

PUBLIC REPORT PROMTPRESS

Channel audit

Qaz365.kz



@qaz365kz

Қазақстан жаңалықтары 🇰🇿 Qaz365.kz - Қазақстан және әлем жаңалықтары. Ресми ақпарат агенттігінің Telegram арнасы.
Сайт: qaz365.kz Жарнама бойынша: @bs2906

SUBSCRIBERS

96 890

+4025 per month

ERR (% SEE POSTS)

12.0%

per day 9.5%

REACH/POST

11.1K

ad reach 9.2K/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 96 890 —	 SUBS REACH 11.46% avg % subs see post	 VIEWS/POST 11.1K median 10.1K · 29 days	 POSTS/WEEK 37.3 over period
 7D TREND +92.5% vs prev week	 REACTIONS/POST 30.8 total 4,830 reactions, 973 reposts, 2,025 comments	 POST LENGTH 735 chars median 788 · 29 days	 POSTS ANALYZED 157 29 days
 AD REACH 9.2K 24h avg	 CHURN / MONTH +4025 last month	 CITATION RATE 51 citation index · 84 channels mentioned ever	 CHANNEL AGE 9 years 2 months created 21.04.2017

AI EDITOR SUMMARY

Channel «Qaz365.kz» — 96 890 subs. Each post averages 11.1K people (11% of subs), reach is low — consider expanding audience. Publishes 37 posts per week (~5/day) — active posting. For week 22–28 Jun, reach grew +92.5% Week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 157 posts over 29 days.
- 02 Dominant format — Photo (100/157 posts).
- 03 Avg post length — 735 chars (median 788).
- 04 Peak audience activity — Wed, 12:00 ALMT.
- 05 Top posts get 5x more views than the weakest (36.2K avg for top vs 7.4K for worst) — among 157 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 07:27 VIDEO 👤 Severely burned body of a man found in Kegen district, Almaty region; criminal case opened. The deceased was a resident of Almaty...	VIEWS 37 631 REPOSTS 332	REACTIONS 336 ER 38.8%
Nº2 24.06 · 06:50 VIDEO ! Денсаулық сақтау министрлігі сарбаз Ербаян Мұхтардың өліміне не себеп болғанын жариялады Ұлттық ұлан қатарында міндетті әскери борышын...	VIEWS 35 873 REPOSTS 4	REACTIONS 53 ER 37.0%
Nº3 24.06 · 06:24 VIDEO 👤 Son brutally beats and insults father Incident occurred in Birlyk village, Shal akyn district, North Kazakhstan region. The video went viral...	VIEWS 35 231 REPOSTS 77	REACTIONS 332 ER 36.4%

Nº4

24.06 · 09:48

PHOTO

? Мүлік салығын сәл кешіктірсе не болады?

Қазақстанда қымбат мүлікке салынатын салықты уақытында төлемеген азаматтарға қандай шара...

VIEWS

31 336

REPOSTS

—

REACTIONS

15

ER

32.3%

Nº5

24.06 · 11:52

VIDEO

👥 Married couple and their daughter die in horrific road accident in Almaty region Tragedy occurred on June 23 on the highway...

