

— PUBLIC REPORT PROMTPRESS

Channel audit

Massaget NEWS



@massaget_news

Educational content: @massaget_kz

SUBSCRIBERS

17 458

-435 per month

ERR (% SEE POSTS)

8.0%

per day 4.6%

REACH/POST

1.2K

ad reach 808/24h

— 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

Position in «News & Media» category

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 17 458 —	 SUBS REACH 7.14% avg % subs see post	 VIEWS/POST 1.2K median 1.2K · 29 days	 POSTS/WEEK 26.9 over period
 7D TREND -8.3% vs previous week	 REACTIONS/POST 7.5 total 842 reactions, 53 reposts, 59 comments	 POST LENGTH 376 chars. median 386 · 29 days	 POSTS ANALYZED 112 29 days
 AD REACH 808 24h avg	 CHURN / MONTH -435 last month	 CITATION RATE 10 citation index · 48 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 28.04.2020

AI EDITOR SUMMARY

Channel «Massaget NEWS» – 17 458 subs. Each post averages 1.2K people (7% from subs), reach is low – consider expanding audience. Publishes 27 posts per week (~4/day) – active posting. For week 25–31 May reach dropped -8.3% to week 18–24 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 112 posts over 29 days.
- 02 Dominant format – Photo (109/112 posts).
- 03 Avg post length – 376 chars (median 386).
- 04 Peak audience activity – Saturday, 12:00 ALMT.
- 05 Top posts get 3× more views than the weakest (1.7K avg for top vs 537 for worst) – among 112 posts over 29 days. Worth analyzing what the top ones share: topic, format, timing.

TOP 5 POSTS

Nº1 09.05 · 07:08 PHOTO Head of State Kassym-Jomart Tokayev congratulated on Victory Day "Over a hundred of our compatriots became full holders of the Order of Glory, five hundred...	VIEWS 1 763 REPOSTS —	REACTIONS 1 ER 10.1%
Nº2 10.05 · 10:09 PHOTO Atyrau region missing family: suspect confesses Investigation into the death of a family in Zhangeldin village completed. Main...	VIEWS 1 637 REPOSTS —	REACTIONS — ER 9.4%
Nº3 07.05 · 05:32 PHOTO Head of State Kassym-Jomart Tokayev congratulated on Defender of the Fatherland Day "This is the security, stability and peace of Kazakhstan...	VIEWS 1 616 REPOSTS —	REACTIONS — ER 9.3%

Nº408.05 · 13:32 PHOTO ТАЛАЙДЫ ЖАЗЫҚСЫЗ СОТТАДЫҚ - МӘЖІЛІСКЕ ШОЛУ Бекерден-бекер қамалып, аңшылықтан ары жүрсе де, абақтыда отырғандар бар. Мәжілістің жалпы...	VIEWS	REACTIONS
	1 609	4
	REPOSTS	ER
	—	9.2%

Nº516.05 · 11:21 PHOTO President Astana LRT жұмысын іске қосты ☒ LRT жүйесінің әр құрамы 600-ден астам жолаушы тасымалдауға арналған. Ұзындығы 22,4 шақырым...	VIEWS	REACTIONS
	1 599	8
	REPOSTS	ER
	—	9.2%

WORST 3

↓01.06 · 05:32 PHOTO Students from all regions of the country toured the Akorda On International Children's Day, the Presidential Residence welcomed students from all oblasts...	VIEWS	REACTIONS
	637	6
	REPOSTS	ER
	—	3.6%

