

PUBLIC REPORT BY PROMTPRESS

Channel audit

Квалтест НКТ, ОЗП, ПББ 2026



@nkttest

НКТ, ОЗП, МОДО, Магистратура - all subjects qual tests. Site
<https://nqt-test.online> Contact: @nkt_test Channel: @nkttest

SUBSCRIBERS

15 779

-84 per month

ERR (% SEE POSTS)

16.0%

per day 14.5%

REACH/POST

2.4K

ad reach 2.3K/24h

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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 15 779 —	 SUBS REACH 15.14% avg % of subs see post	 VIEWS/POST 2.4K median 2.4K · —	 POSTS/DAY 10.2 ~71 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 590 chars median 590 · —	 POSTS ANALYZED 2 —
 AD REACH 2.3K 24h avg	 CHURN / MONTH -84 last month	 CITATION RATE 0 citation index · 3 channels mentioned ever	 CHANNEL AGE 5 years 7 months created 25.11.2020

AI EDITOR SUMMARY

Channel «Квалтест НКТ, ОЗП, ПББ 2026» – 15 779 subs. Each post averages 2.4K people (15% of subs), average reach – room to grow. Publishes 71 posts/week (~10/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts for –.
- 02 Dominant format – Text (2/2 posts).
- 03 Avg post length – 590 chars (median 590).
- 04 Peak audience activity – Tuesday, 00:00 ALMT.
- 05 Top posts get 1× more views than the weakest (1.6K avg for top vs 2.4K for worst) – among 2 posts for –. Worth analyzing what top posts share: topic, format, time.

TOP 2 POSTS

Nº107.07 · 19:11TEXT +3000 OZP questions in bot t.me/nqt_testbot Real test and leak formulations collected over six months from leak files and...	VIEWS	REACTIONS
	2 446	—
Nº207.07 · 14:28TEXT TEACHER KNOWLEDGE ASSESSMENT From July 7 to 10, 2026, applications for TEACHER KNOWLEDGE ASSESSMENT will be accepted at app.testcenter.kz...	REPOSTS	ER
	10	15.5%
	VIEWS	REACTIONS
	2 331	—
	REPOSTS	ER
	10	14.8%

WORST 2

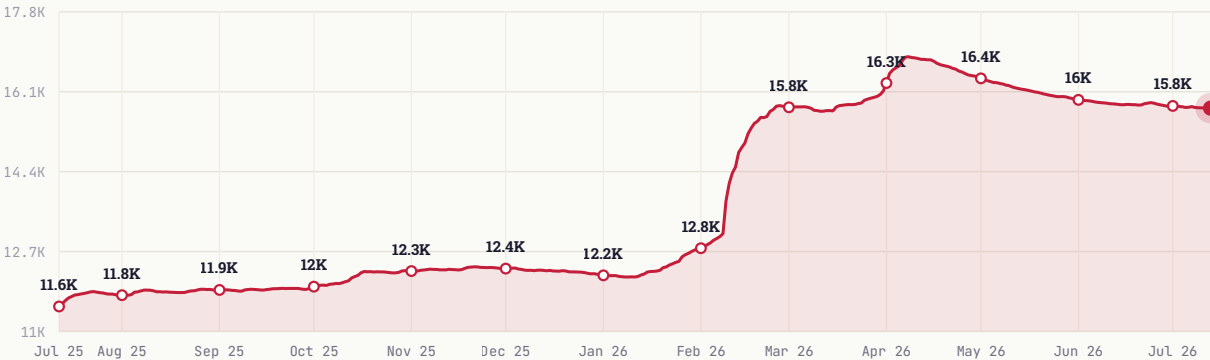
↓07.07 · 19:11TEXT +3000 OZP questions in bot t.me/nqt_testbot Real test and leak formulations collected over six months from leak files and...	VIEWS	REACTIONS
	2 446	—
	REPOSTS	ER
	10	15.5%

↓ 07.07 · 14:28 TEXT 🚩TEACHER KNOWLEDGE ASSESSMENT 🖥️From July 7 to 10, 2026, applications for TEACHER KNOWLEDGE ASSESSMENT will be accepted at app.testcenter.kz...		VIEWS 2 331 REPOSTS 10	REACTIONS — ER 14.8%
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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.



