

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Нефть и Газ Kazakhstan. Факты и комментарии



@oilgazkz

Feedback & PR placements - @OilGazK

SUBSCRIBERS

10 517

ERR (% SEE POSTS)

24.0%

REACH/POST

2.4K

+129 per month

in 24 hrs 15.5%

ad reach 1.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 10 517 —	 SUBS REACH 23.01% avg % subs see post	 VIEWS/POST 2.4K median 2.4K · 29 days	 POSTS/WEEK 21.7 for the period
 7D TREND -1.3% vs previous week	 REACTIONS/POST 23.2 only 2,131 reactions, 1,226 reposts, 0 comments	 POST LENGTH 932 chars median 1000 · 29 days	 POSTS ANALYZED 92 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH +129 last month	 CITATION RATE 77 citation index · 338 channels mentioned ever	 CHANNEL AGE 3 years 2 months created Apr 26, 2023

AI EDITOR SUMMARY

Channel «Нефть и Газ Kazakhstan. Факты и комментарии» — 10 517 subs. Each post avg views 2.4K people (23% of subs), avg reach — room to grow. Publishes 22 posts/week (~3/day) — active. Week Jun 22–28 reach stable (-1.3% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 92 posts in 29 days.
- 02 Dominant format — Text (47/92 posts).
- 03 Avg post length — 932 chars (median 1000).
- 04 Peak audience activity — Saturday, 18:00 ALMT.
- 05 Top posts get 2× more views than the weakest (3.2K avg for top vs 2K for worst) — among 92 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 04:12 TEXT  Fact. Maybe that's why the war for control of the Strait of Hormuz still isn't over? Comment. The US for the third month in a row...	VIEWS 3 241 REPOSTS 12	REACTIONS 18 ER 30.8%
Nº2 27.06 · 13:45 PHOTO  Fact. This year, the KPI polypropylene plant won't reach design capacity. Comment. The plant was launched in November 2022...	VIEWS 3 126 REPOSTS 10	REACTIONS 16 ER 29.7%
Nº3 24.06 · 13:36 TEXT  Fact. Russia requested gasoline imports from Kazakhstan or processing its oil at Kazakh refineries with subsequent export...	VIEWS 3 109 REPOSTS 73	REACTIONS 42 ER 29.6%

Nº4 13.06 • 14:25 **PHOTO**

 **Fact.** The vast majority of the top 20 global EPC contractors in energy also earn in Kazakhstan. ...

VIEWS
2 976

REACTIONS
26

REPOSTS
25

ER
28.3%

Nº5 28.06 • 05:18 **VIDEO**

 **Video fact.** 127 years of the global oil industry: the race for leadership. **Comment.** This video shows the shifting geopolitical balance...

VIEWS
2 829

REACTIONS
22

REPOSTS
16

ER
26.9%

WORST 3

↓ 30.06 • 07:08 **PHOTO**

 **Fact.** The June issue of Petroleum magazine is out. **Comment.** Focus: Petrochemistry and refining.  **Government...**

VIEWS
1 988

REACTIONS
13

REPOSTS
7

ER
18.9%

↓ 30.06 • 08:12 **TEXT**

Fact. LLP «Kazakhstan Caspian Offshore Industries» denies info on possible change in SP composition. **Comment.** After...

VIEWS
1 972

REACTIONS
17

REPOSTS
4

ER
18.8%

↓ 19.06 • 07:13 **TEXT**

0 1 2 3 4 OIL & GAS AT A DEAD END. TIME TO CHANGE THE RULES Kazakhstan's oil and gas industry is at a crossroads. Small fields...

VIEWS
1 953

REACTIONS
16

REPOSTS
12

ER
18.6%

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 gained or lost subs.