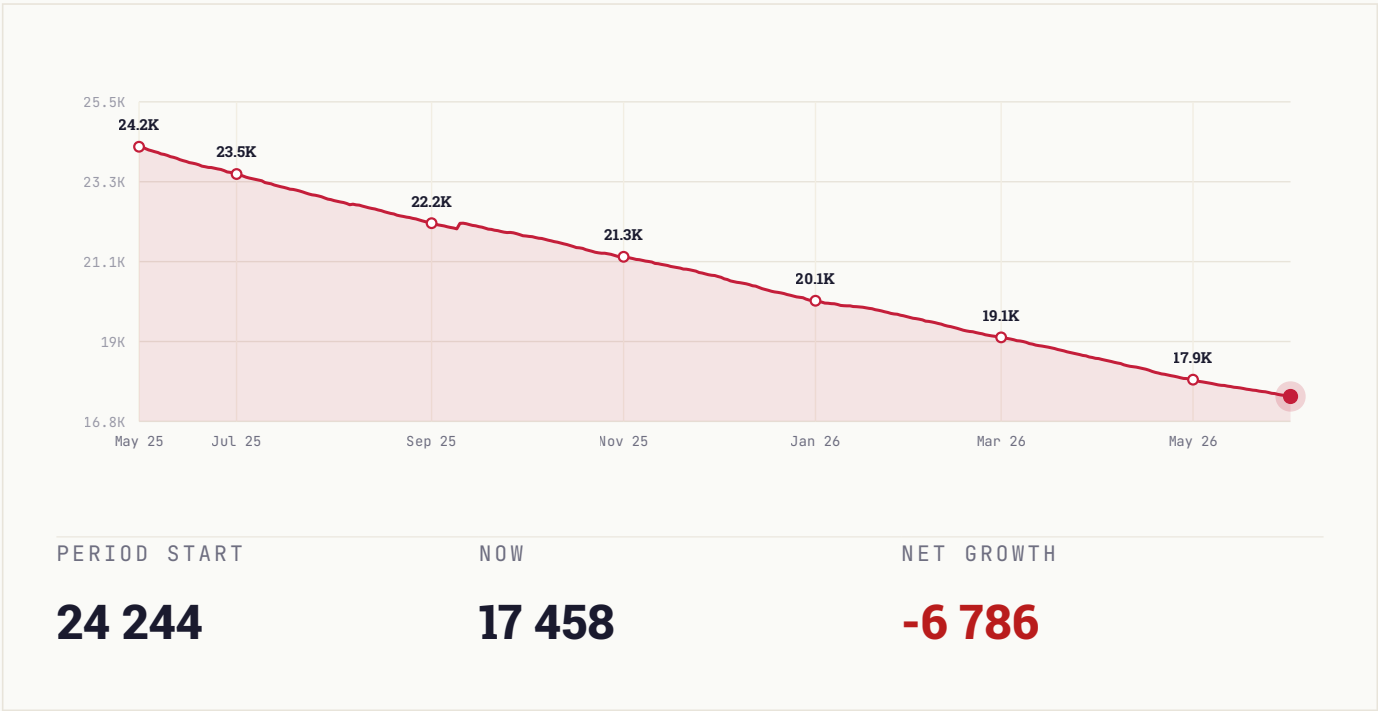
↓01.06 · 09:43 PHOTO Президент атынан Қанат Айтбаевқа мемлекеттік награда табысталды Мәдениет және өнер қызметкерлері күніне орай ҚР Премьер-министрінің...	VIEWS	REACTIONS
	596	12
	REPOSTS	ER
	—	3.4%

↓01.06 · 13:42 PHOTO ☒ "Dariga Badykova was defeated again": lawyer Inga Imanbay made a statement This was written by lawyer Inga Imanbay. ☒ "Dariga Badykova...	VIEWS	REACTIONS
	379	1
	REPOSTS	ER
	—	2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