PERIOD START

11 572

NOW

15 782

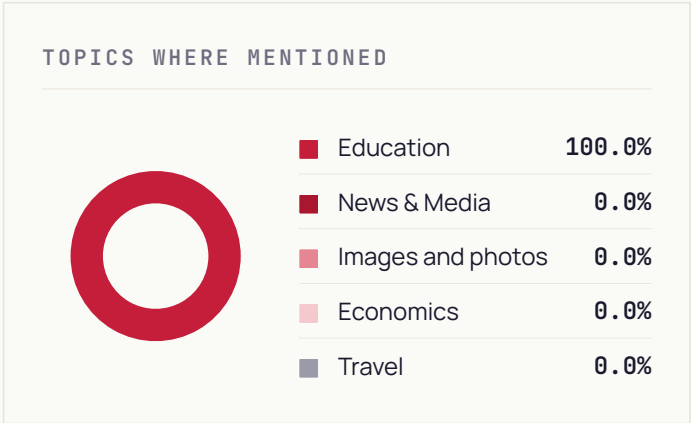
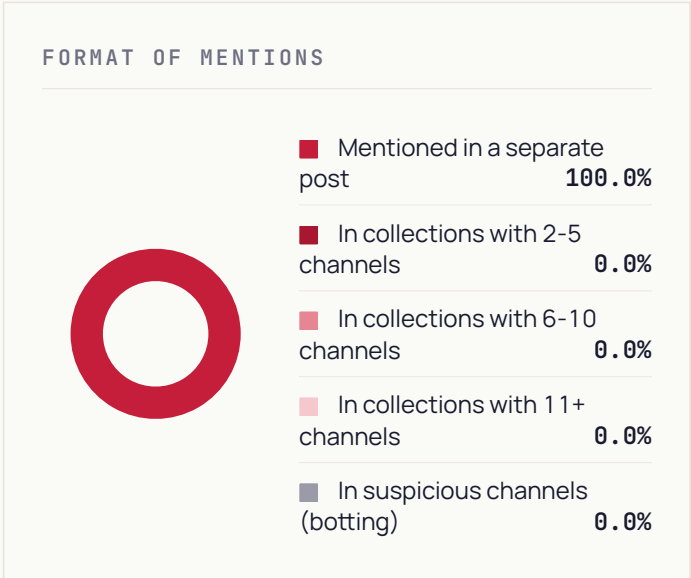
NET GROWTH

