

— PUBLIC REPORT BY PROMTPRESS

Channel audit

OSMANOV - O

Рынке

Недвижимости

Kazakhstan



@osmanovblog

Kazakhstan real estate in plain language. Market analytics, investments, mortgages, urban development. Real estate consulting @consultation_property_bot Ads & cooperation ...

SUBSCRIBERS

26 254

ERR (% SEE POSTS)

29.0%

REACH/POST

7.6K

+2041 per month

per day 16.4%

ad reach 4.3K/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 26 254 —	 SUBSCRIBER REACH 28.94% avg % of subs see post	 VIEWS/POST 7.6K median 8K · 29 days	 POSTS/WEEK 20.2 for the period
 7D TREND +1.4% vs previous week	 REACTIONS/POST 61.5 total 5,162 reactions, 2,174 reposts, 1,340 comments	 POST LENGTH 562 chars median 690 · 29 days	 POSTS ANALYZED 84 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH +2041 over the last month	 CITATION RATE 2 citation index · 18 channels mentioned over time	 CHANNEL AGE 6 years 9 months created 09.09.2019

AI EDITOR SUMMARY

Channel «OSMANOV - О Рынке Недвижимости Kazakhstan» — 26 254 subs. Each post averages 7.6K people (29% of subs), that's good reach. Publishes 20 posts per week (~3/day) — regular schedule. For the week of Jun 22–28, reach stable (+1.4% vs week Jun 15–21).

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 **84** posts over 29 days.
- 02 Dominant format – **Text** (50/84 posts).
- 03 Avg post length – **562** chars (median 690).
- 04 Peak audience activity – **Saturday**, 17:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (11.6K avg for top vs 4.8K for worst) – among 84 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 12:35 TEXT And here is the master plan of Almaty with adjustments.	VIEWS 12 571 REPOSTS 527	REACTIONS 88 ER 47.9%
Nº2 13.06 · 12:31 TEXT  What's happening with the new Almaty Master Plan? The city is currently preparing an adjustment to the Almaty Master Plan until 2040. In short...	VIEWS 11 962 REPOSTS 76	REACTIONS 68 ER 45.6%
Nº3 13.06 · 08:52 TEXT What about the new Almaty Master Plan? Lately many have been asking when the new Almaty Master Plan will be approved and what's in it...	VIEWS 10 272 REPOSTS 59	REACTIONS 59 ER 39.1%

Nº4

21.06 • 17:21

PHOTO

Friends, thanks to the subscriber who helped find published materials on the adjustment of the Almaty General Plan. We managed to find...

VIEWS

10 264

REPOSTS

38

REACTIONS

105

ER

39.1%

Nº5

04.06 • 05:49

TEXT

Starting tomorrow, the rules for calculating the ENPF sufficiency threshold change. In simple terms: the state will calculate how much...

VIEWS

10 254

REPOSTS

16

REACTIONS

9

ER

39.1%

WORST 3

↓ 30.06 • 04:05 VIDEO

What's happening now at the Almatygenplan building during public hearings.

VIEWS

4 821

REPOSTS

15

REACTIONS

46

ER

18.4%

↓ 30.06 • 03:43 TEXT

Important for those connecting online. It turned out that the two published Zoom links lead to two different conferences with different...

VIEWS

4 797

REPOSTS

5

REACTIONS

16

ER

18.3%

↓ 30.06 • 04:04 TEXT

3 minutes of silence in the room where the master plan should be discussed.

