

— PUBLIC REPORT BY PROMTPRESS

Channel audit

PARANOIA.KZ



@paranoiakz

Discussions and latest info on politics, economy, war, crises.

SUBSCRIBERS

12 353

+11 per month

ERR (% SEE POSTS)

34.0%

in 24 hrs **29.4%**

REACH/POST

4K

ad reach **3.6K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 Posts · Worst 3 · Insights

03 Subscriber dynamics

Year chart · growth

04 Quote Rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in category «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 12 353 —	 SUBSCRIBER REACH 32.68% avg % subs see post	 VIEWS/POST 4K median 4.1K · 25 days	 POSTS/DAY 19.9 ~139 per week
 7D TREND +1.3% vs previous week	 REACTIONS/POST 179.4 total 92,401 reactions, 638 reposts, 5,070 comments	 POST LENGTH 293 chars median 214 · 25 days	 POSTS ANALYZED 515 25 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH +11 over the last month	 QUOTE RATE 12 citation index · 61 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 29.12.2021

AI EDITOR SUMMARY

Channel «PARANOIA.KZ» – 12 353 subs. Each post averages 4K people (33% from subs), good reach. Publishes 139 posts/week (~20/day) – very 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 and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 515 posts over 25 days.
- 02 Dominant format – Video (214/515 posts).
- 03 Avg post length – 293 chars (median 214).
- 04 Peak audience activity – Thursday, 22:00 ALMT.
- 05 Top posts get 2× more views than the weakest (5.5K avg for top vs 3.5K for worst) – among 515 posts in 25 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 21.06 · 07:09 VIDEO Illegal head of occupied Crimea Aksyonov: “Fuel sales and coupon distribution to individuals and legal entities in Crimea will be completely stopped. Fuel...	VIEWS 6 028 REACTIONS 273 REPOSTS 7 ER 48.8%
Nº2 24.06 · 16:21 PHOTO Relays routing Russian drones through Belarus territory disabled. Zelenskyy said. Info from Russian z-channels...	VIEWS 5 323 REACTIONS 334 REPOSTS 4 ER 43.1%
Nº3 21.06 · 06:13 VIDEO Ukraine launched a massive drone strike on occupied Crimea. Attacks on Kerch and the port of Kavkaz (Krasnodar region). In Crimea...	VIEWS 5 027 REACTIONS 234 REPOSTS 2 ER 40.7%

Nº4 28.06 · 17:15 VIDEO MEDIA: US Defense Secretary Hegseth visited Venezuela. US military rescue teams also conducting rescue missions in Venezuela...	VIEWS 4 847 REPOSTS 3	REACTIONS 145 ER 39.2%
Nº5 25.06 · 04:41 VIDEO MEDIA: Death toll from Venezuela earthquake likely ranges from several thousand to 100K. Economic damage 15-20% of GDP...	VIEWS 4 797 REPOSTS 4	REACTIONS 149 ER 38.8%

|

WORST 3

↓ 10.06 · 09:04 TEXT Peace Research Institute Oslo (PRIO): 2025 was the deadliest year. 245K killed, 76K civilians.	VIEWS 3 599 REPOSTS —	REACTIONS 67 ER 29.1%
↓ 30.06 · 18:22 TEXT !!Қырғызстандағы саяси элитаның ішіндегі шиеленіс пен «75 ісі» төңірегіндегі сот процесі қазіргі таңда елдегі ең басты талқылау тақырыбына...	VIEWS 3 535 REPOSTS —	REACTIONS 55 ER 28.6%
↓ 16.06 · 09:55 PHOTO Қырғыздардың латын әліпбиі... Ортақ түркі әліпбиі жөніндегі комиссия 2026 жылғы 15 маусымда Астанада өткен төртінші отырысында Бірыңғай...	VIEWS 3 479 REPOSTS 2	REACTIONS 168 ER 28.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

