

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Astana - What? Where? When?



@myastanacity

Capital channel "Astana - What? Where? When?" in Telegram! Send news and other info about Astana and Kazakhstan via the feedback form

SUBSCRIBERS

19 478

-69 per month

ERR (% SEE POSTS)

23.0%

per day 17.2%

REACH/POST

4.4K

ad reach 3.4K/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 19 478 —	 SUBSCRIBER REACH 22.68% avg % subs see post	 VIEWS/POST 4.4K median 4.4K · 29 days	 POSTS/WEEK 47.0 for the period
 7D TREND -5.8% vs previous week	 REACTIONS/POST 63.0 total 12,406 reactions, 2,299 reposts, 365 comments	 POST LENGTH 480 chars median 468 · 29 days	 POSTS ANALYZED 197 29 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH -69 for the last month	 CITATION RATE 80 citation index · 210 channels mentioned ever	 CHANNEL AGE 9 years 9 months created 19.09.2016

AI EDITOR SUMMARY

Channel «Astana - What? Where? When?» – 19 478 subs. Each post avg views 4.4K people (23% of subs), avg reach – room to grow. Posts 47 posts per week (~7/day) – active posting. Week 22–28 Jun reach dropped -5.8% to week 15–21 Jun – worth analyzing reasons.

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 197 posts over 29 days.
- 02 Dominant format — Photo (92/197 posts).
- 03 Avg post length — 480 chars (median 468).
- 04 Audience peak activity — Saturday, 20:00 ALMT.
- 05 Top posts get 2x more views than the weakest (5.5K avg for top vs 3.6K for worst) — among 197 posts over 29 days. Worth analyzing what the top has in common — topic, format, time.

TOP 5 POSTS

Nº1 06.06 · 15:37 PHOTO LRT against the capital's clouds	VIEWS 5 501 REPOSTS 10	REACTIONS 251 ER 28.2%
Nº2 07.06 · 16:54 VIDEO At BC "Syganak" in Astana, a driver drove into oncoming traffic and crossed a pedestrian crossing, nearly hitting a pedestrian. The incident occurred on June 6 at...	VIEWS 5 484 REPOSTS 7	REACTIONS 164 ER 28.2%
Nº3 05.06 · 12:28 VIDEO Astana police educated cyclists & scooter riders on proper behavior. Raid result: one...	VIEWS 5 397 REPOSTS 32	REACTIONS 133 ER 27.7%

Nº4 05.06 · 16:16 VIDEO ⚡⚡⚡⚡ Astana's LRT station “Jibek Joly” opened – previously unreachable on foot. Since launch, the station...	VIEWS 5 392 REPOSTS 7	REACTIONS 67 ER 27.7%
Nº5 06.06 · 14:56 PHOTO Kazakh Tazy named Kerbez won the Italian Champion title at a prestigious show! 🇰🇿🏆🇮🇹 Kerbez proudly represented Kazakhstan at...	VIEWS 5 370 REPOSTS 9	REACTIONS 152 ER 27.6%