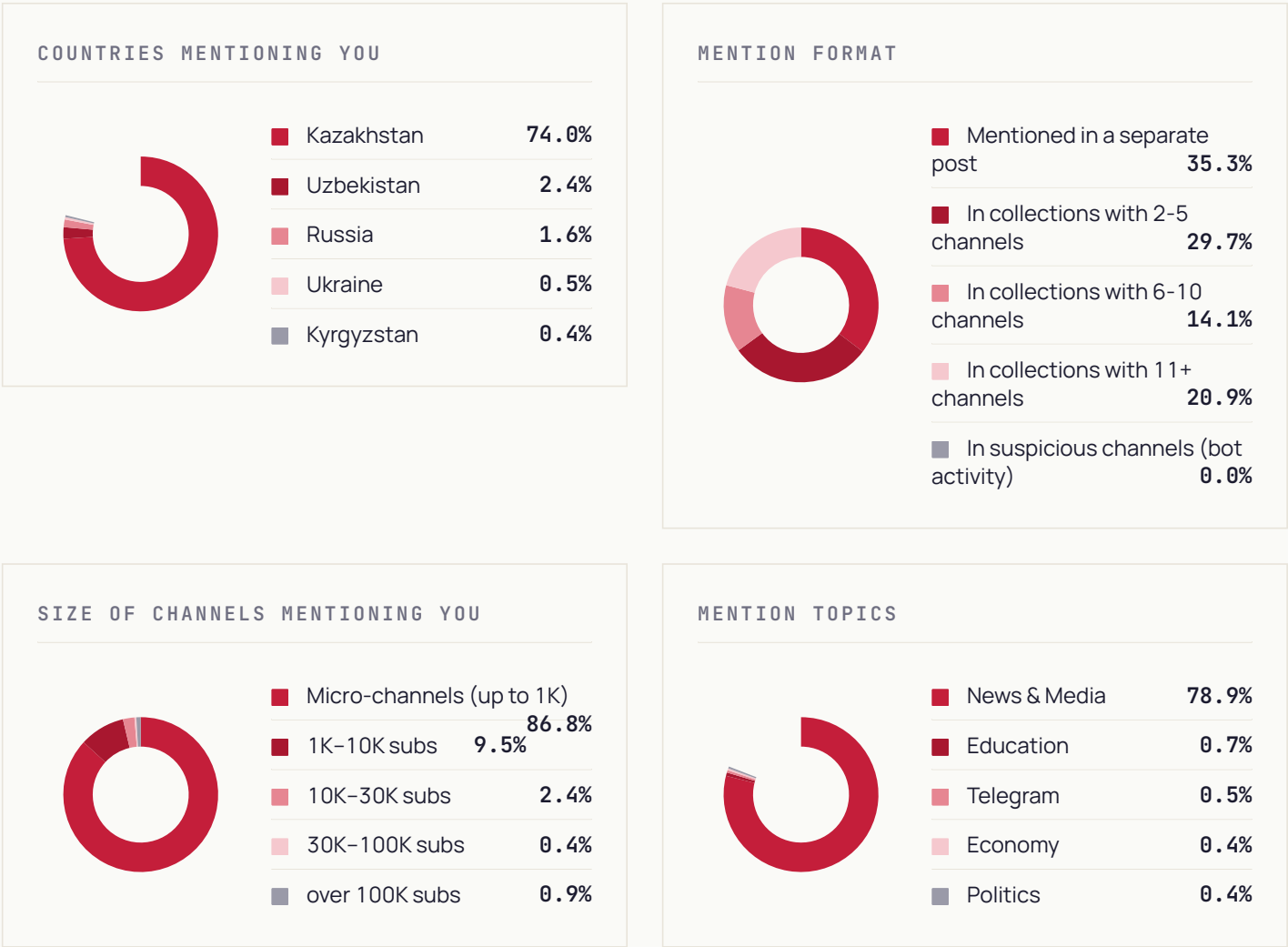
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

