

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ösim



@osim_media

A magazine about starting and running a business in Kazakhstan – we write about complex business processes in plain language Read the magazine: osim.kz We are on Instagram: <https://www.instagram.com/osim.kz> If you have ideas for...

SUBSCRIBERS

12 939

-232 per month

ERR (% SEE POSTS)

11.0%

in 24 hrs **5.5%**

REACH/POST

1.4K

ad reach **713**/24h

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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 12 939 —	 SUBS REACH 10.68% avg % of subs see post	 VIEWS/POST 1.4K median 1.4K · 28 days	 POSTS/WK 8.2 over period
 7D TREND -8.1% vs previous week	 REACTIONS/POST 9.1 total 310 reactions, 111 reposts, 12 comments	 POST LENGTH 742 chars median 999 · 28 days	 POSTS ANALYZED 34 28 days
 AD REACH 713 24h avg	 CHURN / MONTH -232 last month	 CITATION RATE 11 citation index · 30 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 10.10.2022

AI EDITOR SUMMARY

Channel «Ösim» – 12 939 subs. Each post averages 1.4K people (11% from subs), reach is low – consider expanding audience. Publishes 8 posts per week (~1/day) – regular schedule. For week 22–28 Jun reach dropped -8.1% by week 15–21 Jun – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 34 posts over 28 days.
- 02 Dominant format – Text (15/34 posts).
- 03 Avg post length – 742 chars (median 999).
- 04 Peak audience activity – Thursday, 14:00 ALMT.
- 05 Top posts get 2× more views than the weakest (1.9K avg for top vs 1.1K for worst) – among 34 posts over 28 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:16 PHOTO Someone: I don't know what to do and what business to start... Meanwhile, others' businesses: By the way, if you haven't followed us on Instagram yet...	VIEWS 2 045 REPOSTS 3	REACTIONS 19 ER 15.8%
Nº2 20.06 · 06:47 PHOTO After reading these books, people will say: "You're a true business pro!" Good negotiation, clear writing...	VIEWS 1 870 REPOSTS 14	REACTIONS 10 ER 14.5%
Nº3 11.06 · 09:30 PHOTO 🤔 Cryptocurrency is not an official means of payment in Kazakhstan. However, subject to certain requirements, it can be legally used for financial...	VIEWS 1 827 REPOSTS 7	REACTIONS 7 ER 14.1%

Nº4 08.06 • 09:37 TEXT 5 non-obvious services that save entrepreneur time Кәсіпкердің уақытын үнемдейтін 5 сервис We're sure most know...	VIEWS 1 773 REPOSTS 19 REACTIONS 13 ER 13.7%
Nº5 09.06 • 07:27 TEXT 🧠 What is neuromarketing and which books help understand this topic? Что такое нейромаркетинг и какие книги помогут...	VIEWS 1 684 REPOSTS 6 REACTIONS 11 ER 13.0%

WORST 3

↓ 30.06 • 10:32 PHOTO 🔔 From July 19, 2026, any bank's client can pay for goods or services using a QR code at another bank's terminal...	VIEWS 1 173 REPOSTS 7 REACTIONS 11 ER 9.1%
↓ 28.06 • 11:39 POLL Is it worth starting a business while working a job?	VIEWS 1 160 REPOSTS — REACTIONS 6 ER 9.0%
↓ 01.07 • 11:52 PHOTO AI, ready for July? 🧐 You know the rule: tap any picture and get your forecast for the new month! 🍀 So, ready to...	VIEWS 956 REPOSTS 1 REACTIONS 15 ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