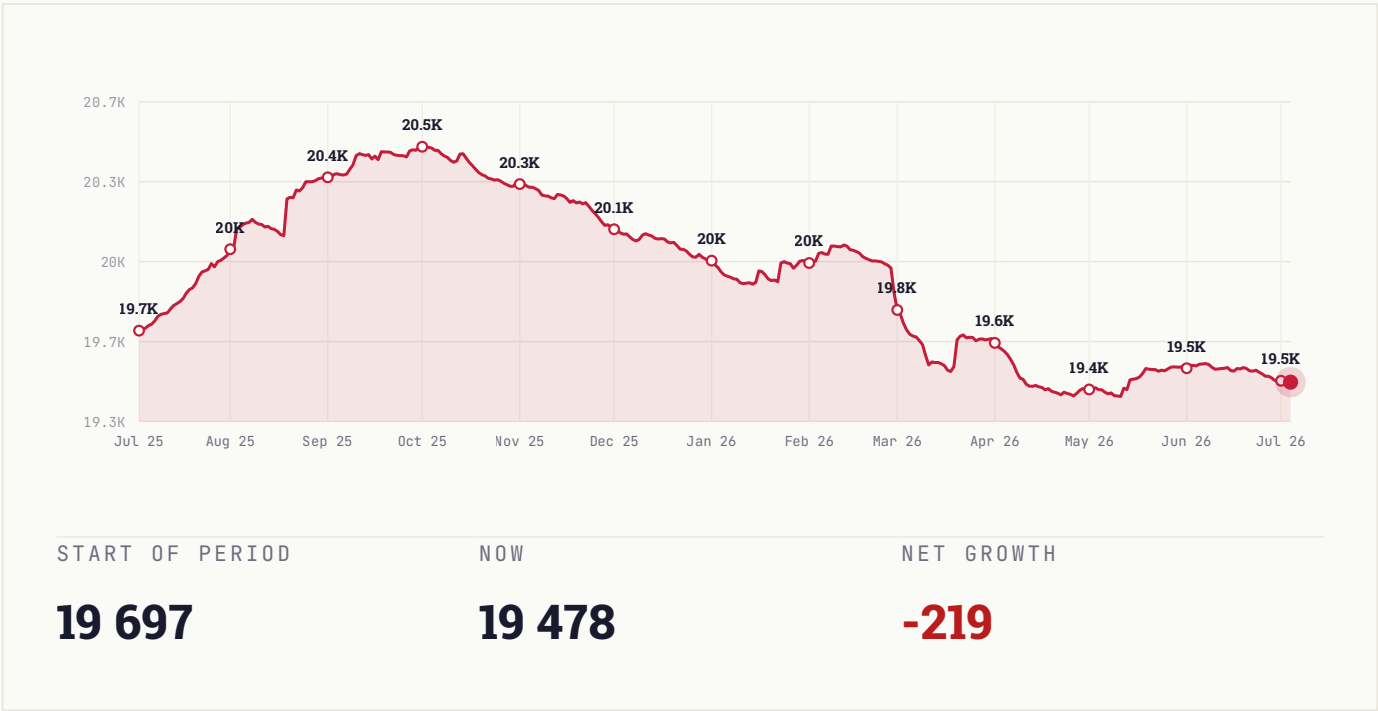
WORST 3

↓ 15.06 · 16:47 VIDEO Another reason to stroll in the Botanical Garden 🥰	VIEWS 3 624 REPOSTS 24	REACTIONS 92 ER 18.6%
↓ 26.06 · 11:43 PHOTO 🚧 Attention: Nurzhol Boulevard closed for rides. June 25-27, section from Akmeshit St. towards...	VIEWS 3 586 REPOSTS 3	REACTIONS 31 ER 18.4%
↓ 26.06 · 11:43 VIDEO ✅ Lawn care continues in Yesil district. Subscribe @myastanacity	VIEWS 3 528 REPOSTS —	REACTIONS 15 ER 18.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

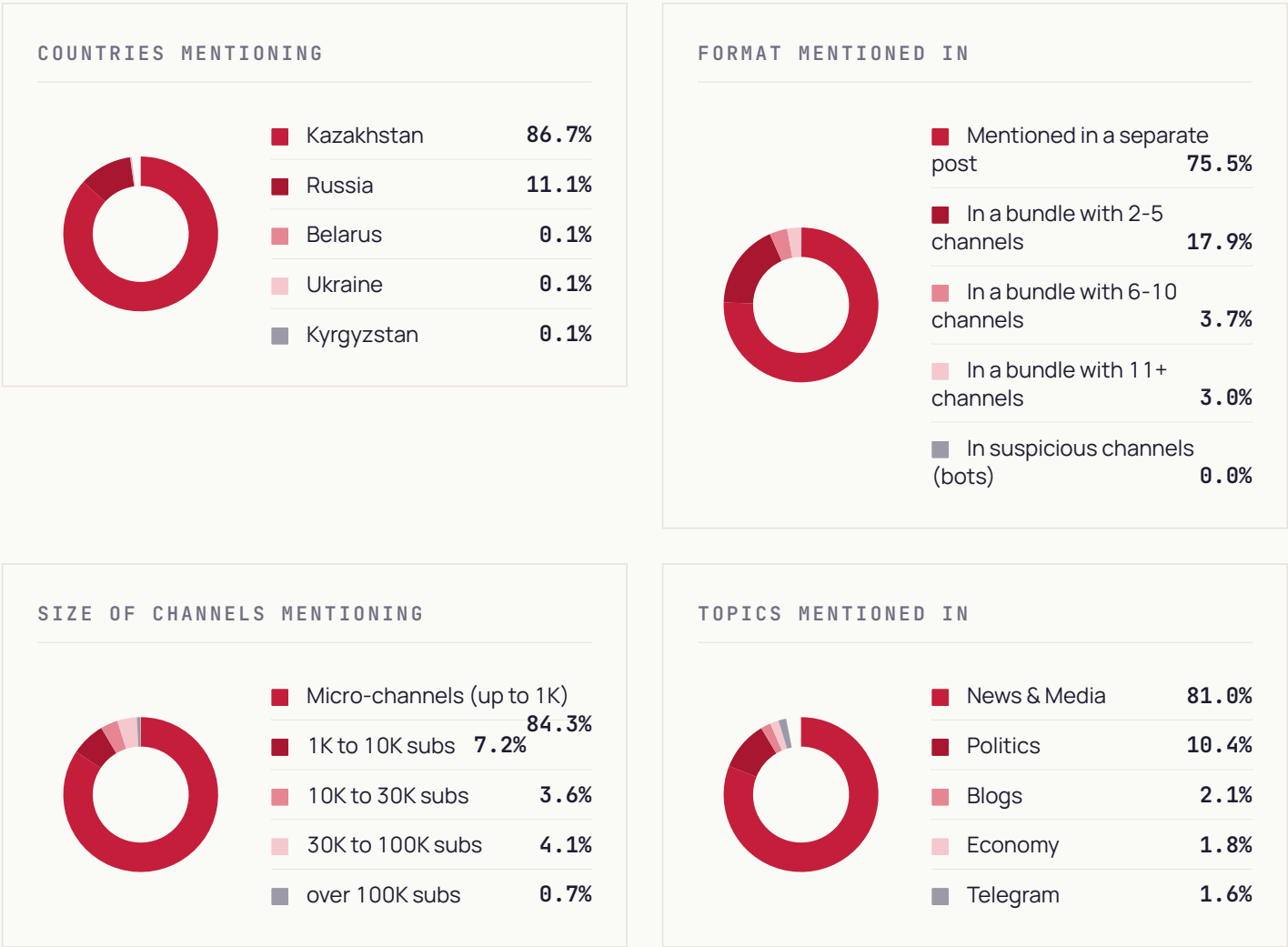
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