13 322

NOW

12 353

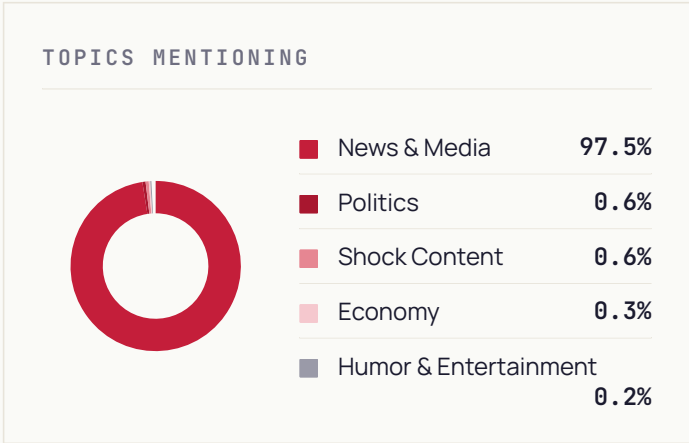
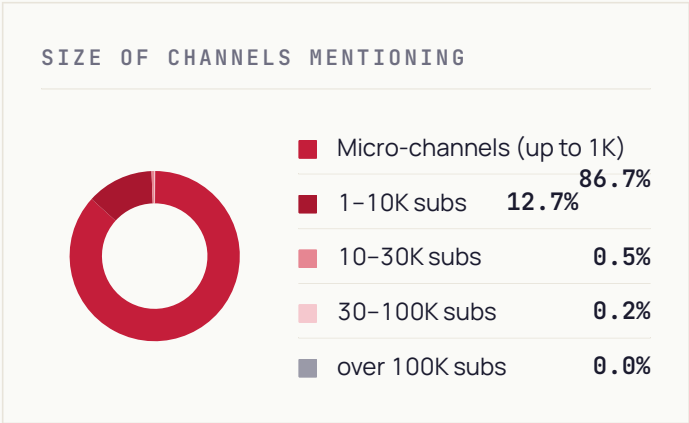
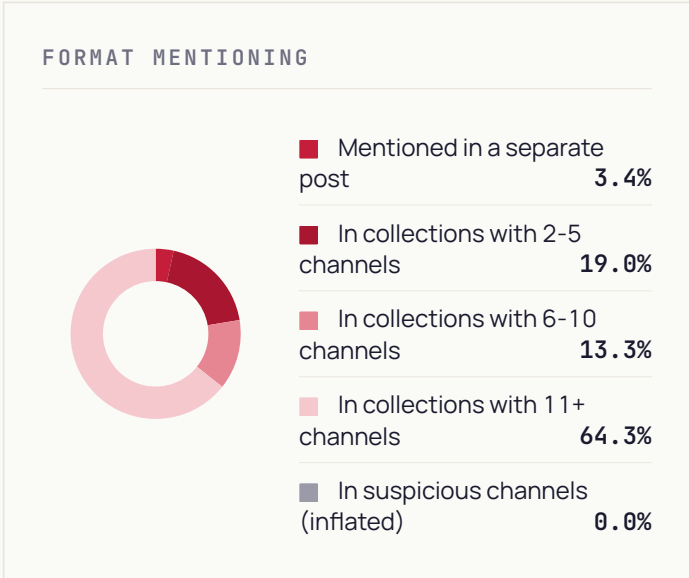
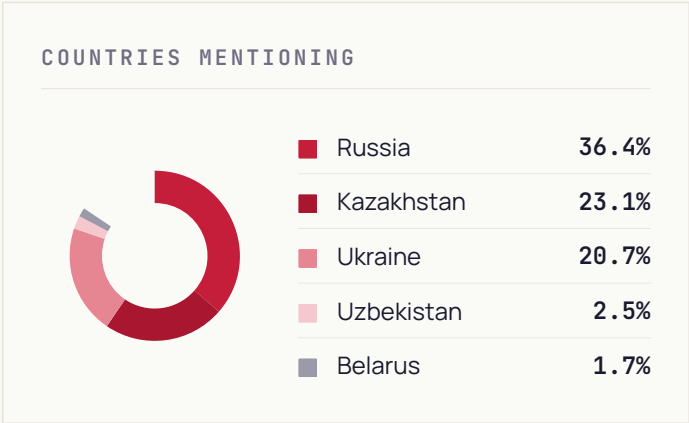
NET GROWTH