VIEWS

30 715

REPOSTS

52

REACTIONS

125

ER

31.7%

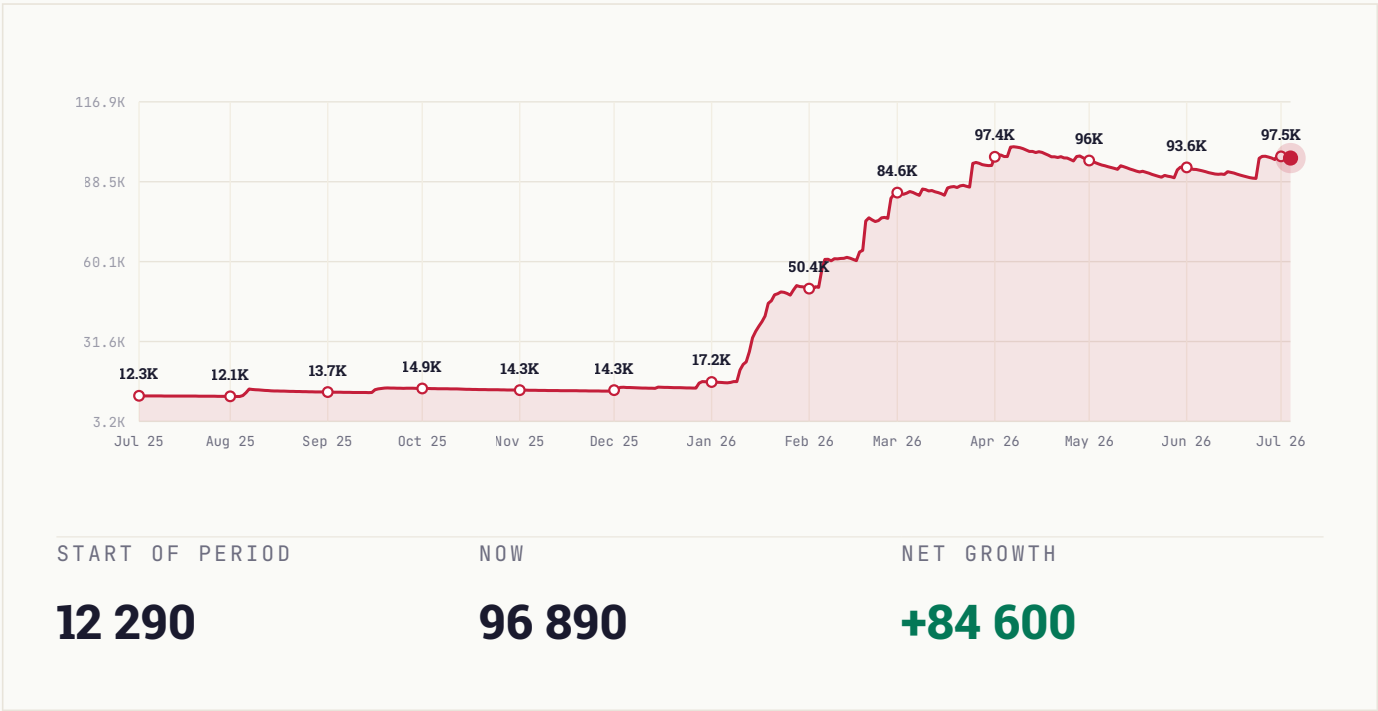
WORST 3

↓ 19.06 · 08:34 VIDEO ! «5 баланың болашағын ойладыңыз ба?»: Сотта прокурор Сұлтан Сәрсемәлиевке сұрақ қойды	VIEWS 7 531 REPOSTS 1	REACTIONS — ER 7.8%
↓ 11.06 · 07:57 VIDEO ! Үш күн бойы желіде қызу талқыланып, жұрт жаппай іздеген курьер келіншек Алматыда табылды Әлеуметтік желіде кішкентай сәбиін құшақтап...	VIEWS 7 359 REPOSTS 2	REACTIONS 43 ER 7.6%
↓ 18.06 · 08:52 PHOTO ? «Оны қалайша жұмысқа жіберген?» Еңбек министрі баласын көтеріп жүрген курьер анаға қатысты пікір білдірді Министр бұл жағдайдан кейін...	VIEWS 7 280 REPOSTS —	REACTIONS 4 ER 7.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