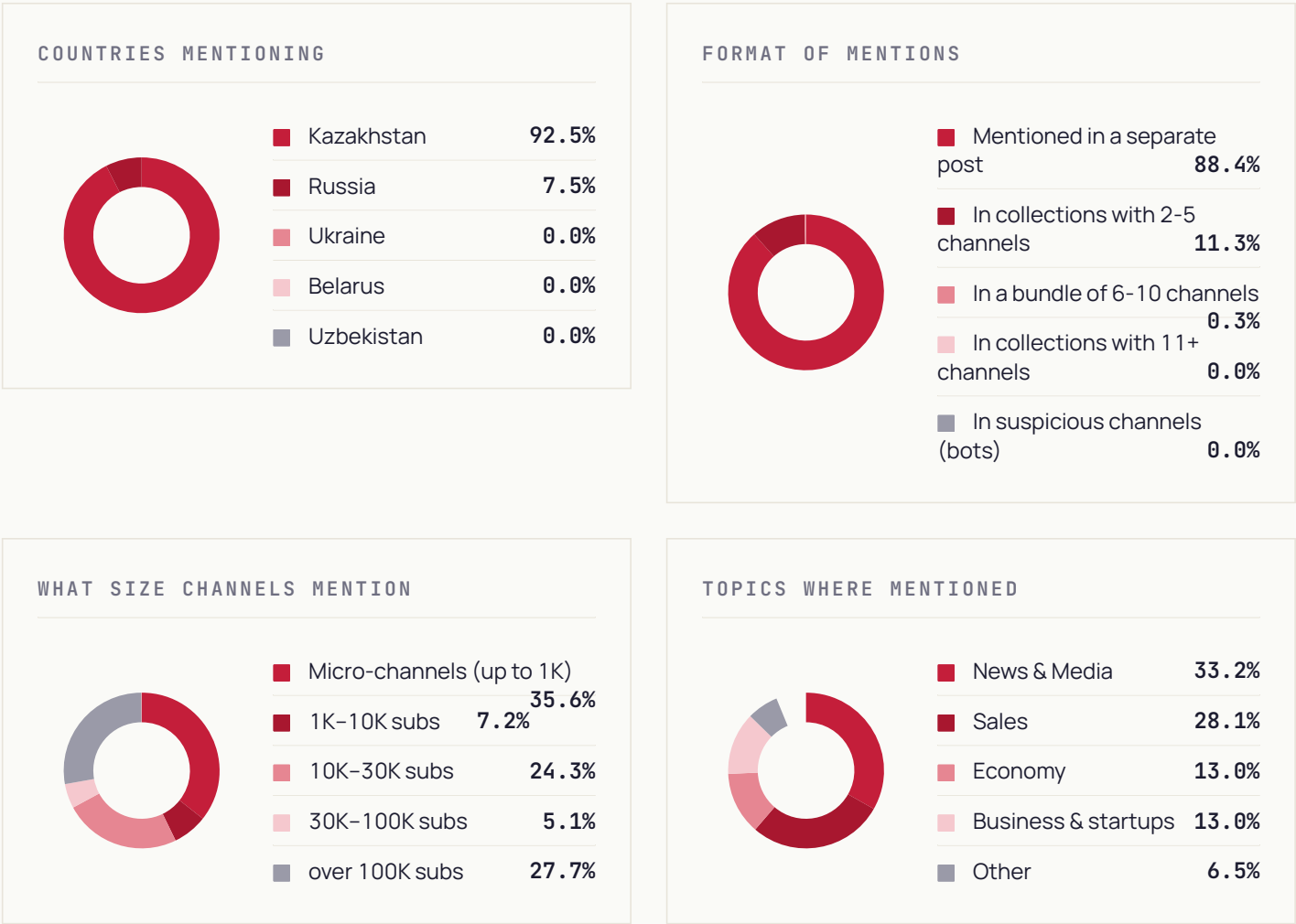
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

