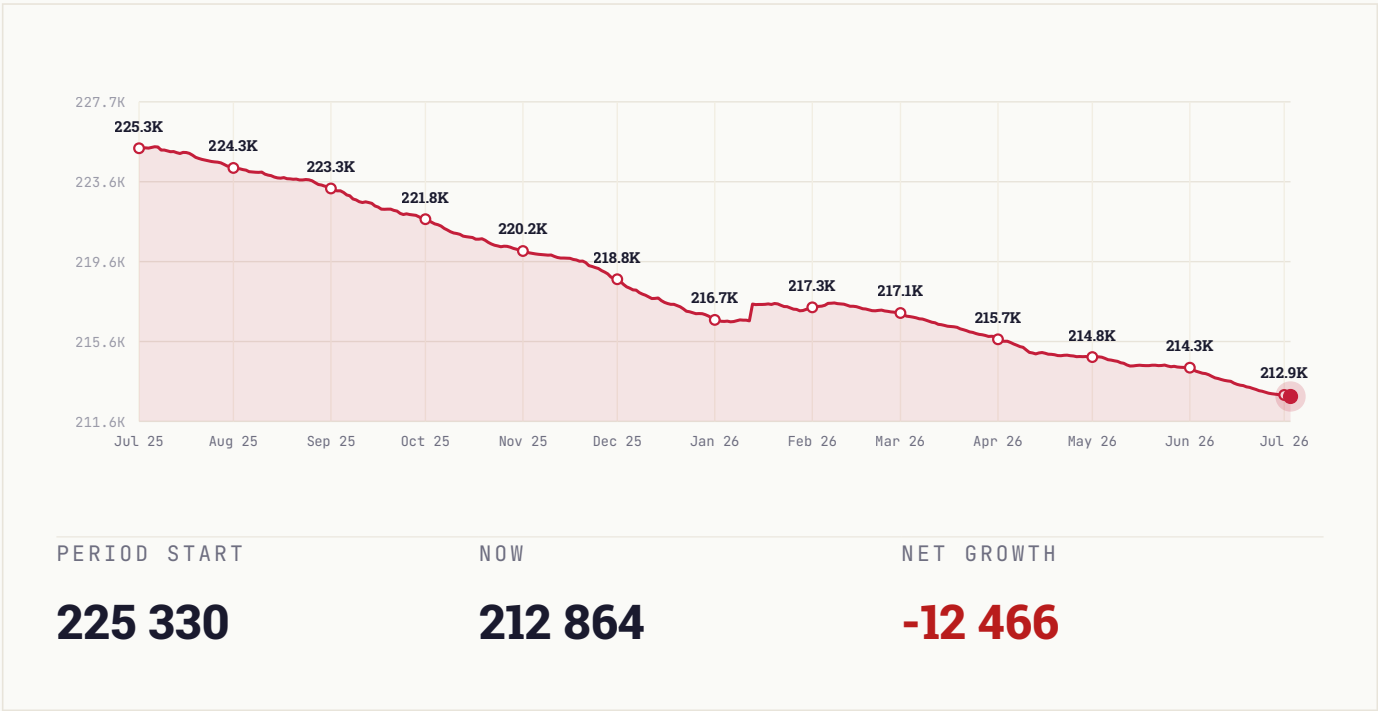
WORST 3

↓ 05.06 · 11:53 VIDEO Decided to go for a ride, but as usual, not without adventures. Good thing we always have fire extinguishers.	VIEWS 29 615 REPOSTS 21	REACTIONS 785 ER 13.9%
↓ 23.06 · 11:16 PHOTO Over years of observation, I've noticed that most people are held back not by circumstances, but by their own beliefs. In the audio below, I talk about three...	VIEWS 29 508 REPOSTS 84	REACTIONS 321 ER 13.9%
↓ 10.06 · 12:41 VIDEO No better rest than the Kazakh steppes. Time to head home. #happinessandselfrealization	VIEWS 29 259 REPOSTS 41	REACTIONS 945 ER 13.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

