

PROMTPRESS PUBLIC REPORT

Channel audit

Qazaqparat



@qazaqparat_kz

If you want to share an issue or witnessed an incident, send photo/
video and details here: https://t.me/qazaqparat_bot

SUBSCRIBERS

12 823

+1586 per month

ERR (% SEE POSTS)

2.0%

per day 1.2%

REACH/POST

171

ad reach 150/24h

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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 12 823 —	 SUBS REACH 1.34% avg % subs see post	 VIEWS/POST 171 median 172 · 29 days	 POSTS/DAY 24.0 ~168 per week
 7D TREND -3.9% vs previous week	 REACTIONS/POST 0.3 total 234 reactions, 97 reposts, 48 comments	 POST LENGTH 624 chars median 595 · 29 days	 POSTS ANALYZED 718 29 days
 AD REACH 150 avg over 24h	 CHURN / MONTH +1586 over the last month	 CITATION RATE 26 citation index · 106 channels mentioned all time	 CHANNEL AGE 7 years 8 months created 10.10.2018

AI EDITOR SUMMARY

Channel «Qazaqparat» – 12 823 subs. Each post averages 171 people (1% from subs), reach is low – should expand audience. Publishes 168 posts per week (~24/day) – very active posting. For the week of June 22–28, reach stable (-3.9% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **718** posts over 29 days.
- 02 Dominant format – **Photo** (631/718 posts).
- 03 Avg post length – **624** chars (median 595).
- 04 Peak audience activity – **Sunday**, 19:00 ALMT.
- 05 Top posts get **3x** more views than the weakest (289 avg for top vs 102 for worst) – among 718 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 05:54 VIDEO 🤖 Nuclear Power: Energy independence & eco-sustainability The world enters a new energy era. In recent decades, the key issue...	VIEWS 345 REPOSTS 2	REACTIONS — ER 2.7%
Nº2 07.06 · 14:43 PHOTO 🐶 Тазы тарихта алғаш рет «Олимпиадаға» қатысты Болонья қаласында әлемдік иттер көрмесі аясында өтетін «TOP Dog-2026» (жылдың үздік иті)...	VIEWS 264 REPOSTS 3	REACTIONS 5 ER 2.1%
Nº3 27.06 · 17:45 PHOTO 🔪 Қарқара жайлауында 35 мың қонақ қатысатын «Қымызмұрындық» мерекесі басталды Алматы облысының Кеген ауданындағы Қарқара жайлауында...	VIEWS 258 REPOSTS 3	REACTIONS — ER 2.0%

Nº4 07.06 • 12:23 PHOTO Қазақстанда апта ішінде болған кадрлық тағайындаулар 1-7 маусым аралығында Қазақстанның мемлекеттік басқару жүйесі мен...	VIEWS 242 REPOSTS — REACTIONS — ER 1.9%
Nº5 12.06 • 18:49 PHOTO Күннің қортындысы – қысқа да нұсқа ● Елена Рыбакина екі мәрте жыл спортшысы атанды ● Қазақстанда ым-ишарат тілі алғаш рет толық...	VIEWS 235 REPOSTS — REACTIONS — ER 1.8%

WORST 3

↓ 23.06 • 18:48 PHOTO President Alatau: 'Smart city' project paves way for crypto, innovation & high-tech business boom...	VIEWS 105 REPOSTS — REACTIONS — ER 0.8%
↓ 23.06 • 18:41 PHOTO Мемлекет басшысы осы сапар барысында жалпы сомасы 12 миллиард доллардан асатын коммерциялық келісімдерге қол...	VIEWS 104 REPOSTS — REACTIONS — ER 0.8%
↓ 23.06 • 18:49 PHOTO Қасым-Жомарт Тоқаев: «Біз білімге негізделген экономика құрғымыз келеді» ✓ Сонымен қатар еуропалық бизнес өкілдеріне...	VIEWS 99 REPOSTS — REACTIONS — ER 0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