+4 210

SECTION 04 · MENTIONS

Who and how mentions the channel

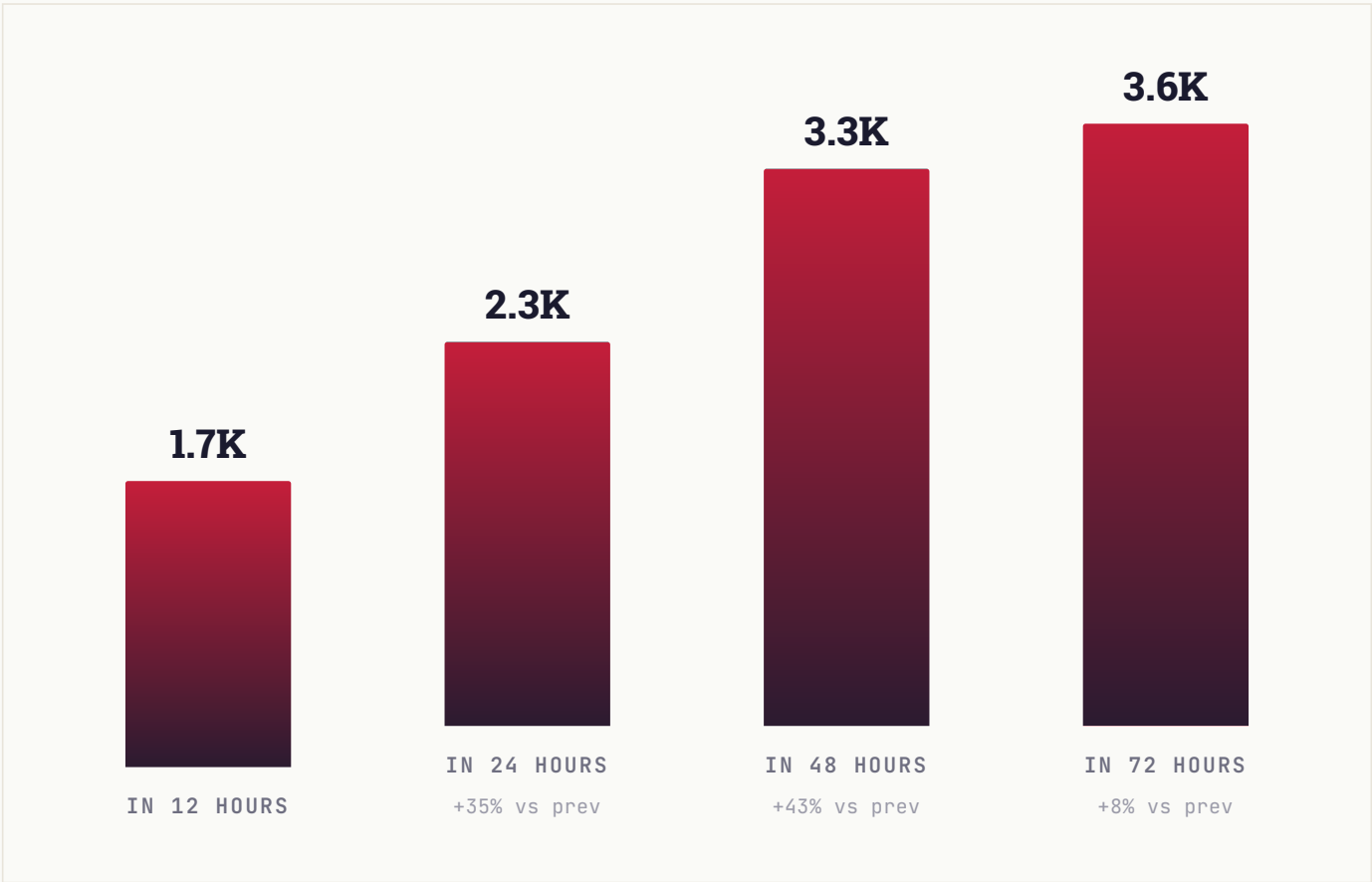
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 3 different channels.



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

CHANNEL	SUBSCRIBERS
TE TESTCENTERKZ	154.3K
KD Visuals didactic materials	75.5K
KA KarGOO	74K
CA Creative Asia	70.5K
JO JUZ40 ONLINE ҰБТ	54.8K
GR grants.kz	48.1K
ҚҒ ҚР Ғылым және жоғары білім министрлігі	46.5K
ҚО  ҚР ОҚУ-АҒАРТУ МИНИСТРЛІГІ	44.7K
КӘ Visuals methods techniques Free visuals	27.8K
ММ Materials for teachers	26K
KN Квалтест НКТ, ОЗП, ПББ 2026 YOU	15.8K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#23 of 99). Leader — TESTCENTERKZ (154.3K).
Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **1 491** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	587
December 2025	0	0	50
Nov 2025	0	0	121
Oct 2025	0	0	410
Sep 2025	0	0	127
August 2025	0	0	196

