

— PROMTPRESS PUBLIC REPORT

Channel audit

ENERGY MONITOR



@nrg_monitor

Information and analytical channel on Kazakhstan's energy industry

@NRG_Monitor Channel chat: @nrg_kz Contact:

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SUBSCRIBERS

13 920

+183 per month

ERR (% SEE POSTS)

27.0%

in 24 hrs **16.4%**

REACH / POST

3.6K

ad reach **2.3K**/24h

— CONTENT · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 13 920 —	 SUBSCRIBER REACH 25.94% avg % subs see post	 VIEWS / POST 3.6K median 3.6K · 27 days	 POSTS / WEEK 24.6 over period
 7D TREND +16.7% vs previous week	 REACTIONS / POST 40.6 total 3,893 reactions, 1,242 reposts, 369 comments	 POST LENGTH 721 chars median 819 · 27 days	 POSTS ANALYZED 96 27 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +183 over last month	 CITATION RATE 134 citation index · 356 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 16.01.2021

AI EDITOR SUMMARY

Channel «ENERGY MONITOR» – 13 920 subs. Avg views per post: 3.6K people (26% of subs), good reach. Publishes 25 posts/week (~4/day) – active posting. Week Jun 22–28 reach up +16.7% by week Jun 15–21 – positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **96** posts over 27 days.
- 02 Dominant format – **Photo** (45/96 posts).
- 03 Avg post length – **721** chars (median 819).
- 04 Audience Peak – **Monday**, 19:00 ALMT.
- 05 Top Posts Get **3×** more views than the weakest (7.6K avg for top vs 2.9K for worst) – among 96 posts over 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 14:39 TEXT ☢ Read interview with National Nuclear Center CEO Erlan Batyrbekov on comparing NPP costs in...	VIEWS 11 558 REPOSTS 14	REACTIONS 56 ER 83.0%
Nº2 23.06 · 12:48 VIDEO 🔥 Trillions of cubic meters of gas found near Karaganda - Energy Ministry reported last week According to them, in the Karaganda coal basin...	VIEWS 5 594 REPOSTS 27	REACTIONS 45 ER 40.2%
Nº3 07.06 · 09:58 PHOTO Imagine: Kazakhstan produces ~318M liters of oil daily – enough to fill 127 Olympic pools every...	VIEWS 5 566 REPOSTS 24	REACTIONS 58 ER 40.0%

Nº4

26.06 · 10:31

VIDEO

The well stock at Mangistaumunaigaz exceeds 3,000 units, which require constant maintenance. To maintain oil production...

VIEWS

5 103

REPOSTS

5

REACTIONS

74

ER

36.7%

Nº5

16.06 · 11:30

PHOTO

■ Why Kazakhstan voluntarily gives up its largest coal asset Bogatyr Komir? Bogatyr Komir mines 45 million tons of coal or...

VIEWS

4 481

REPOSTS

30

REACTIONS

108

ER

32.2%

WORST 3

↓ 01.07 · 13:37 VIDEO Dear Russians! Don't trust social media. We have no gas. We travel by horse and cart, live in yurts. No need to come to us for...	VIEWS 2 909 REPOSTS 13 REACTIONS 86 ER 20.9%
↓ 01.07 · 12:09 PHOTO Karazhanbasmunai posted a net loss (minus) of 4.4 billion tenge in 2025 versus 38.4 billion tenge net profit in 2024. Karazhanbas...	VIEWS 2 902 REPOSTS 6 REACTIONS 34 ER 20.8%
↓ 01.07 · 16:32 TEXT Baker Hughes (turbine division - likely NuovoPignone) is trying to localize turbines in Kazakhstan (spare parts...	VIEWS 2 845 REPOSTS 11 REACTIONS 42 ER 20.4%

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 and which it lost subs.