-969

SECTION 04 · MENTIONS

Who and how mentions the channel

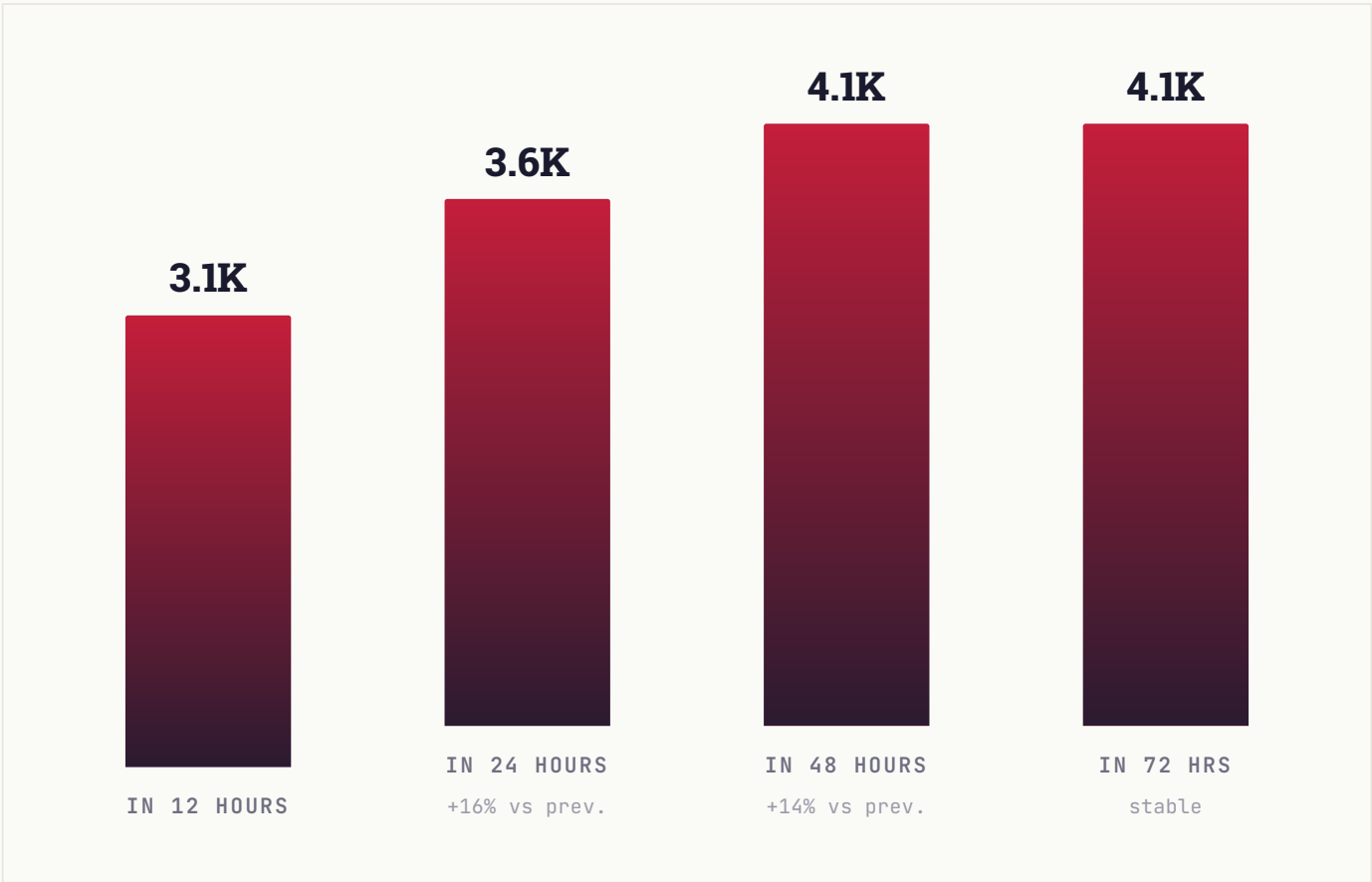
Citation index **12** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions: **61** different channels.