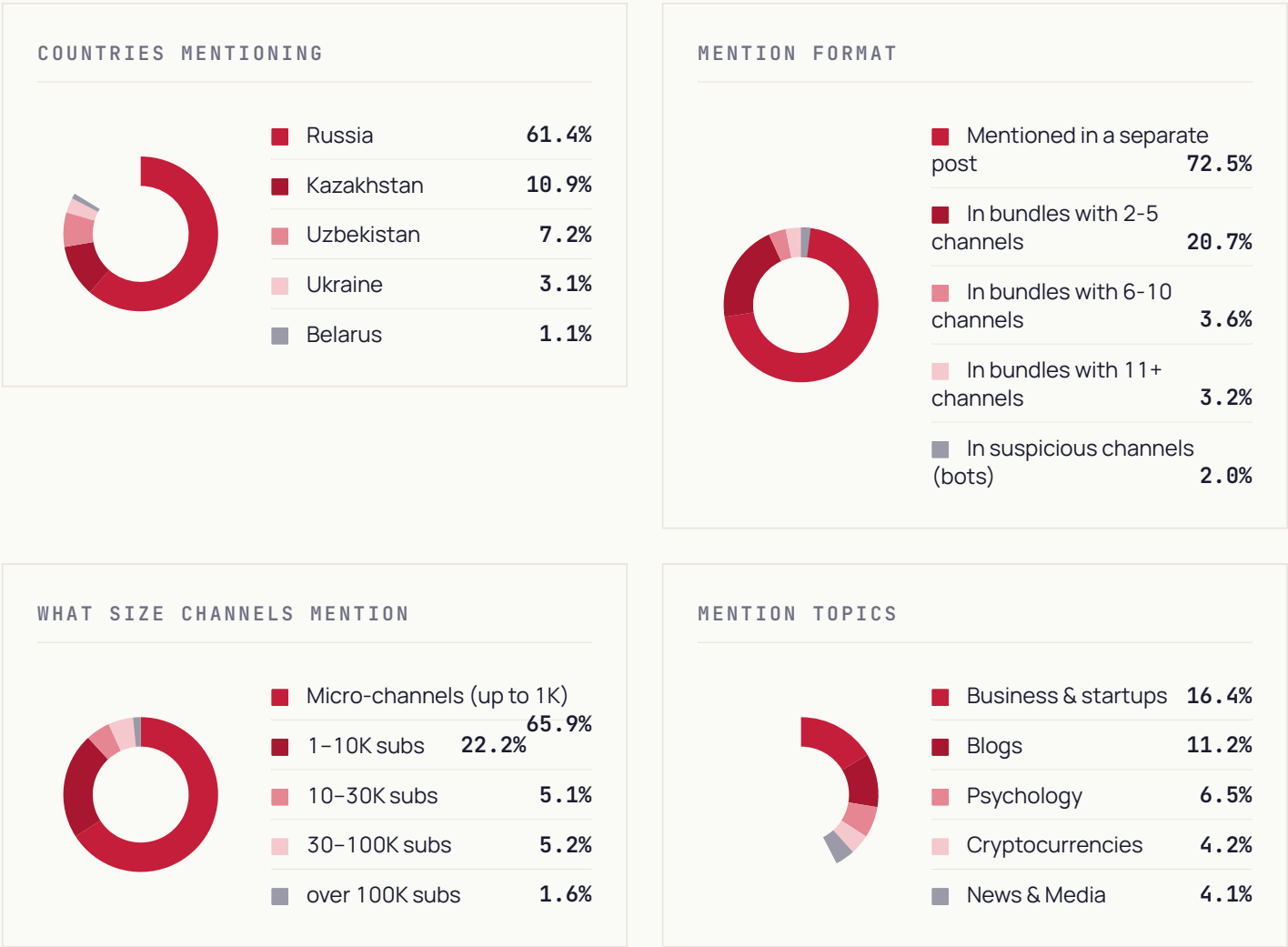
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