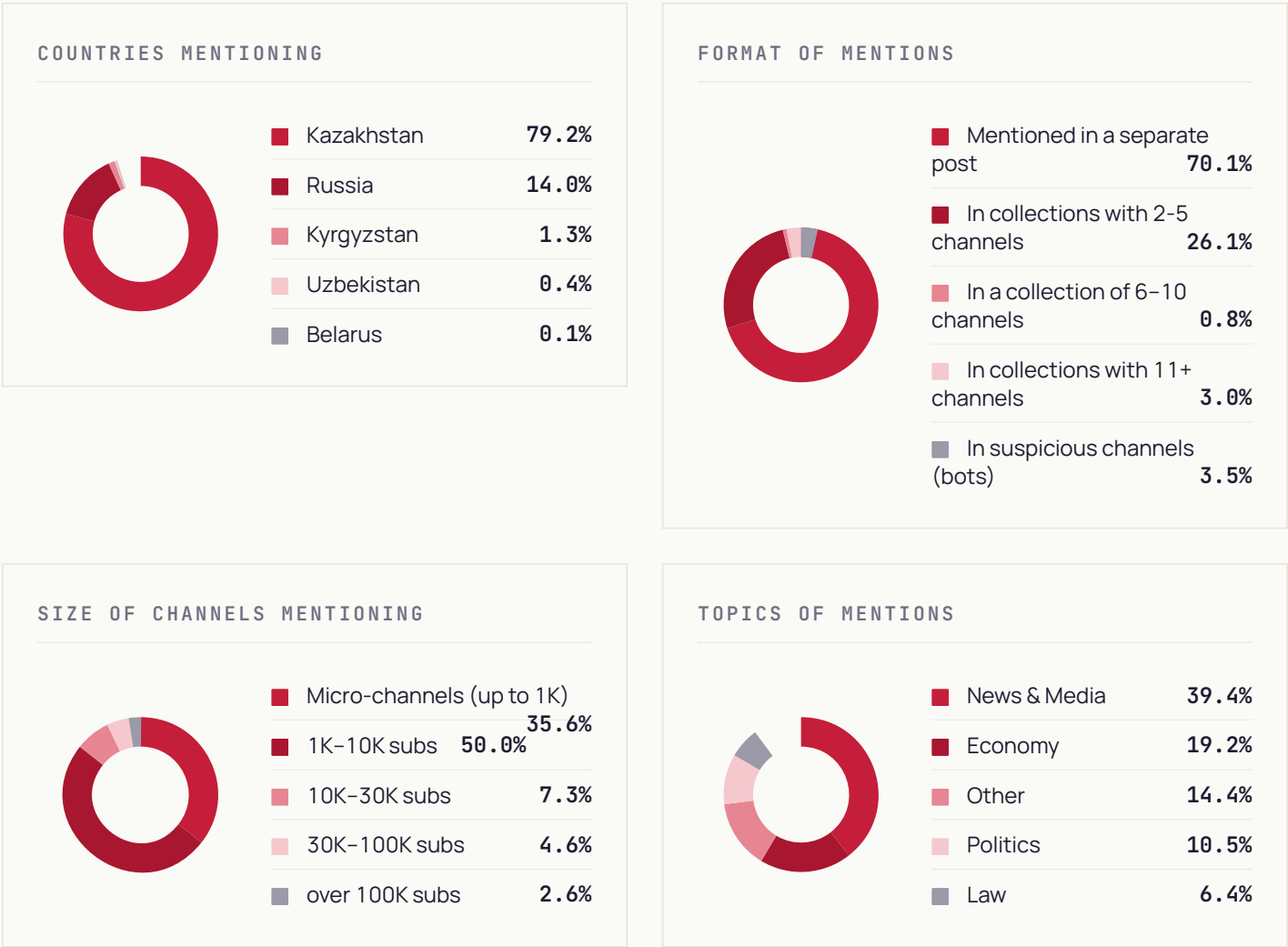


START OF PERIOD	NOW	NET GROWTH
12 367	13 920	+1 553

SECTION 04 · CITATIONS

Who mentions the channel and how

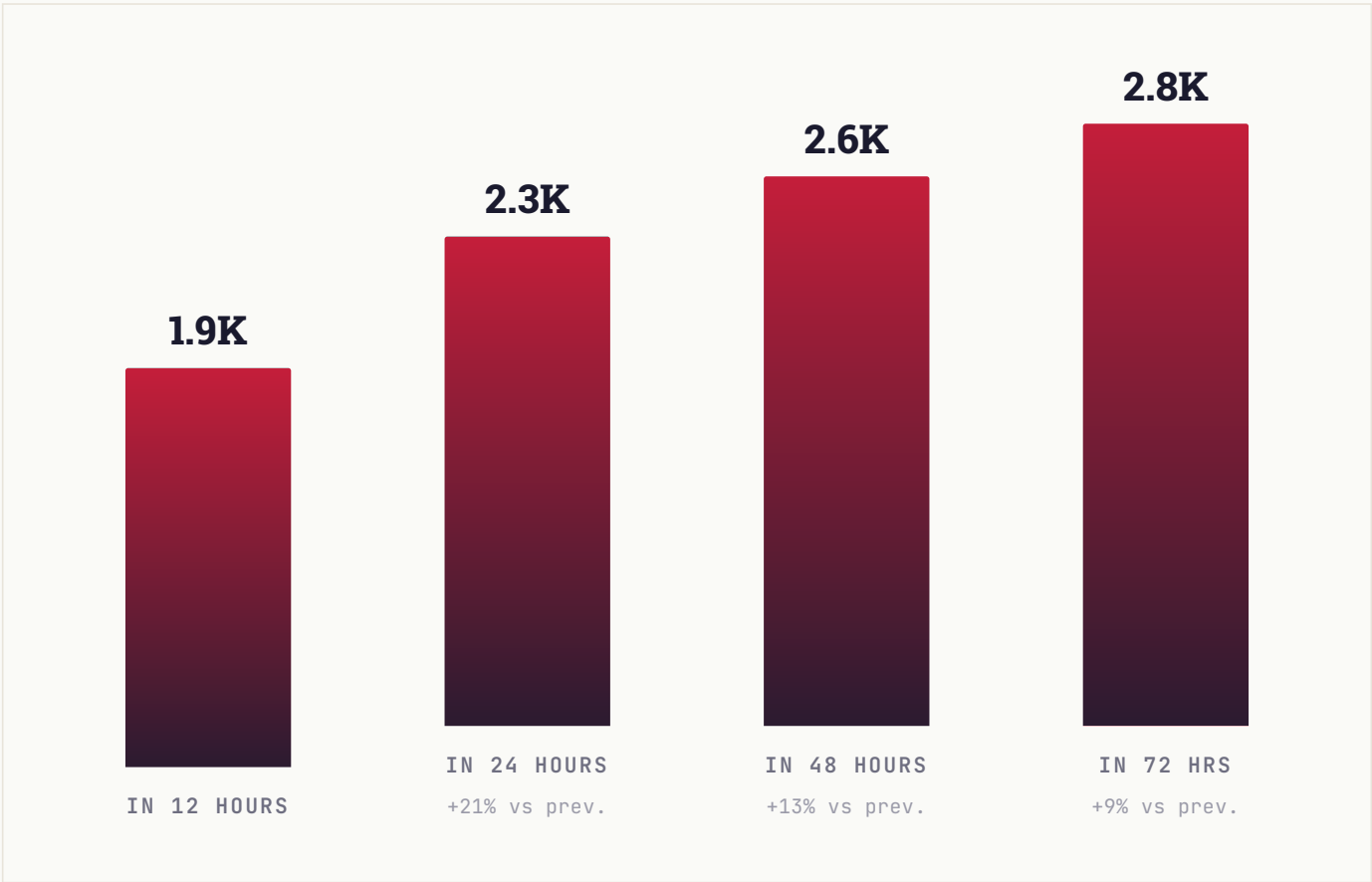
Citation index **134** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **356** different channels.



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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
TE TENGONOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - News of Kazakhstan	47.1K
B  Bugin.info 	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AЖ Alibek Zhalgaspayev Investing in Kazakhstan 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance News	21K
EM ENERGY MONITOR YOU	13.9K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#16 of 99). Leader — TENGONOMIKA (72K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

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: **176**, they brought **1 075** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	15	11	146	
December 2025	50	34	180	
November 2025	44	30	107	
October 2025	27	17	231	
September 2025	29	16	251	
August 2025	11	8	160	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
176	6	1 075