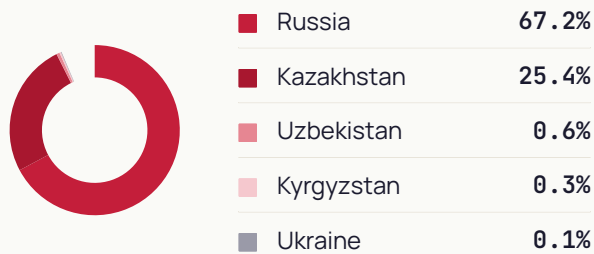


— SECTION 04 • MENTIONS

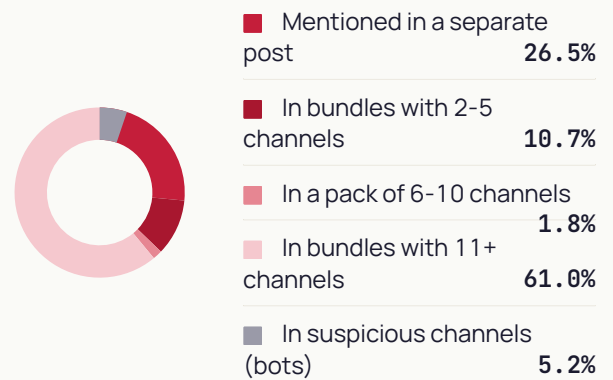
Who mentions the channel and how

Citation index **77** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **338** different channels.