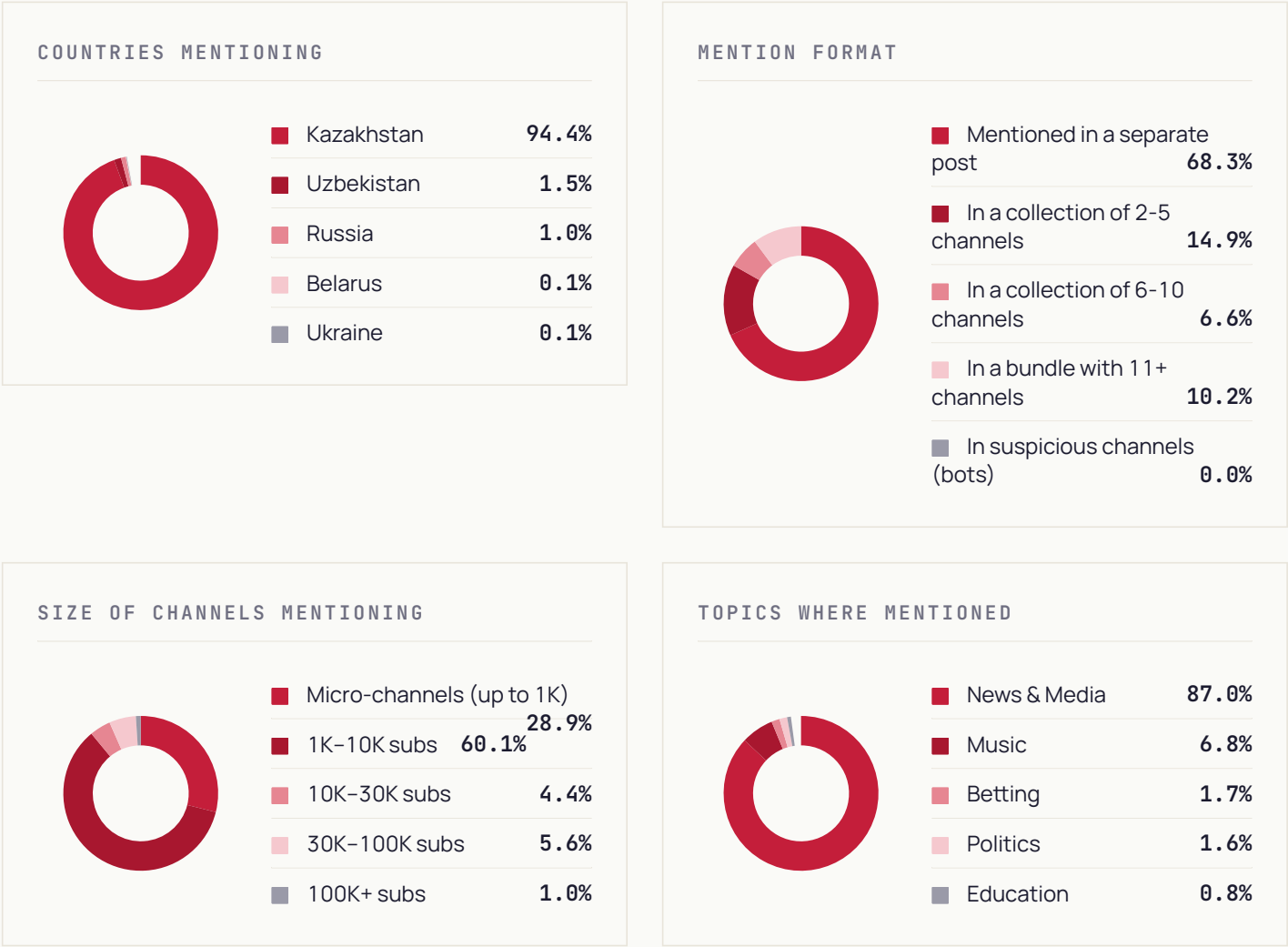
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