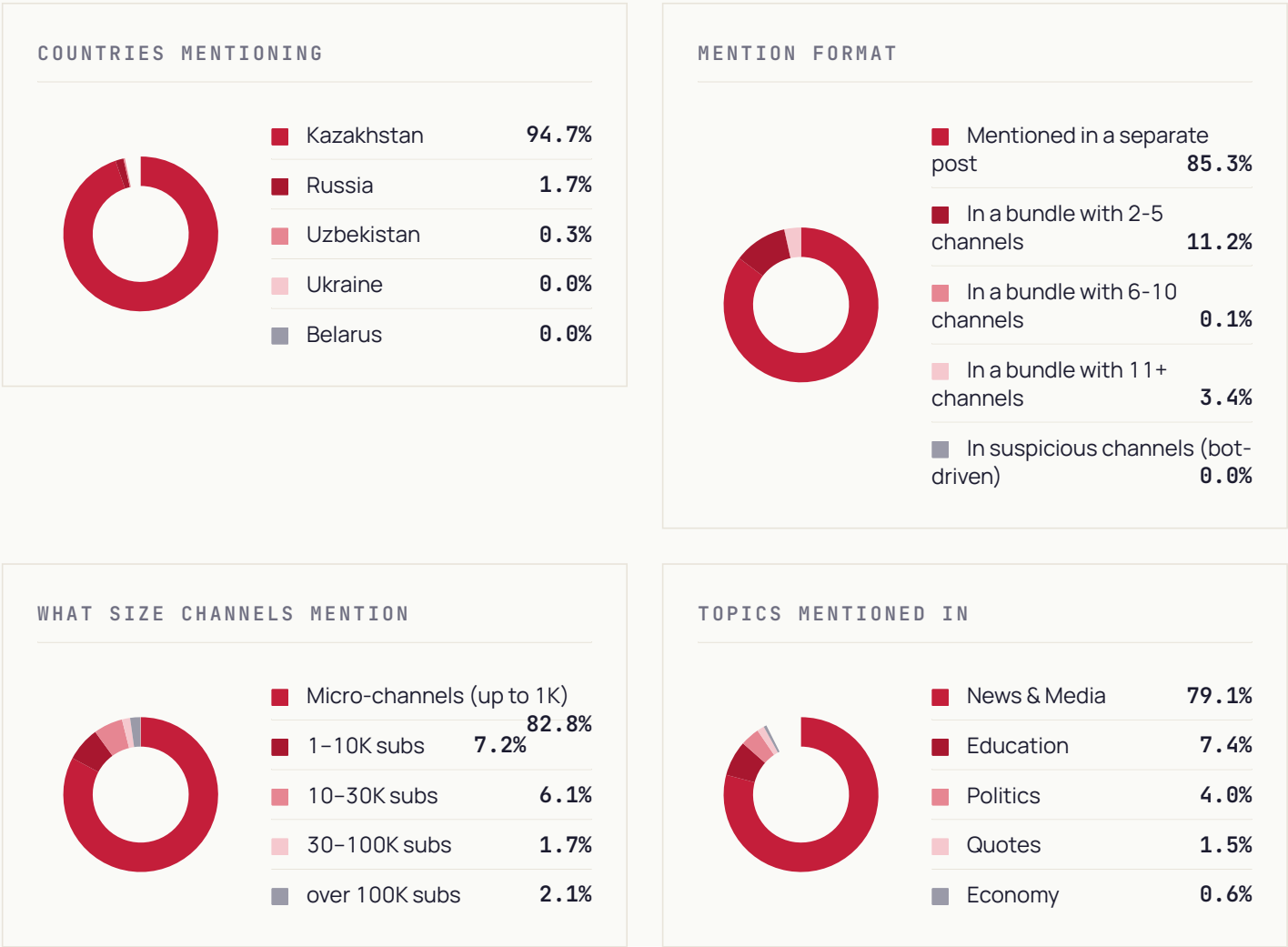
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