VIEWS

4 766

REPOSTS

—

REACTIONS

8

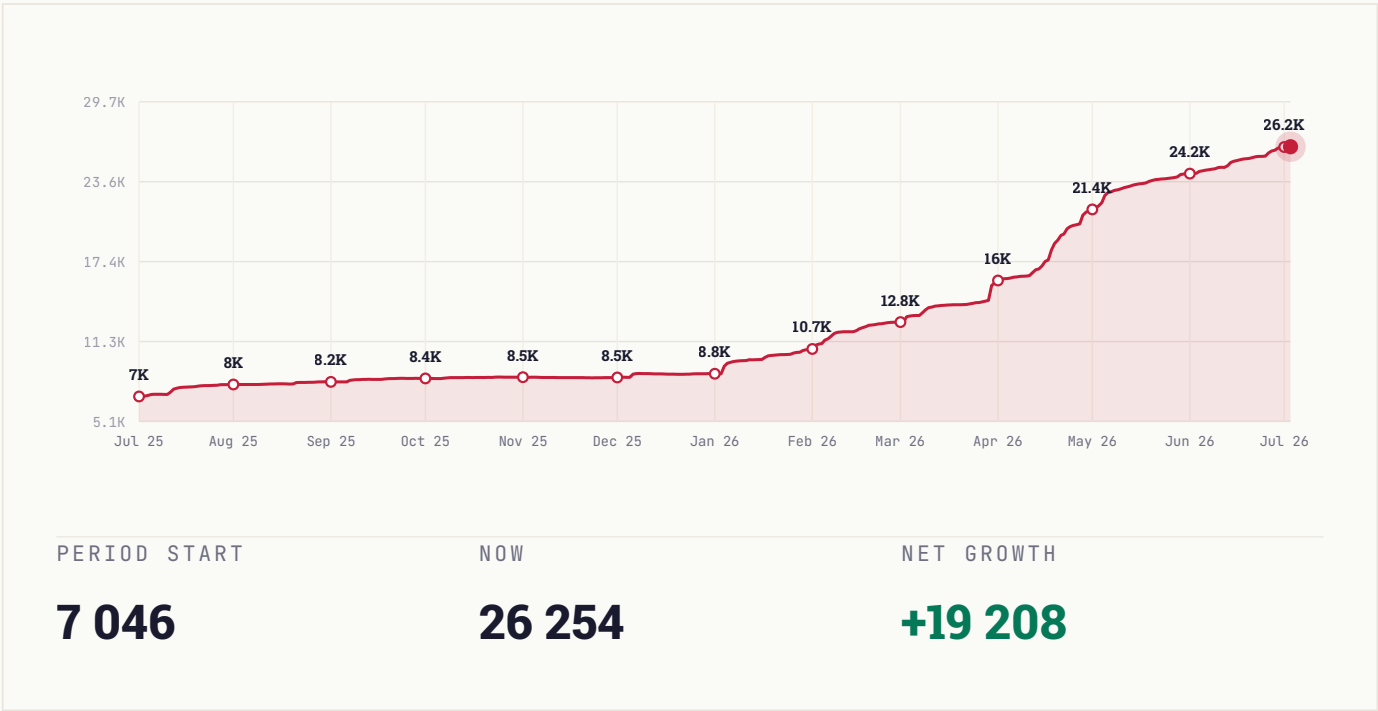
ER

18.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

