

PUBLIC PROMTPRESS REPORT

Channel audit

ORDA



@orda_kz

Info-analytical channel by journalist Gulnara Bazhkenova.

Anonymous bot — @orda2025_bot Ad inquiries — @berikadv Email:
info@orda.kz

SUBSCRIBERS

141 223

-1589 per month

ERR (% SEE POSTS)

11.0%

in 24h **8.9%**

REACH/POST

15.3K

ad reach **12.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 141 223 —	 SUBS REACH 10.86% avg % subs see post	 VIEWS/POST 15.3K median 15.3K · 29 days	 POSTS/DAY 15.8 ~110 per week
 7D TREND +2.2% vs previous week	 REACTS/POST 270.6 total 127,740 reactions, 8,087 reposts, 0 comments	 POST LENGTH 964 chars. median 1000 · 29 days	 POSTS ANALYZED 472 29 days
 AD REACH 12.6K 24h avg	 CHURN / MONTH -1589 over the last month	 CITATION RATE 1 134 citation index · 2,789 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 07.09.2020

AI EDITOR SUMMARY

Channel «ORDA» – 141 223 subs. Each post averages 15.3K people (11% of subs), reach is low – consider expanding audience. Publishes 110 posts/week (~16/day) – very active. Week 25–31 May reach stable (+2.2% vs week 18–24 May).

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 SHARE

- 01 Analysis based on **472** posts in 29 days.
- 02 Dominant format – **Photo** (404/472 posts).
- 03 Avg post length – **964** chars (median 1000).
- 04 Audience peak – **Saturday**, 22:00 ALMT.
- 05 Strongest posts get **7x** more views than the weakest (20.5K avg for top vs 3.1K for worst) – among 472 posts over 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 10.05 · 14:16 PHOTO Taken without summons and threatened with criminal charges: what a conscript should do, lawyer explains Spring conscription in Kazakhstan again brings complaints...	VIEWS 20 693 REPOSTS 78	REACTS 275 ER 14.7%
Nº2 02.05 · 17:16 PHOTO In Astana, 20-year-old dies at dentist News of the tragedy appeared earlier on social media. It is reported that...	VIEWS 20 440 REPOSTS 49	REACTS 405 ER 14.5%
Nº3 09.05 · 16:06 PHOTO Almaty hit again: why residents live with allergies for months thinking it's ARVI Every spring and fall Almaty residents complain about sneezing...	VIEWS 20 332 REPOSTS 52	REACTS 264 ER 14.4%

Nº4 10.05 · 11:50 PHOTO Murder of four in Zhandeldino: high-profile case investigation completed Main suspect in the murder of a family from...	VIEWS 19 911 REPOSTS 6	REACTS 587 ER 14.1%
Nº5 10.05 · 05:53 PHOTO Worker fatally injured at KAZ Minerals mine The tragedy occurred yesterday, May 9, at the Artemyevskaya mine of Vostoktsvetmet LLP in...	VIEWS 19 734 REPOSTS 11	REACTS 366 ER 14.0%

|

WORST 3

↓ 01.06 · 12:37 VIDEO Scandal at Almaty children's hospital: what happened after attack on doctor Almaty public health department...	VIEWS 4 995 REPOSTS 5	REACTS 20 ER 3.5%
↓ 01.06 · 12:59 PHOTO Chairman of the criminal panel of the VKO court detained for bribery? Telegram channels and other platforms are actively publishing messages about...	VIEWS 4 062 REPOSTS 12	REACTS 28 ER 2.9%
↓ 01.06 · 13:54 PHOTO Former bank offices in capital building where hostages were taken put up for auction Asset recovery management company...	VIEWS 125 REPOSTS 1	REACTS 1 ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