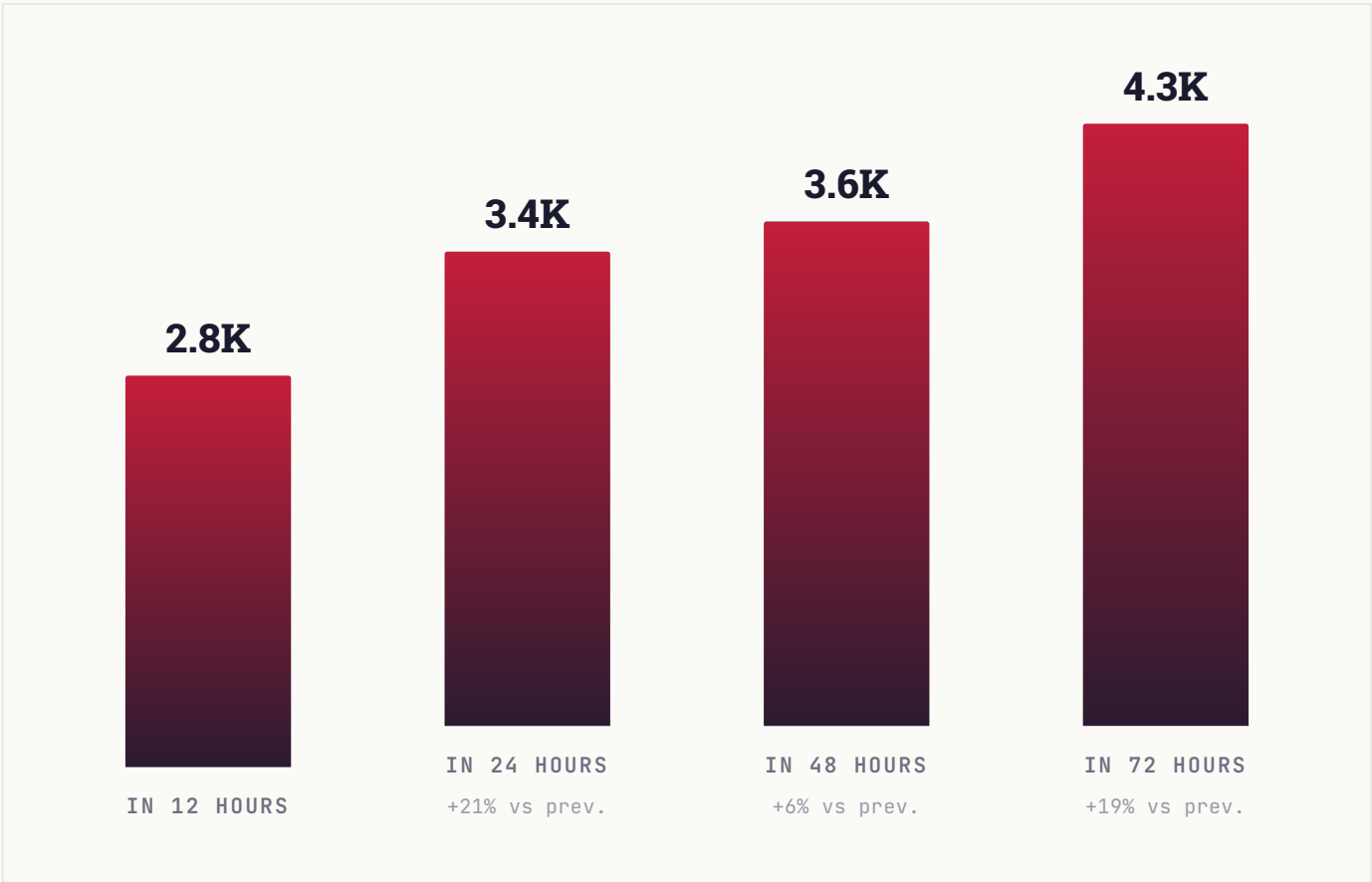
Citation index **80** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **210** different channels.