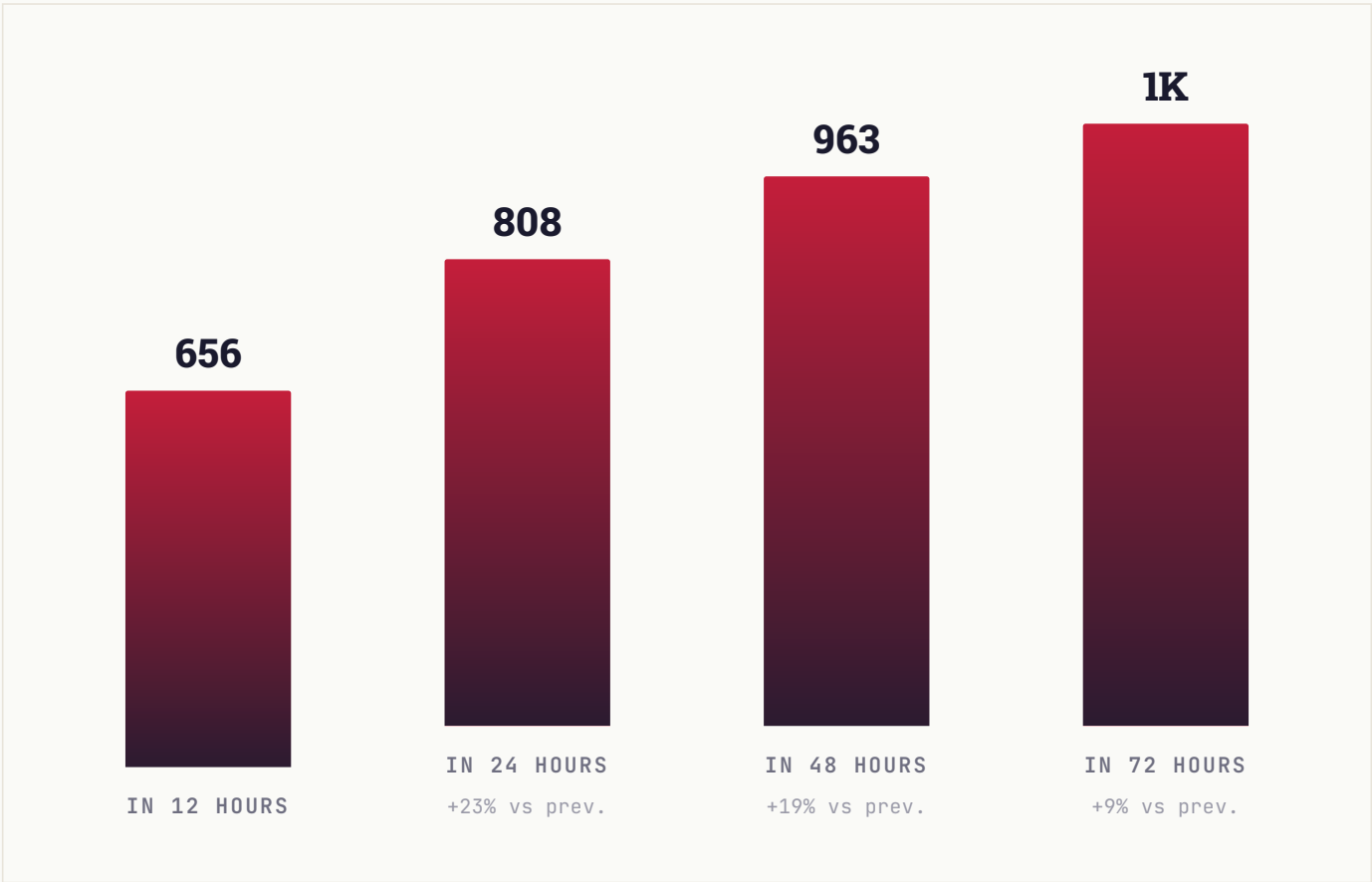
Citation index **10** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **48** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche peers.

CHANNEL	SUBSCRIBERS
اخبارفوری خبرفوری جنگ امریکا فوری	5.5M
کانال اخبارفوری خبرفوری	4.4M
خبرفوری اخبارفوری جنگ فوری امریکا	4.4M
خبرفوری	4.2M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TR Труха<Україна	3.1M
MN Massaget NEWS YOU	17.5K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 1.3M. First goal — enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **0**, they brought **171** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	157	
August 2025	0	0	14	
July 2025	0	0	0	
TOTAL MENTIONS	0	MONTHS OF DATA	6	ACQUIRED SUBS
			171	

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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Saturday
Audience most active on this day at 12:00 ALMT. | EFFECT
Best window
for an
important post |
| 02 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video holds
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 weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with same-segment channels.
Not daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using 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
----	------------------------	---