MENTIONING COUNTRIES



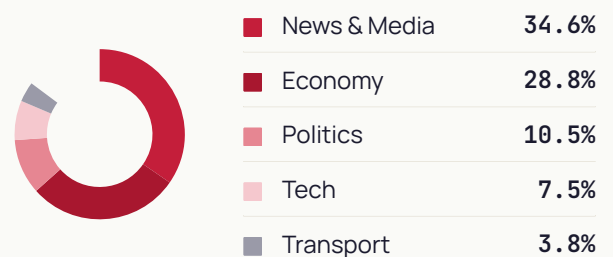
FORMAT OF MENTIONS



SIZE OF CHANNELS THAT MENTION



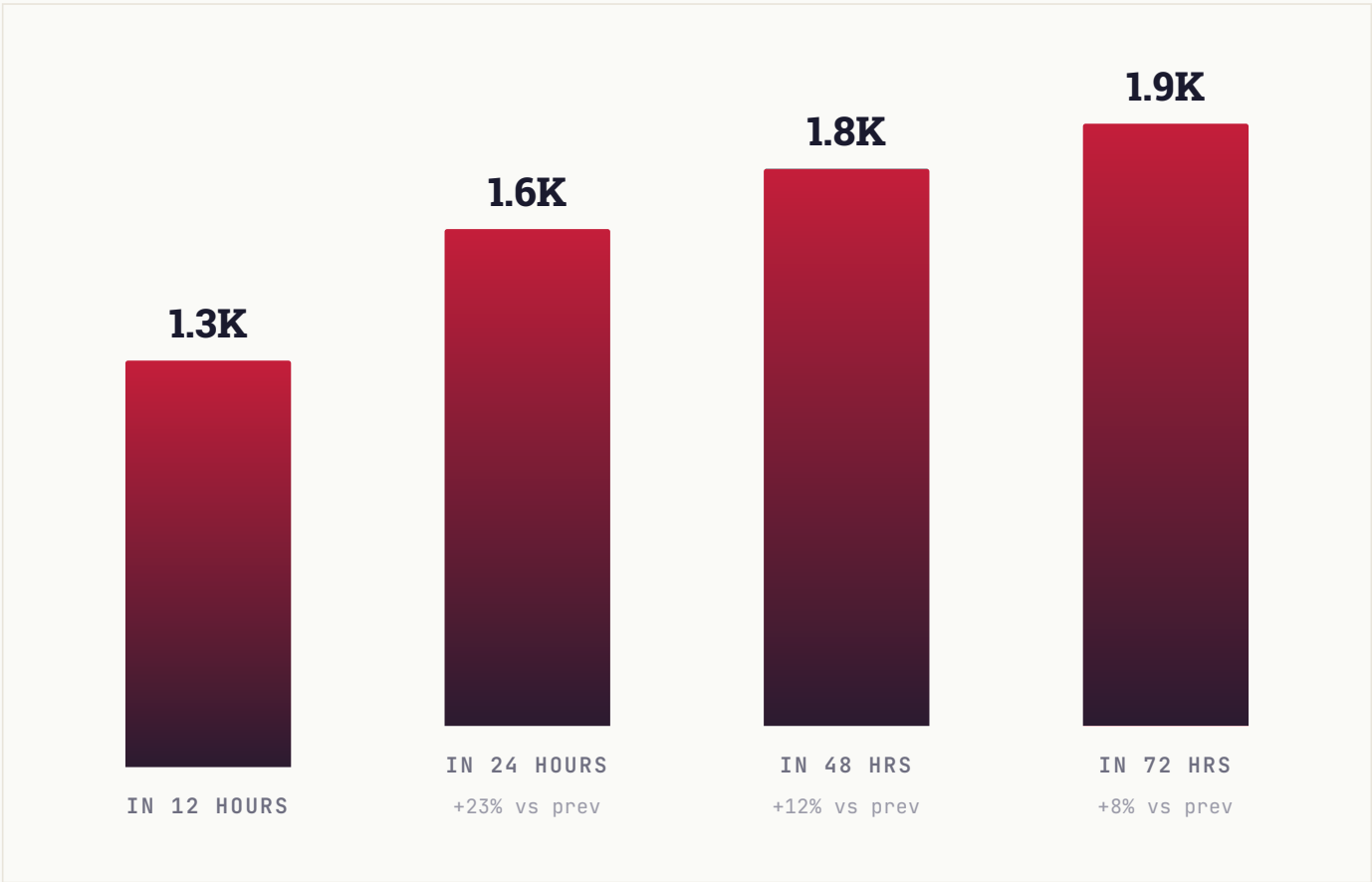
TOPICS MENTIONED IN



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

CHANNEL	SUBSCRIBERS
TE TENGENOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - Новости Kazakhstana	47.1K
B  Bugin.info 	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AZ Alibek Zhalgaspayev Investing in Kazakhstan 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance News	21K
NI Нефть и Газ Kazakhstana. Факты и комментарии YOU	10.5K

COMPARATIVE INSIGHT

Channel in upper half of niche (#25 of 99). Niche leader: TENGENOMIKA (72K), median subs 3.5K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **919**, they brought **1 759** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	196	70	266
December 2025	115	55	225
November 2025	183	73	238
October 2025	166	69	364
September 2025	124	50	355
August 2025	135	51	311

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
919	6	1 759

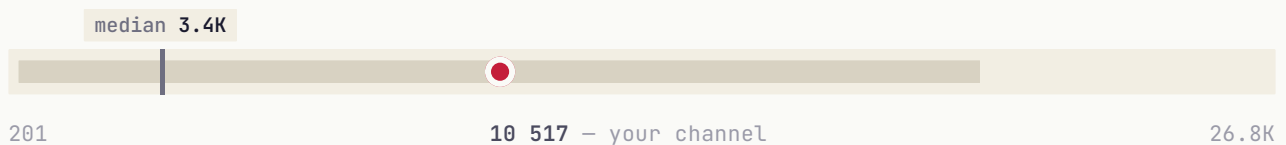
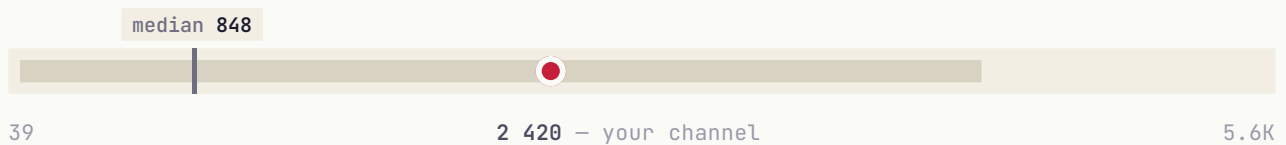
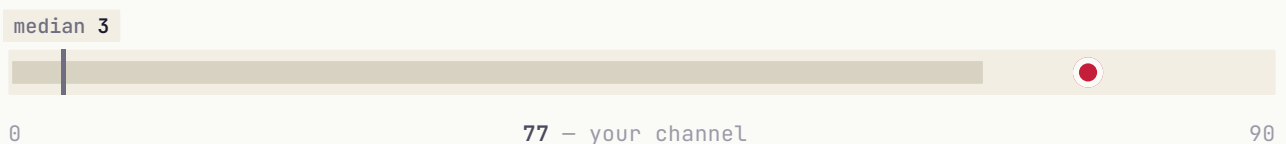
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#25 /100

RANK IN NICHE

Channel in top 25% – strong position**SUBSCRIBERS****better than 66% of niche****AVG REACH / POST****better than 68% of niche****CITATION INDEX****better than 90% of niche**

— SECTION 09 · STRATEGY

What to do right now

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

01

Best post of the week — on Saturday

Audience is most active on this day at 18:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

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 typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in 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
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02	Contact manager	t.me/PromptPress_manager
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