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 — you can see its 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
NE NEKhabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
A- Astana - What? Where? When? YOU	19.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#53 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **43**, they brought **949** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	16	11	184
December 2025	3	3	48
November 2025	3	3	42
October 2025	6	6	61
September 2025	10	10	201
August 2025	5	5	413
TOTAL MENTIONS			43
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			949

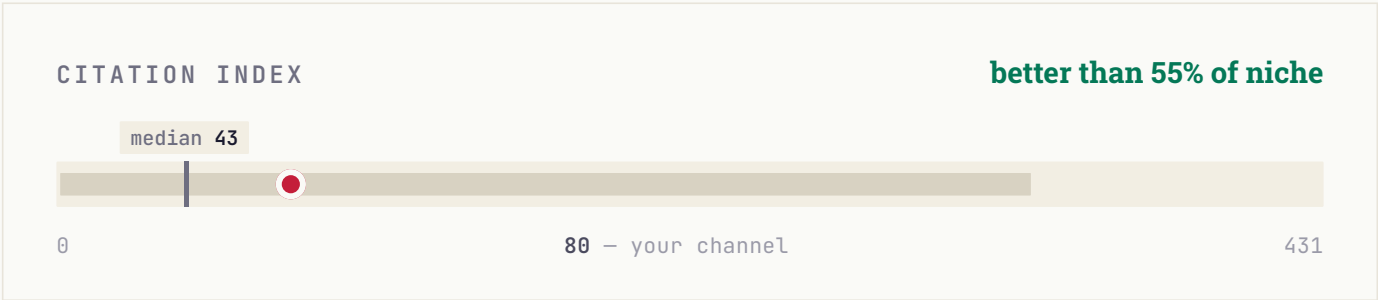
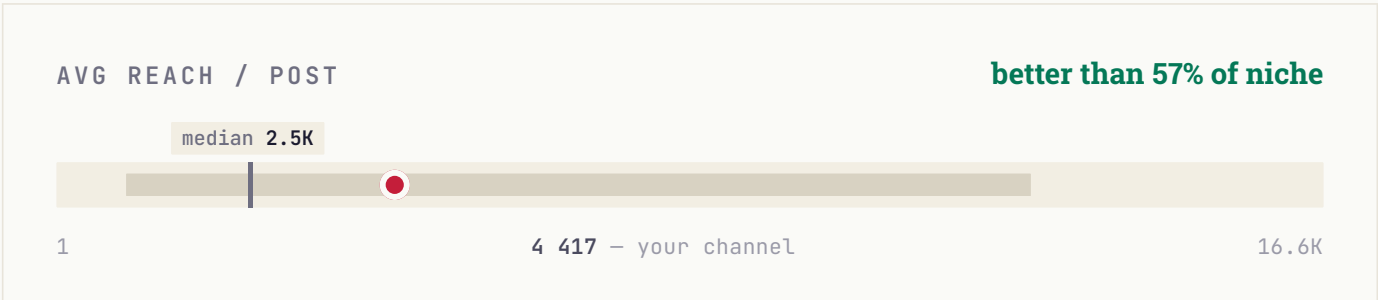
SECTION 08 · NICHE COMPARISON

Where your channel ranks 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.

#53/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Saturday**

Audience is most active on this day at 20:00 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 and interactive formats**

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

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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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