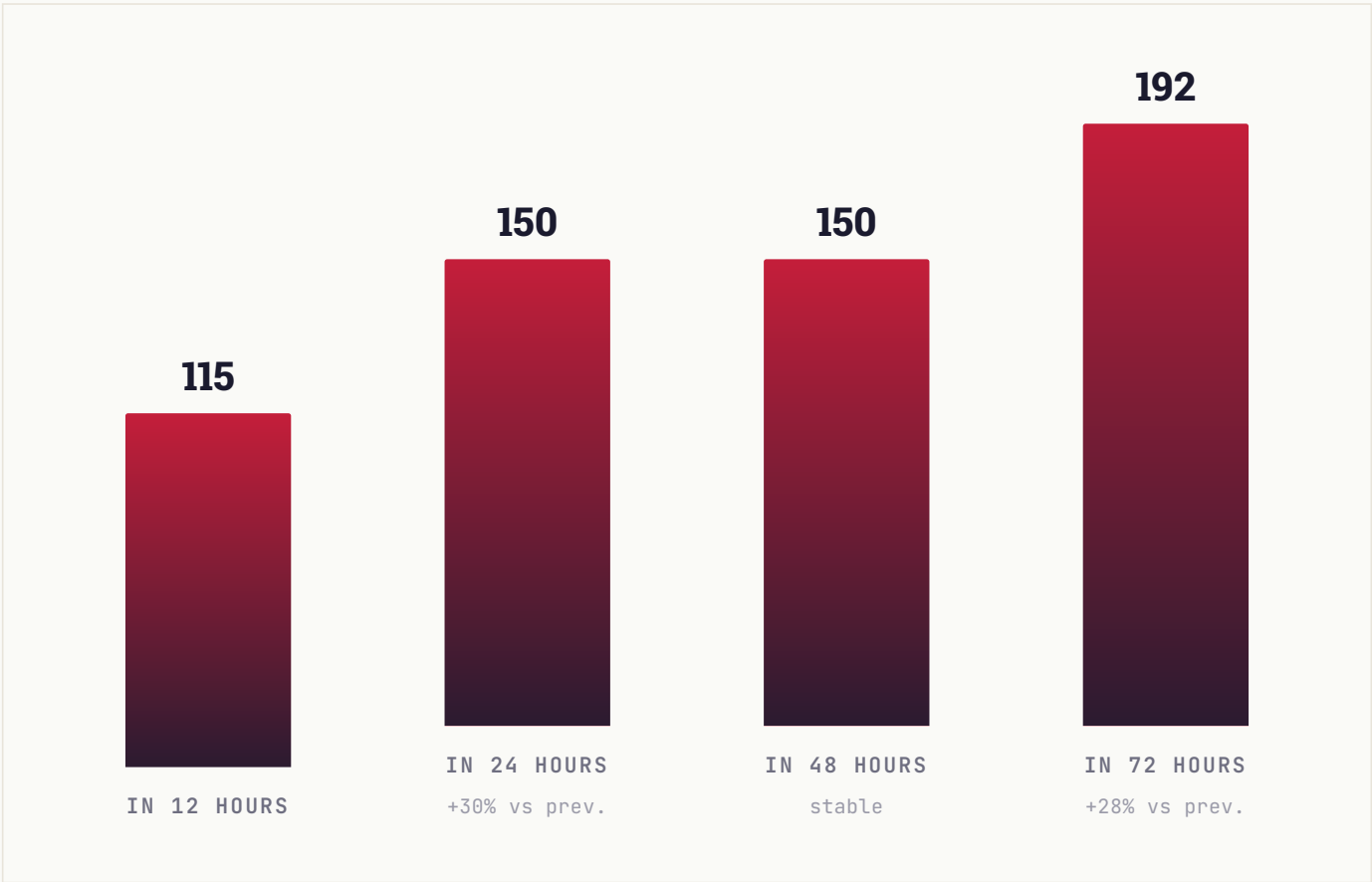
Citation index **26** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **106** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a 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	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
QA Qazaqparat YOU	12.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#85 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **76**, they brought **5 756** new subs.

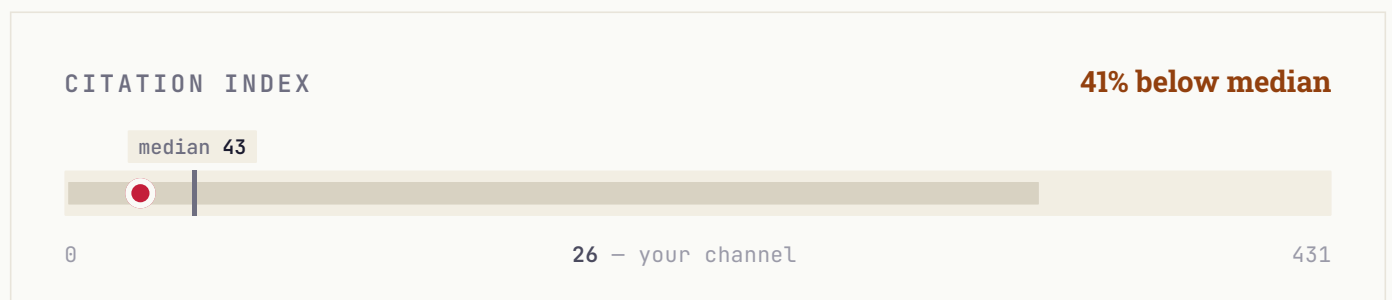
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	3	3	4 530
December 2025	8	4	22
Nov 2025	9	3	1 006
Oct 2025	9	3	7
Sep 2025	26	7	22
August 2025	21	4	169

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
76	6	5 756

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

On this day at 19:00 ALMT audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

ER below niche benchmark — rethink formats

Current ER 1.34% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.2pp ER

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ 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 & hit your growth plan in a month.

01 **Run ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