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	1 491

SECTION 08 · NICHE COMPARISON

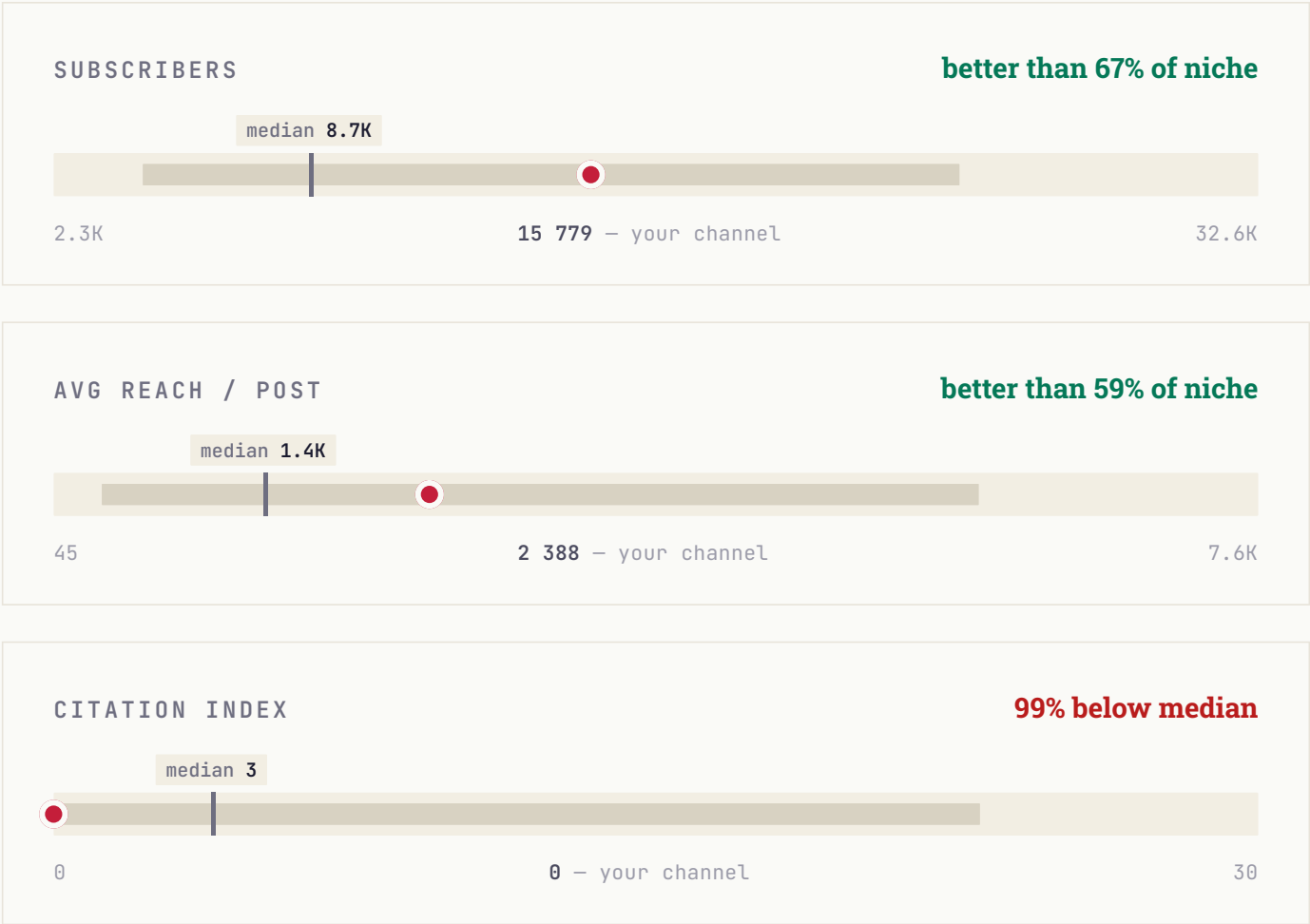
Where the channel stands in its league

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

#23/100

RANK IN NICHE

Channel in top 23% — strong position



— 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

Main post of the week — on Tuesday

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

EFFECT

Best window for important posts
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 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 finds 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 — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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
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02	Contact manager	t.me/PromptPress_manager
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