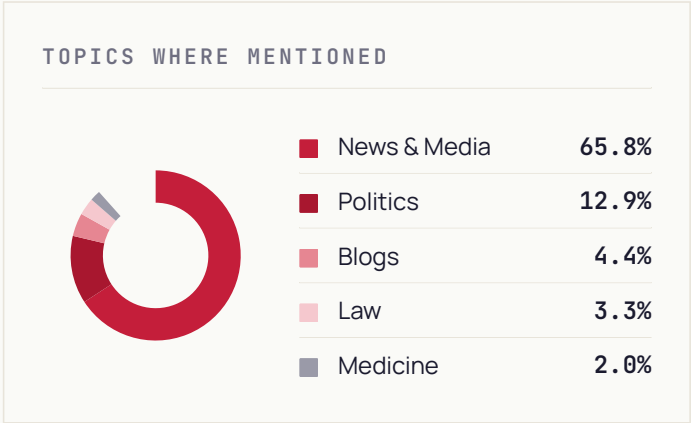
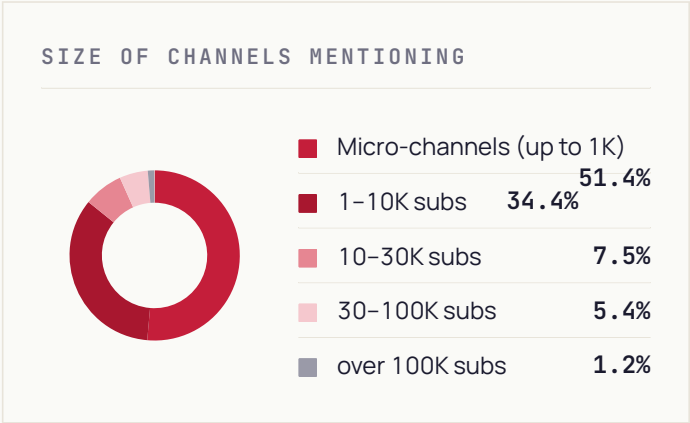
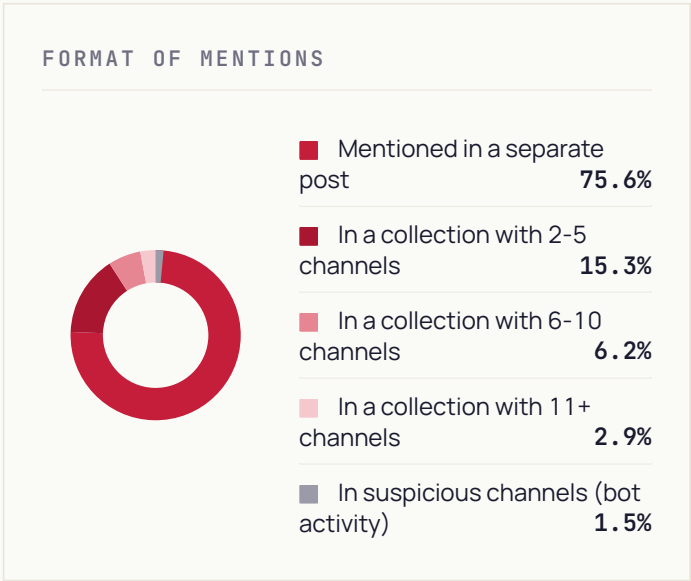
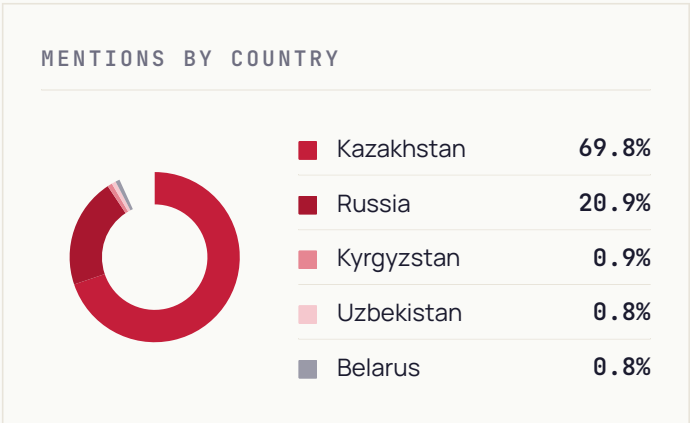
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · CITATIONS