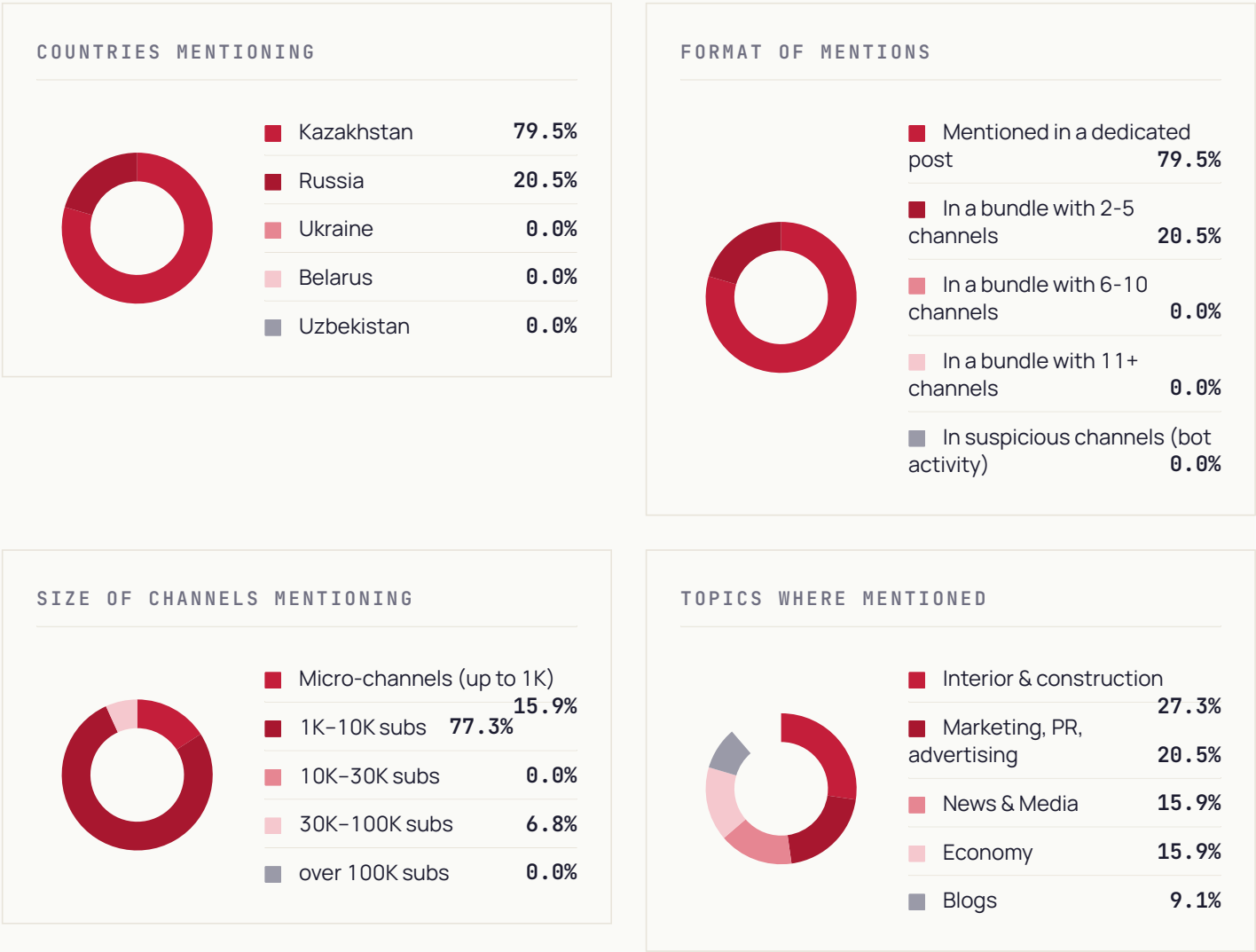
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · CITATIONS