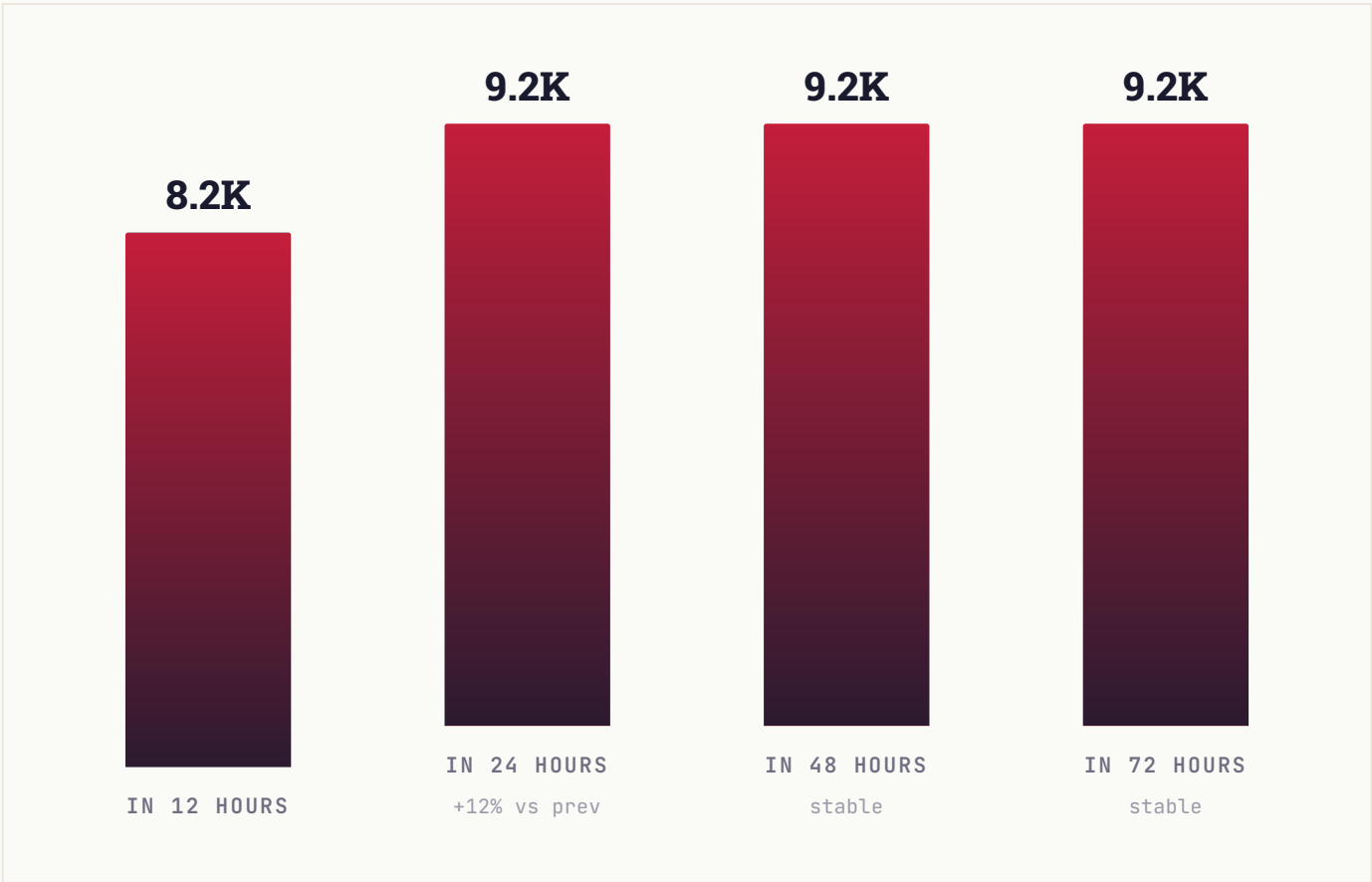
Citation index **51** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **84** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
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 YOU	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
N- NUR.KZ - Kazakhstan News	73.6K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#7 of 99). Strong position. Niche leader: Dauletten (342.4K), 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 **1**, they brought **44 178** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	35 718	
December 2025	0	0	4 120	
November 2025	1	1	8	
October 2025	0	0	18	
September 2025	0	0	1 697	
August 2025	0	0	2 617	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	44 178

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#7/100

POSITION IN NICHE

Channel in top 7% news & media



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 12:00 ALMT.

EFFECT

**Best window
for an
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 — easy growth lever.

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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this? **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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