Who and how mentions the channel

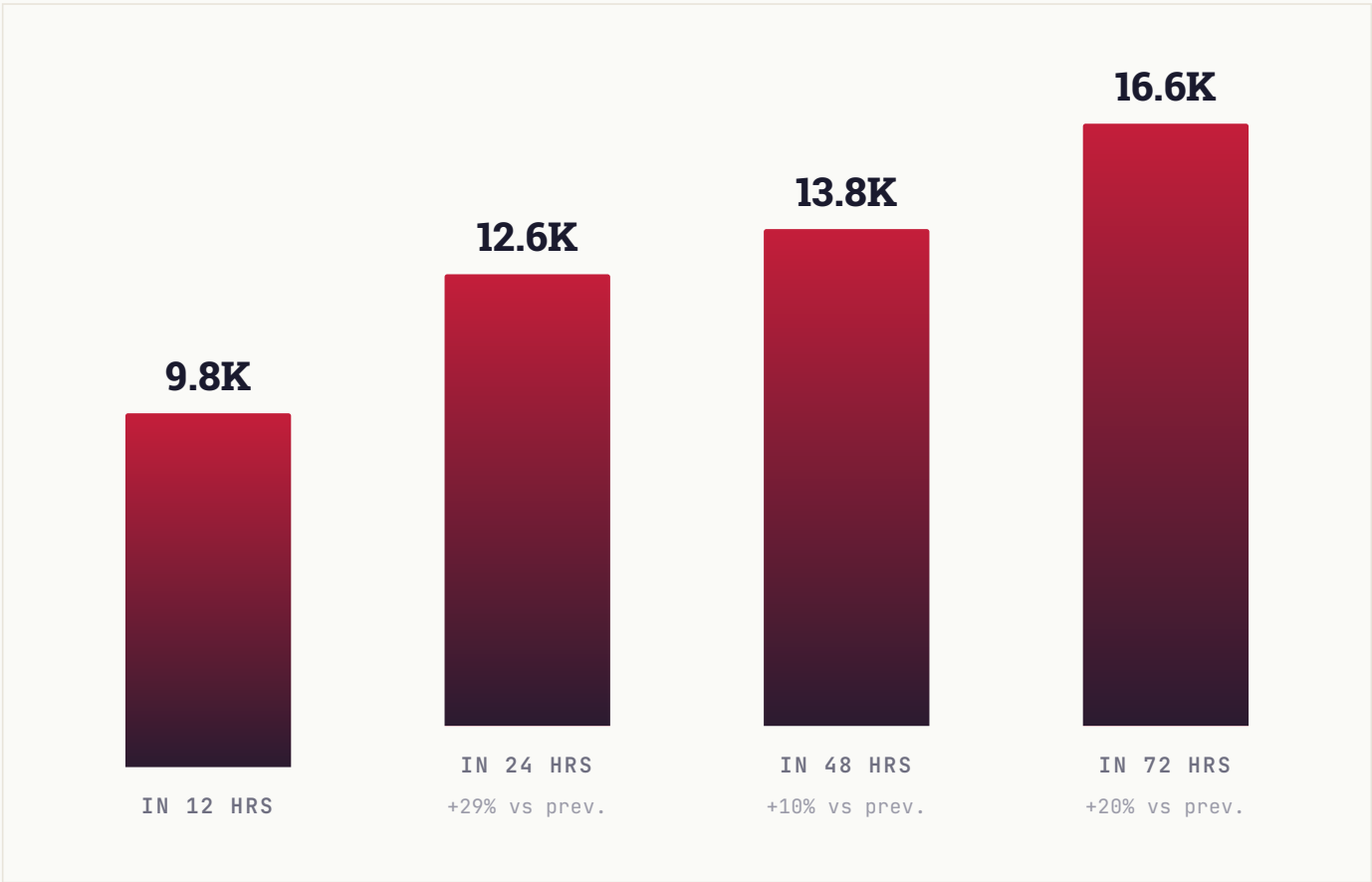
Citation index **1 134** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **2 789** different channels.



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 highlighted — see its rank among niche neighbors.

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 Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TP Trukha < Ukraine	3.1M
OR ORDA YOU	141.2K

COMPARATIVE INSIGHT

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

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 **1 361**, they brought **25 182** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	221	96	10	
November 2025	270	98	17 931	
October 2025	243	94	9	
September 2025	251	110	5 749	
August 2025	186	72	1 343	
July 2025	190	68	140	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
1 361	6	25 182

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «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 sorted by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Saturday

Audience is most active on this day and at 22:00 ALMT.

EFFECT

**Best window
for an
important post**

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 picks sources for your niche.

EFFECT

**+1000-3000
subs.**

04

Test polls & interactive formats

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

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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and close your growth plan in a month.

01 **Launch ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