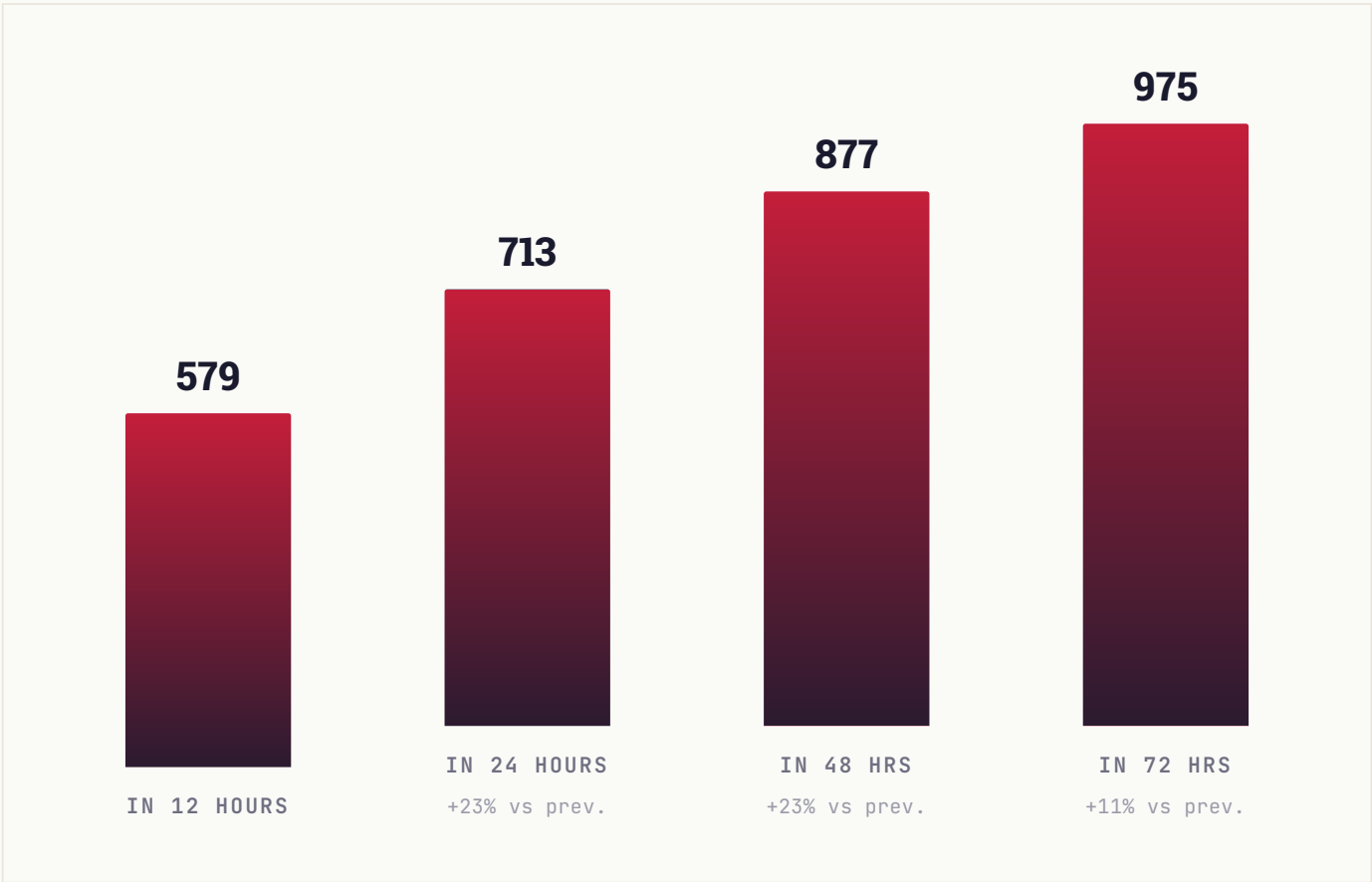
Citation index **11** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **30** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



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
GO gov4c.kz	33.4K
ET Eyad Trader Quotex Bot 🤖 1	22.2K
OK Cargo Reviews	17.9K
F« Damu Foundation	17.5K
O Oy.kz Paid surveys Kazakhstan	13.1K
ÖS Ösim YOU	12.9K
📢 Opportunities 🚀 startup-course.com 💰	10K
🌀A 🌀Toskambaev Arman Business Mindset	9.5K
VI Shipping from KZ Delivery from US and Europe	9.2K
К/ ҚазМұнайГаз / KazMunayGas	8.7K
SI SHANTAL lingerie WHOLESALE	8.5K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#6 of 100). Strong position. Niche leader — gov4c.kz (33.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

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 **6**, they brought **166** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	32
December 2025	0	0	65
Nov 2025	0	0	11
Oct 2025	0	0	9
Sep 2025	3	3	36
August 2025	2	2	13
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBS
6	6		166

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#6 /100

RANK IN NICHE

Channel in top 6% business & startups

SUBSCRIBERS

better than 90% of niche

median 572



AVG REACH / POST

better than 90% of niche

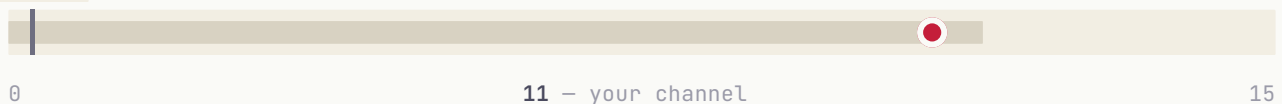
median 148



CITATION INDEX

better than 87% of niche

median 0



— 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 day — Thursday

Audience is most active on this day at 14:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend reaching 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 picks 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 lever.

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 is what we can do in minutes using public data. 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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