

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kazakhstan

Podeshevle



@podeshvlekz

We are Adilkhan and Asel. We run a channel about financial life hacks and profitable purchases. Best posts in pinned message Ads - @shyrynsn Other questions - @Inessa_Nurr All deals in the second...

SUBSCRIBERS

205 971

-728 per month

ERR (% SEE POSTS)

23.0%

daily 11.8%

REACH/POST

46.3K

ad reach 24.4K/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 205 971 —	SUBSCRIBER REACH 22.48% avg % subs see post	VIEWS/POST 46.3K median 48.9K · 29 days	POSTS/WEEK 9.4 for period
7D TREND -6.3% vs previous week	REACTIONS/POST 368.2 14,360 reactions, 14,213 reposts, 1,883 comments	POST LENGTH 853 chars median 1,000 · 29 days	POSTS ANALYZED 39 29 days
AD REACH 24.4K 24h avg	CHURN / MONTH -728 last month	CITATION RATE 69 citation index · 239 channels mentioned all time	CHANNEL AGE 6 years 5 months created 12.01.2020

AI EDITOR SUMMARY

Channel «Kazakhstan Podesheвле» – 205 971 subs. Each post avg views 46.3K people (22% of subs), average reach – room to grow. Publishes 9 posts/week (~1/day) – regular schedule. For week Jun 22–28, reach dropped -6.3% to week Jun 15–21 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **39** posts over 29 days.
- 02 Dominant format — **Photo** (20/39 posts).
- 03 Avg post length — **853** chars (median 1,000).
- 04 Audience peak activity — **Monday**, 16:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (55.3K avg top vs 34.3K worst) — among 39 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:00 PHOTO How to choose the most long-lasting perfume? It turns out, longevity can be understood even before purchase. Many don't pay attention to the letters EDP...	VIEWS 57 084 REP. 589	REACTIONS 517 ER 27.7%
Nº2 22.06 · 11:00 PHOTO Train ticket for 611₸ 🙄 Found a great promo code for travel in Kazakhstan. It gives a 5000₸ discount on first purchase of railway tickets in Freedom...	VIEWS 54 448 REP. 451	REACTIONS 229 ER 26.4%
Nº3 06.06 · 09:30 PHOTO Which ice cream is truly 100/10? 🍦 We read all comments on a similar poll last year and compiled an updated list. Most...	VIEWS 54 408 REP. 450	REACTIONS 415 ER 26.4%

Nº4 12.06 • 09:30 TEXT Kids' items from 750₸ and free movies: best deals roundup • H&M – 50%-70% off in stores. Women's jeans from 4250₸...	VIEWS 53 888 REACTIONS 182 REP. 169 ER 26.2%
Nº5 17.06 • 12:00 PHOTO New reason to save Magnum receipts Now for every 10,000₸ spent per receipt you get a chance to win one of three trips to...	VIEWS 53 303 REACTIONS 201 REP. 130 ER 25.9%
WORST 3	
↓ 30.06 • 10:00 TEXT Now Kaspi.kz customers can pay with smartphones, smartwatches, or other Android devices that support...	VIEWS 34 965 REACTIONS 388 REP. 223 ER 17.0%
↓ 01.07 • 07:00 TEXT July! Higher cashback categories on bank cards New categories: • Halyk Travel: up to 15% (Halyk, until July 19) • Marketplaces: 5%...	VIEWS 34 616 REACTIONS 235 REP. 188 ER 16.8%
↓ 01.07 • 12:30 PHOTO How to find a cheaper MacBook? If you're eyeing a MacBook or iMac, check the display models section before buying. The difference...	VIEWS 33 277 REACTIONS 242 REP. 304 ER 16.2%

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 gained and which it lost subs.