Who mentions the channel and how

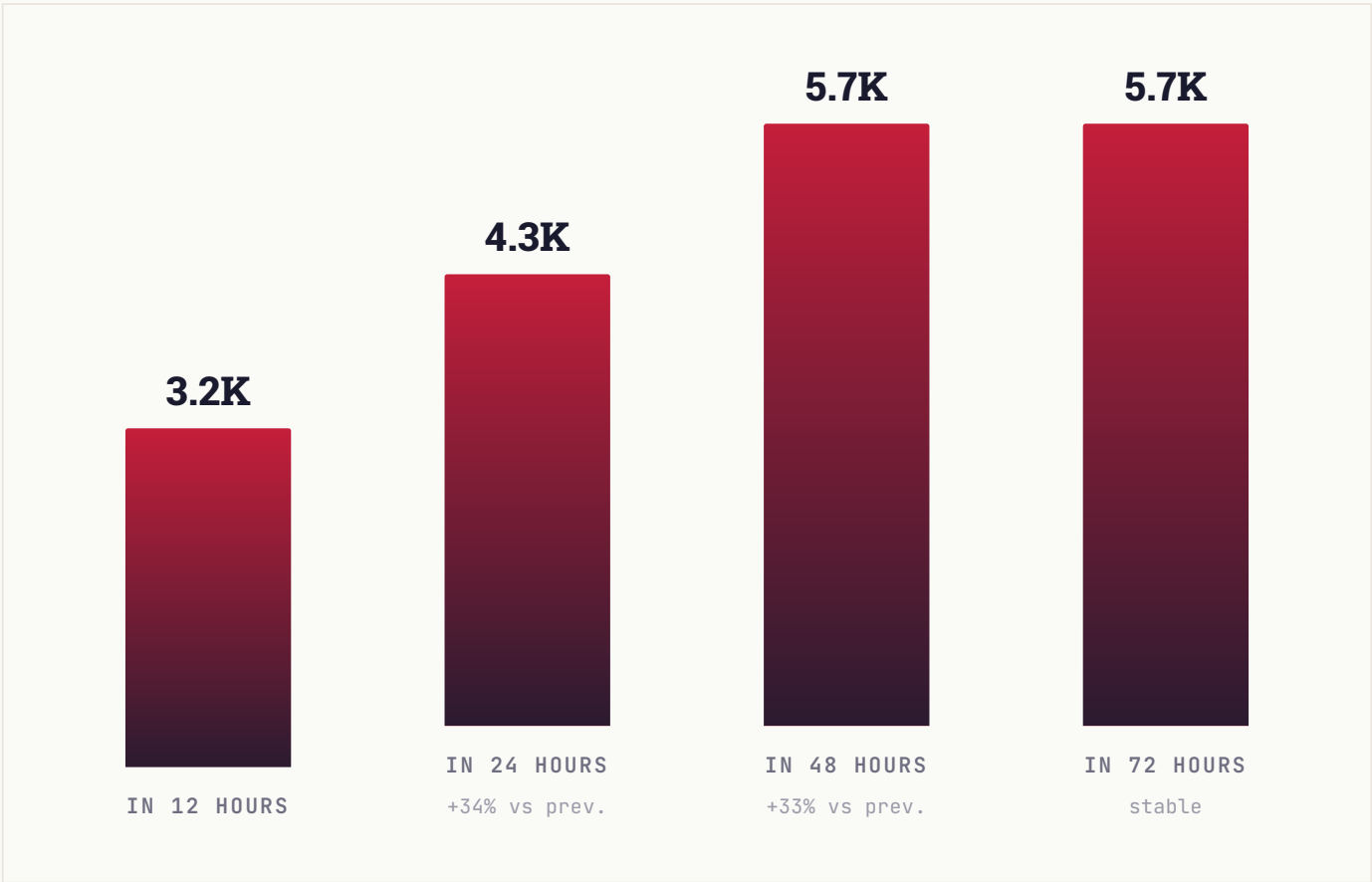
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **18** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Average reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
O- OSMANOV - О Рынке Недвижимости Kazakhstan YOU	26.3K
KS Apartment with terrace	17.3K
KO Comment	14.8K
DH DATA HUB	11.4K
QQ QAMS QazTrading	11.3K
BJ Bissembayev Marketing & Advertising	10.1K
K- Krisha.kz — Official channel	9.7K
KG Kolesa Group	7.1K
NS Kazakhstan construction news	2K
KD Kolesa Design	1.5K
KS Kolesa Sales	295

COMPARATIVE CONCLUSION

Channel — largest in the set out of 11 channels. You can cross-promote with the rest as a niche leader: you give them more reach than you get back, but solidify your status.

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 were **0**, they brought **3 008** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	1 889	
December 2025	0	0	391	
November 2025	0	0	33	
October 2025	0	0	133	
September 2025	0	0	315	
August 2025	0	0	247	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	3 008

— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as a to-do list and revisit this report in a month.

01

Top post of the week — on Saturday

On this day at 17:00 ALMT the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains the audience longer and is better perceived by the algorithm. We recommend bringing the share to 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 usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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