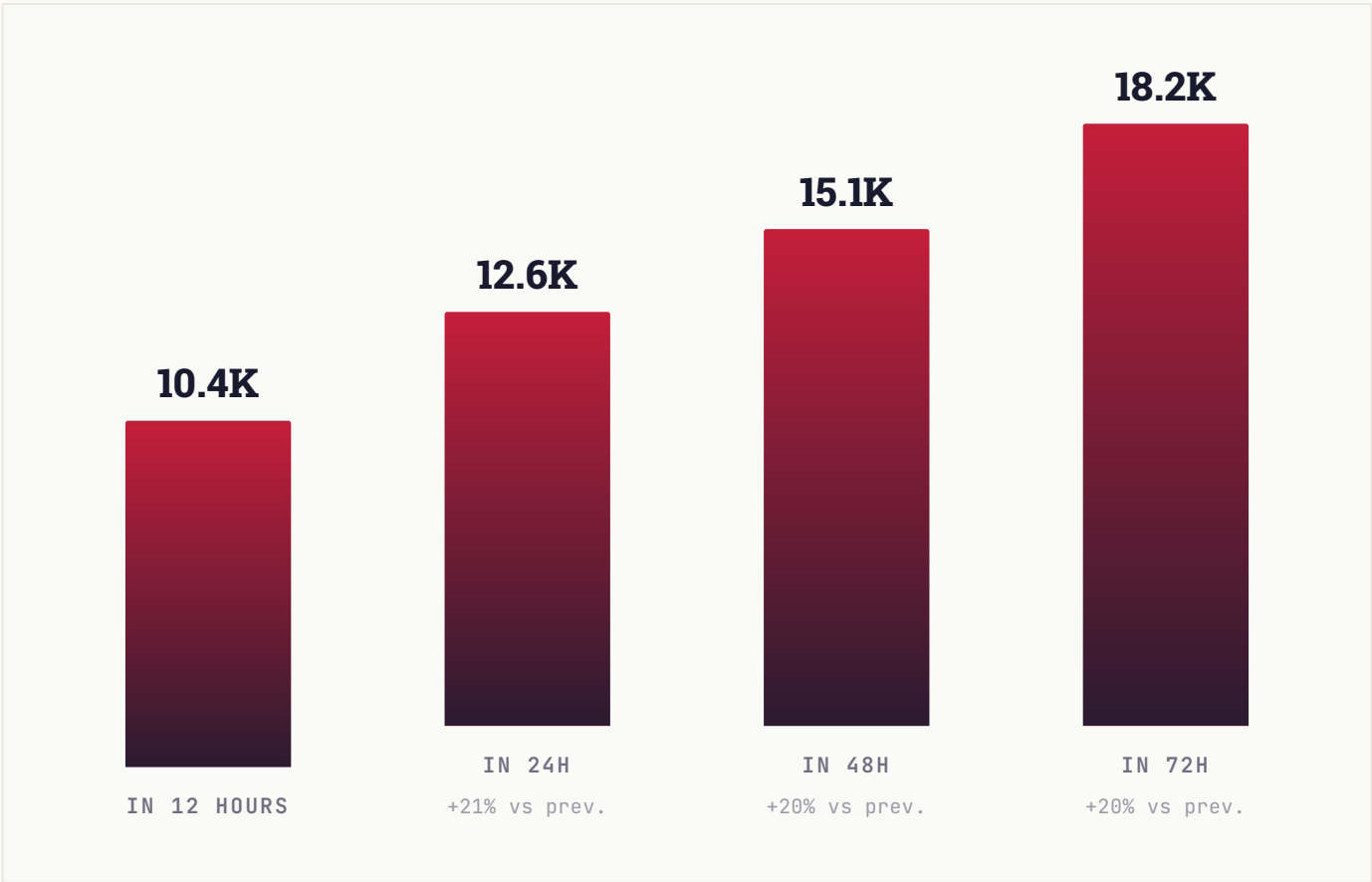
Citation index **115** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **1 244** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MS Margulan Seissembai YOU	212.9K
AL ALIBEKOV	56.3K
SI Syrym Itkulov	50K
SA SADRADDIN	48.8K
IS ISKONYA	35.5K
YY Yerzhan Yessimkhanov	32.6K
AI Aissaule	24.4K
GU Guzel Urazova	24.1K
ZA ZAKIROV.TAT	23.8K
ZT Call Thunberg!	22.1K
AL ALPHA	21.1K

COMPARATIVE INSIGHT

Channel in top-1 niche (#1 of 98 channels in category). One of the leaders — client partners can cross-promote as equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

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 **91**, they brought **1 403** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	32	29	1 158
December 2025	23	20	33
Nov 2025	12	8	8
Oct 2025	10	7	43
Sep 2025	8	6	81
August 2025	6	6	80