SECTION 08 · NICHE COMPARISON

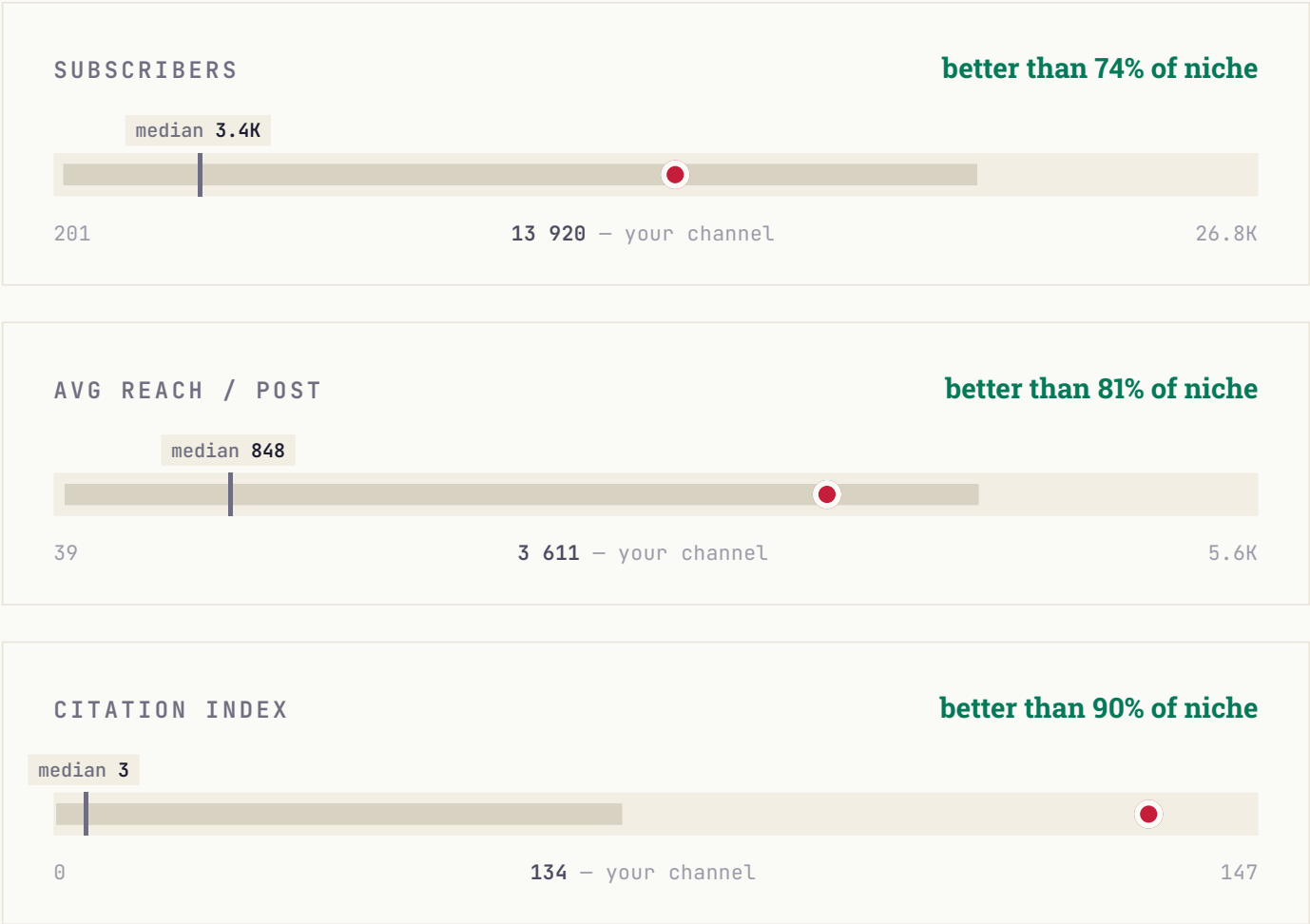
Where the channel stands in its league

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

#16/100

RANK IN NICHE

Channel in top 16% — strong position



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Monday

On this day at 19:00 ALMT the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 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 give +5-15% to ER. 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. 2-3 collabs give relevant growth — no need for daily.

EFFECT

**Growth from
Relevant
Audience**

★ 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 hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact Manager t.me/PromptPress_manager