START OF PERIOD

NOW

NET GROWTH

185 821

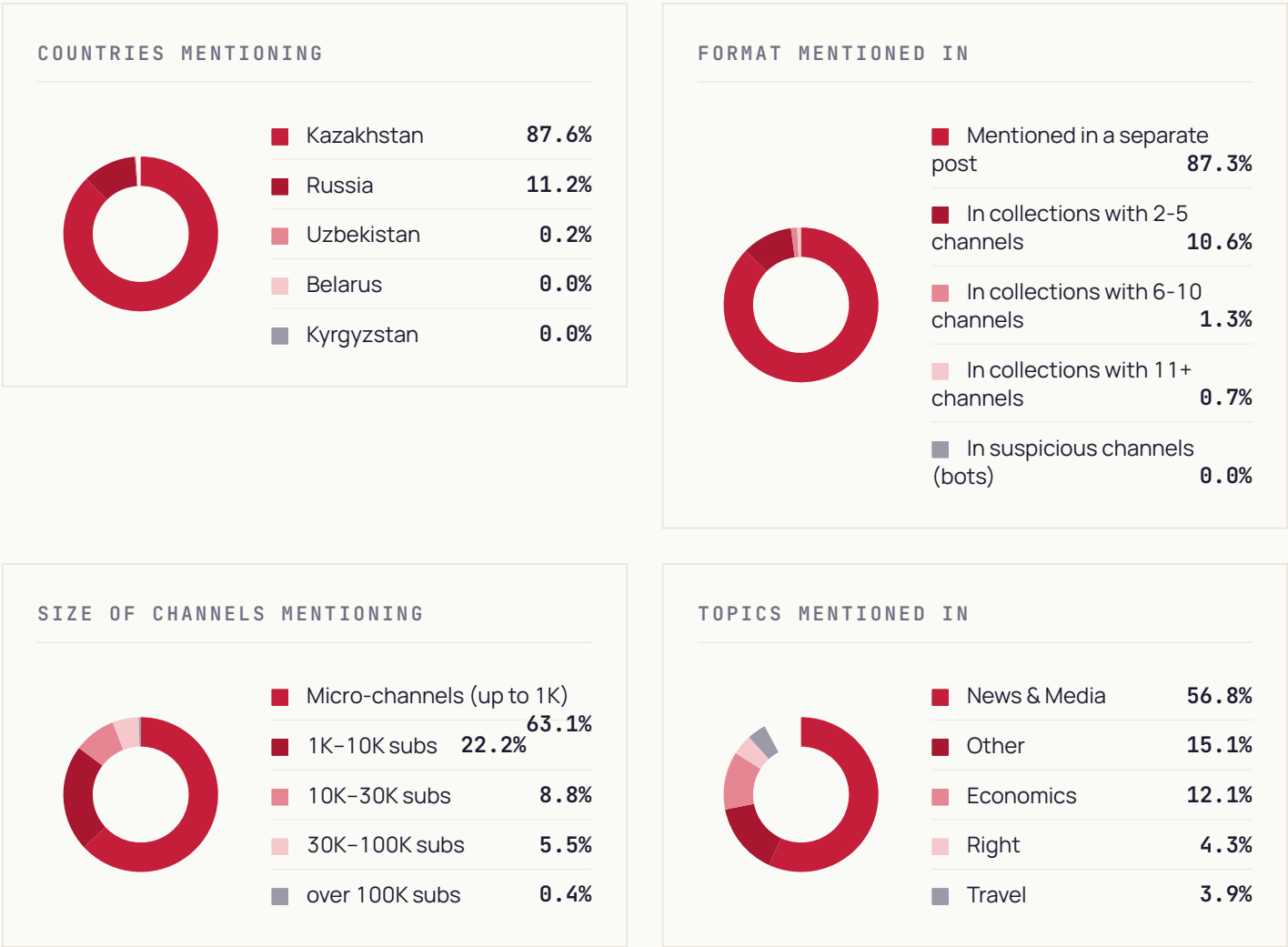
205 971

+20 150

SECTION 04 · MENTIONS

Who mentions the channel & how

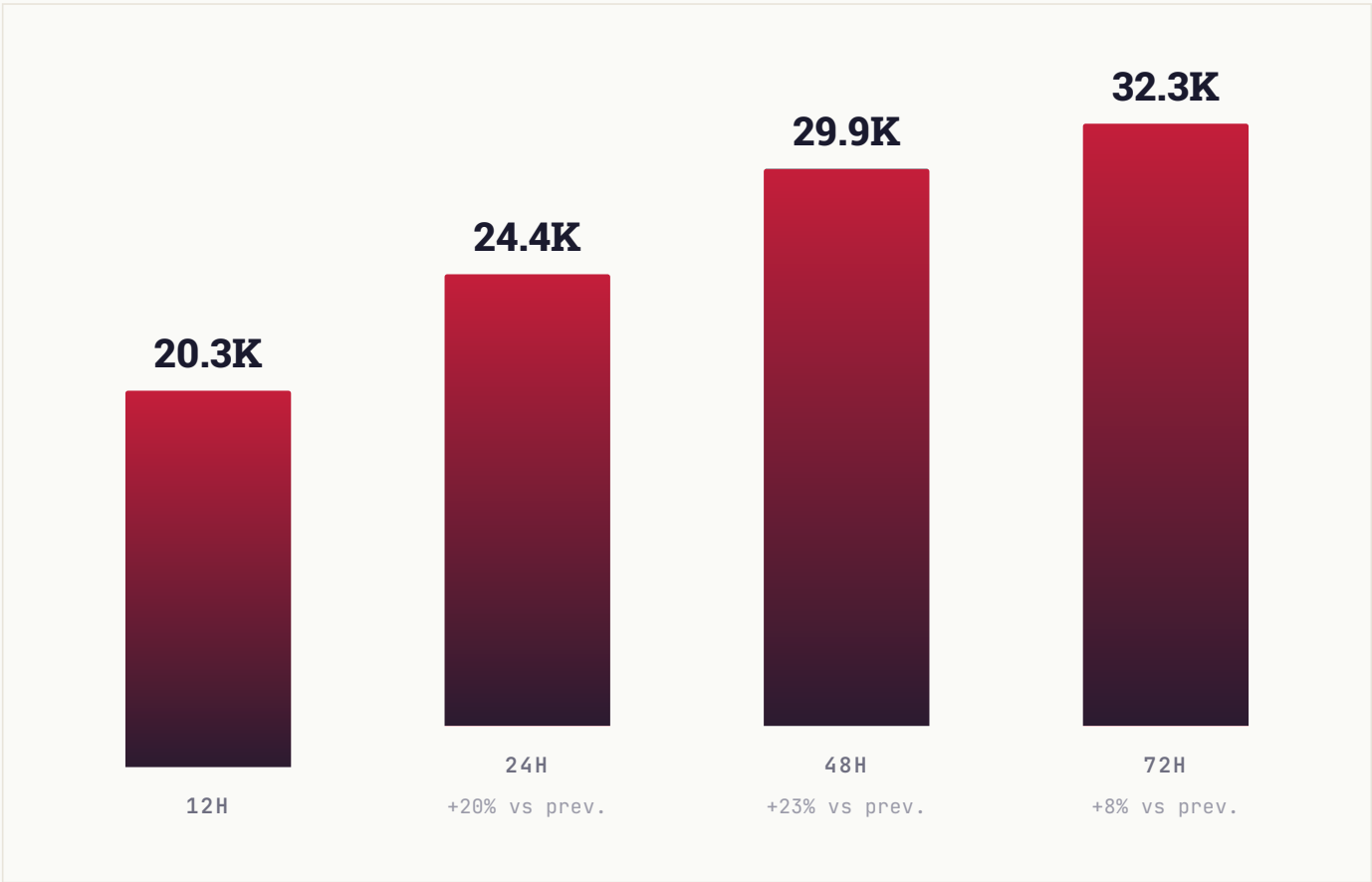
Citation index **69** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel mentioned **239** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
CI Kazakhstan Podesheвле YOU	206K
AK Rent apartment Almaty Roommate	77.3K
JA Janapost.kz	33.2K
AP Almaty Roommates Apartments Apartment	29.4K
C- Skidki.live - Discounts in Kazakhstan	24.1K
TK TRENDSHOP CATALOG WHOLESALE	18.7K
CA Apartments Almaty Rent Almaty Find roommates Almaty	17.4K
AK Rent Apartment Almaty Roommate Housemate	16.8K
MO Model3D_stl	13.2K
AC Amway Central Asia	13.1K
QO QMARKET WHOLESALE CATALOG	13K

COMPARATIVE INSIGHT

Channel in niche #1 (#1 of 100 channels in category). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **206**, they brought **9 666** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	30	11	1 303	
December 2025	22	5	340	
November 2025	25	4	1 833	
October 2025	26	9	1 817	
September 2025	44	10	1 460	
August 2025	59	6	2 913	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
206	6	9 666