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
91	6	1 403

SECTION 08 · NICHE COMPARISON

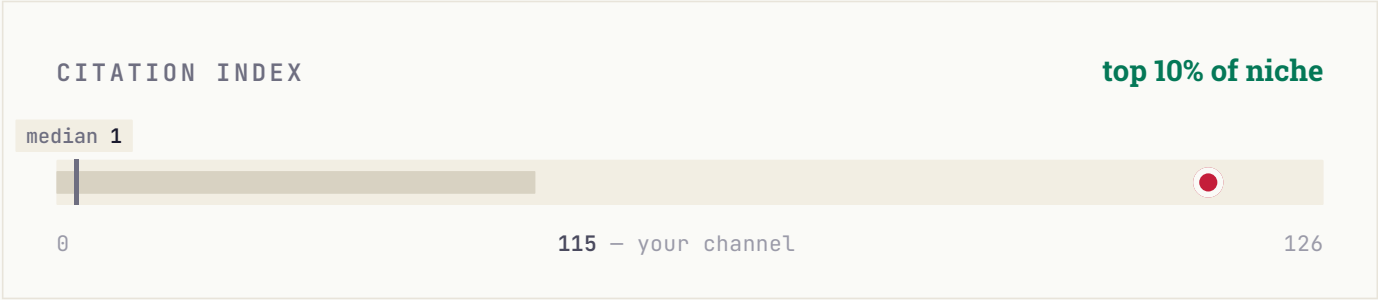
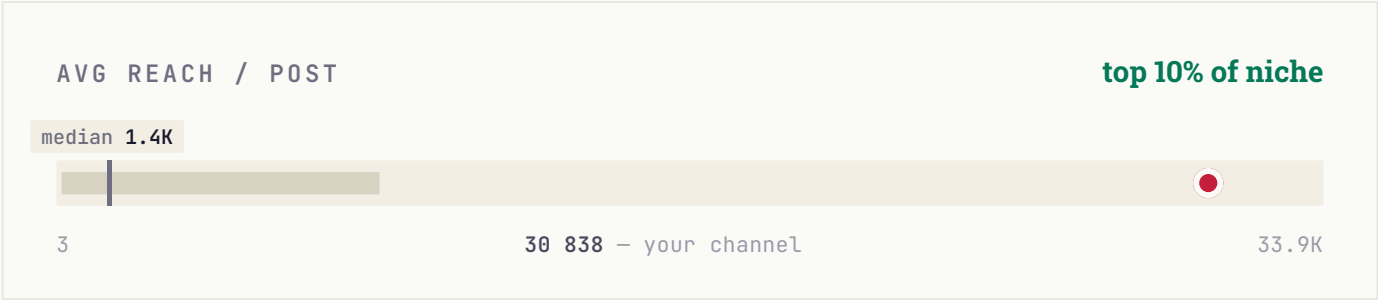
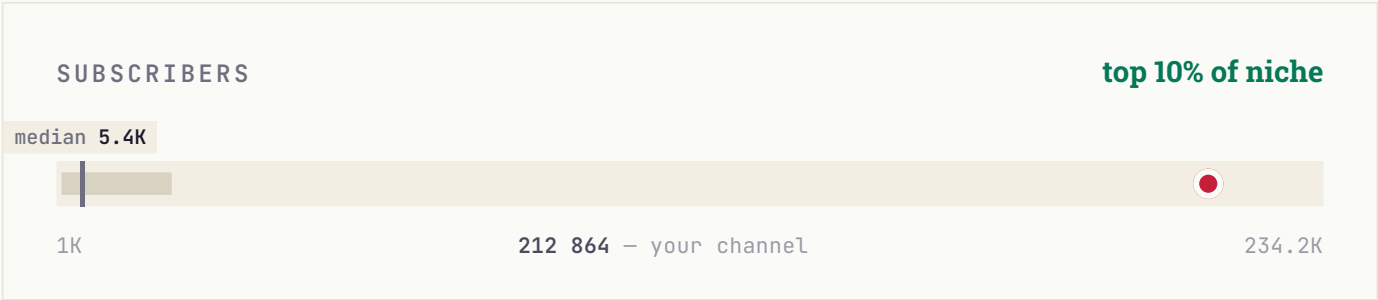
Where the channel stands in its league

Top-100 channels in category «Blogs» and saw how your channel compares. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#1/100

RANK IN NICHE

Channel in top 1% blogs



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and return to this report in a month.

01

Main post of the week — on Friday

Audience most active on this day at 10:00 ALMT.

EFFECT

**Best window
for an
important post**

02

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress 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 poll per week on a hot topic is an 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few 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
----	--------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