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
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT Not Khabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
PA PARANOIA.KZ YOU	12.4K

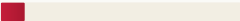
COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#87 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels mentioning yours. Over the last **6 months** such mentions were **0**, they brought **389** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	252 
December 2025	0	0	0 
Nov 2025	0	0	27 
Oct 2025	0	0	44 
Sep 2025	0	0	51 
August 2025	0	0	15 
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
0	6	389	

SECTION 08 · NICHE COMPARISON

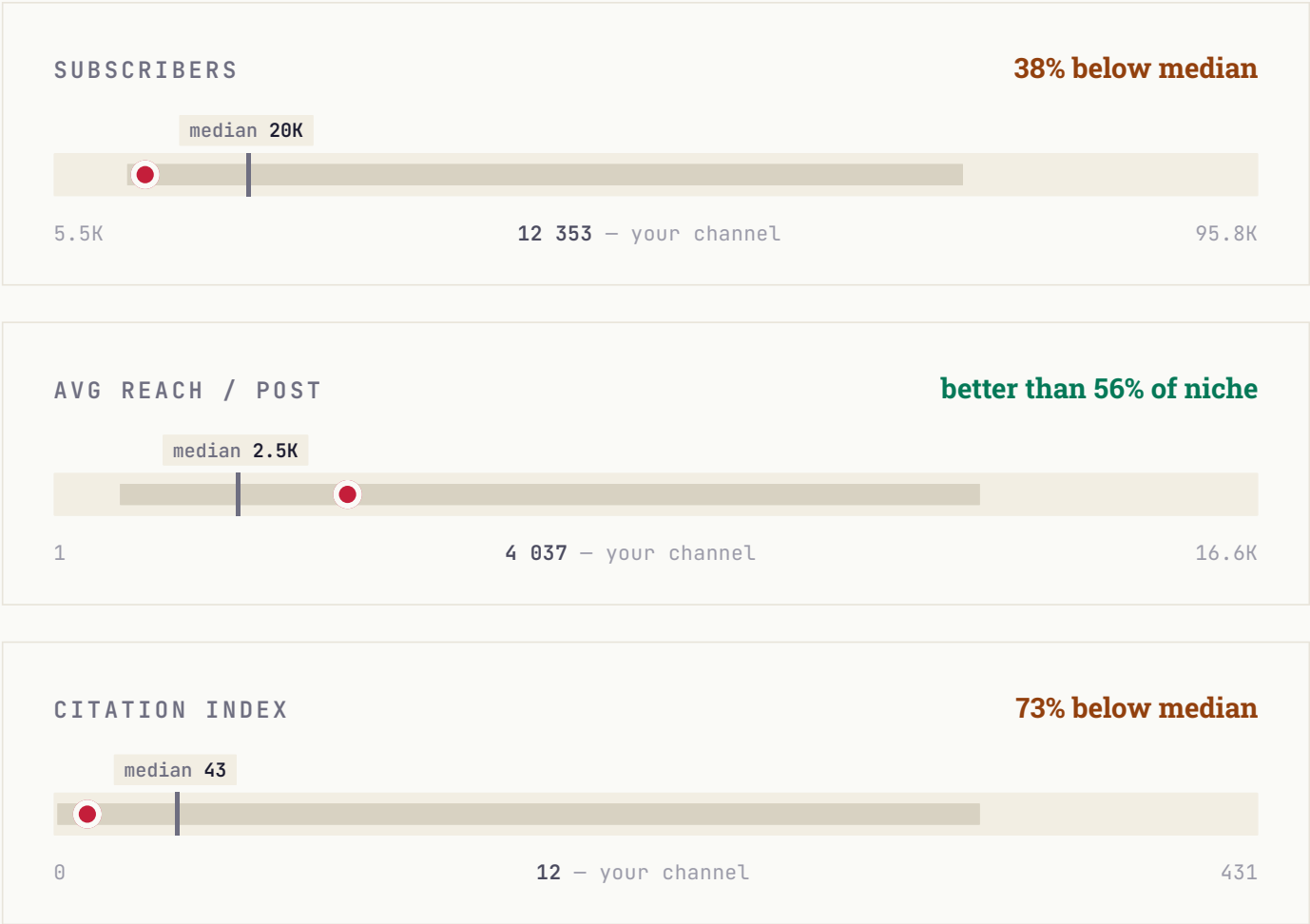
Where channel stands in its league

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

#87/100

POSITION IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Thursday

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

EFFECT

**Best window
for important
post**

02

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**

03

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

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