SECTION 08 · NICHE COMPARISON

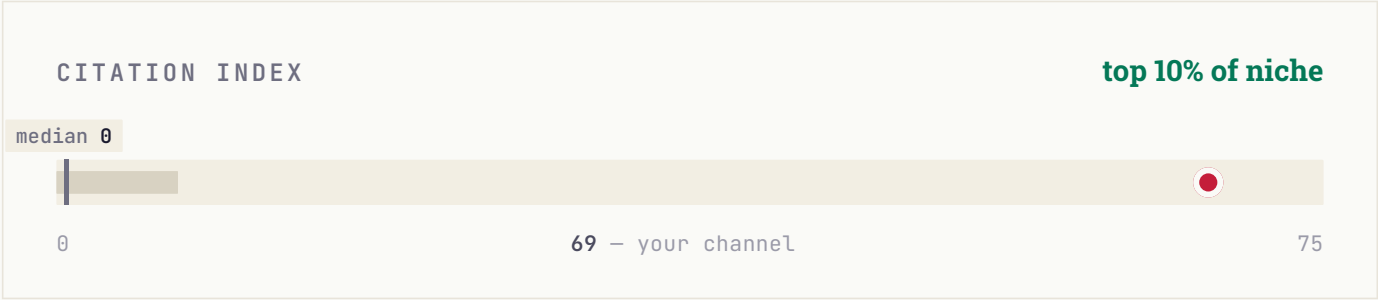
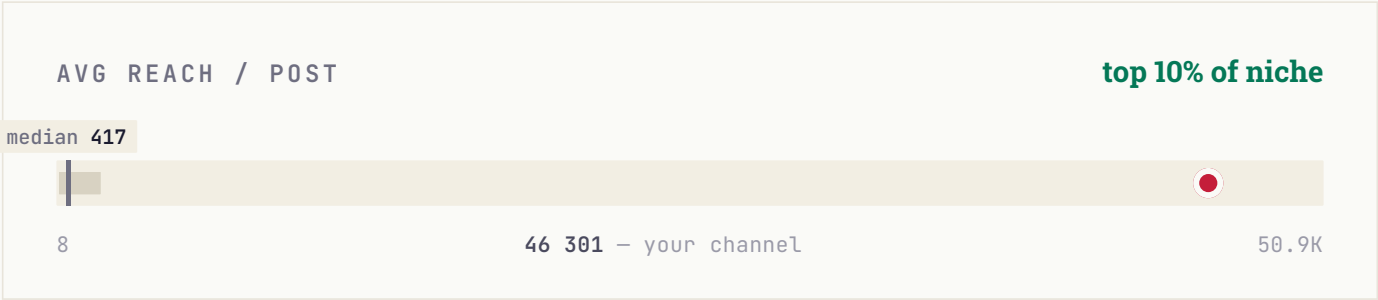
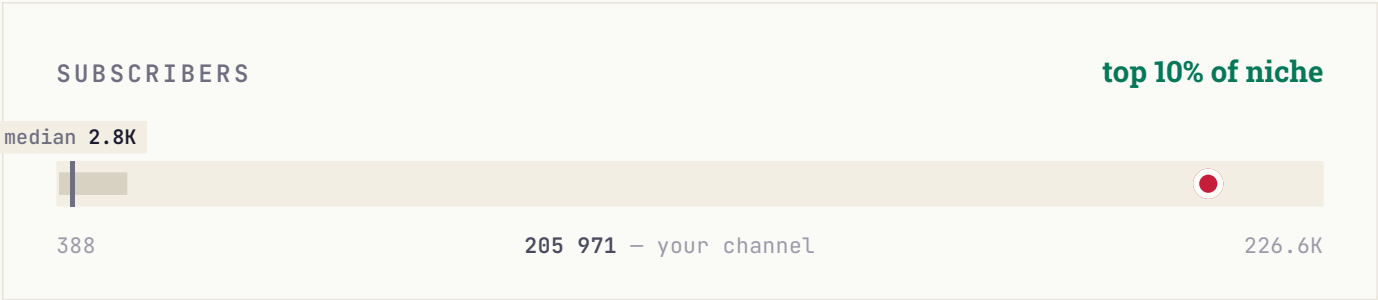
Where channel stands in its league

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

#1/100

POSITION IN NICHE

Channel in top 1% sales



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Monday**

Audience is most active on this day at 16:00 ALMT.

EFFECT

**Best time for
an important
post****02****Increase video post share**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing 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 — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap 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 us to do this **PromptPress?**

This audit — what we can do in minutes using public data. 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>

02 **Contact manager** t.me/PromptPress_manager
