

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kazpress.kz



@qazpress_kz

Kazakhstan News 24/7

SUBSCRIBERS

15 972

-224 per month

ERR (% SEE POSTS)

7.0%

per day 4.6%

REACH/POST

971

ad reach 733/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 15 972 —	 SUBS REACH 6.08% avg % subs see a post	 VIEWS/POST 971 median 977 · 28 days	 POSTS/WEEK 33.8 over period
 7D TREND +6.3% vs previous week	 REACTIONS/POST 13.2 total 1,854 reactions, 271 reposts, 61 comments	 POST LENGTH 772 chars median 764 · 28 days	 POSTS ANALYZED 140 28 days
 AD REACH 733 24h avg	 CHURN / MONTH -224 over last month	 CITATION RATE 22 citation index · 63 channels mentioned ever	 CHANNEL AGE 6 years 1 month created 09.05.2020

AI EDITOR SUMMARY

Channel «Kazpress.kz» – 15 972 subs. Each post averages 971 people (6% subs), reach is low – consider expanding audience. Publishes 34 posts/week (~5/day) – active posting. Week 22–28 Jun reach grew +6.3% Week 15–21 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **140** posts in 28 days.
- 02 Dominant format – **Video** (79/140 posts).
- 03 Avg post length – **772** chars (median 764).
- 04 Peak audience activity – **Saturday**, 16:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (1.3K avg for top vs 734 for worst) – among 140 posts in 28 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 12.06 · 05:22 PHOTO 💔 Schoolboy dies after conflict with peer in Almaty Another teen conflict in Almaty turned deadly. In...	VIEWS 1 274 REPOSTS 2	REACTIONS 27 ER 8.0%
Nº2 06.06 · 11:34 VIDEO ⚠️ Real case on Alakol On August 6, 2025, a 17-year-old teen drowned on Alakol. It happened about 500 m from shore, in...	VIEWS 1 270 REPOSTS 1	REACTIONS 13 ER 8.0%
Nº3 13.06 · 10:59 PHOTO ⚠️ Real case in Zhambyl region In early May 2026, a man died after a tick bite in Shu district, Zhambyl region. 🚑 Po...	VIEWS 1 264 REPOSTS 3	REACTIONS 7 ER 7.9%

Nº4 13.06 · 08:23 PHOTO ⚠️ Everyday risks: ticks Ticks aren't just about forests and dachas. Now they're caught in parks, suburbs, and after a regular...	VIEWS 1 244 REPOSTS 3	REACTIONS 2 ER 7.8%
Nº5 12.06 · 08:16 PHOTO ! Disabled girl gives birth after alleged gang rape in Zhambyl region A minor disabled girl in...	VIEWS 1 196 REPOSTS 2	REACTIONS 19 ER 7.5%

|

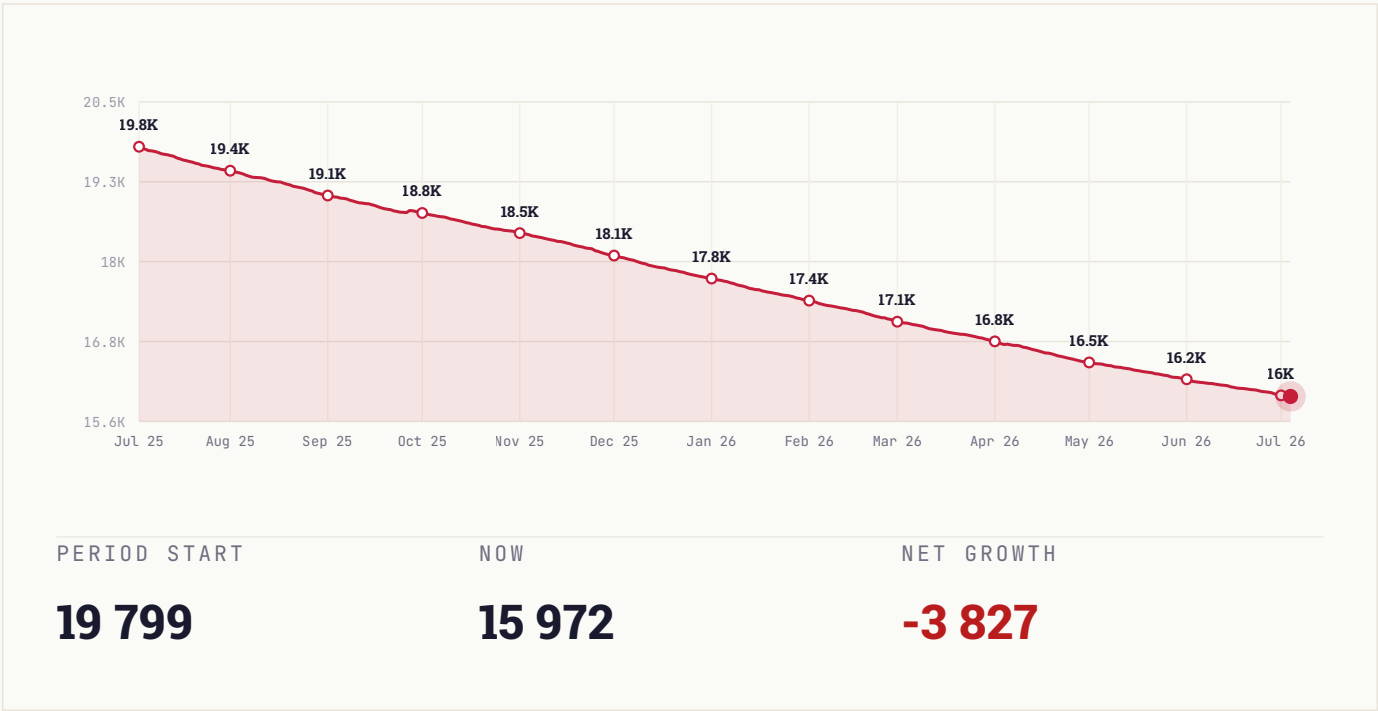
WORST 3

↓ 01.07 · 07:53 PHOTO 🧤 Gennady Golovkin's gloves donated to National Guard museum Signed boxing gloves join the collection...	VIEWS 741 REPOSTS 1	REACTIONS 14 ER 4.6%
↓ 01.07 · 05:55 VIDEO ! Pensioner sold apartment, gave all money to scammers after WhatsApp calls A 71-year-old woman from Aktobe region lost...	VIEWS 738 REPOSTS 1	REACTIONS 14 ER 4.6%
↓ 01.07 · 06:55 VIDEO 🚓 Two guys arrested after car theft in Uralsk Police found and detained suspects within hours after a car theft in...	VIEWS 723 REPOSTS 1	REACTIONS 9 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

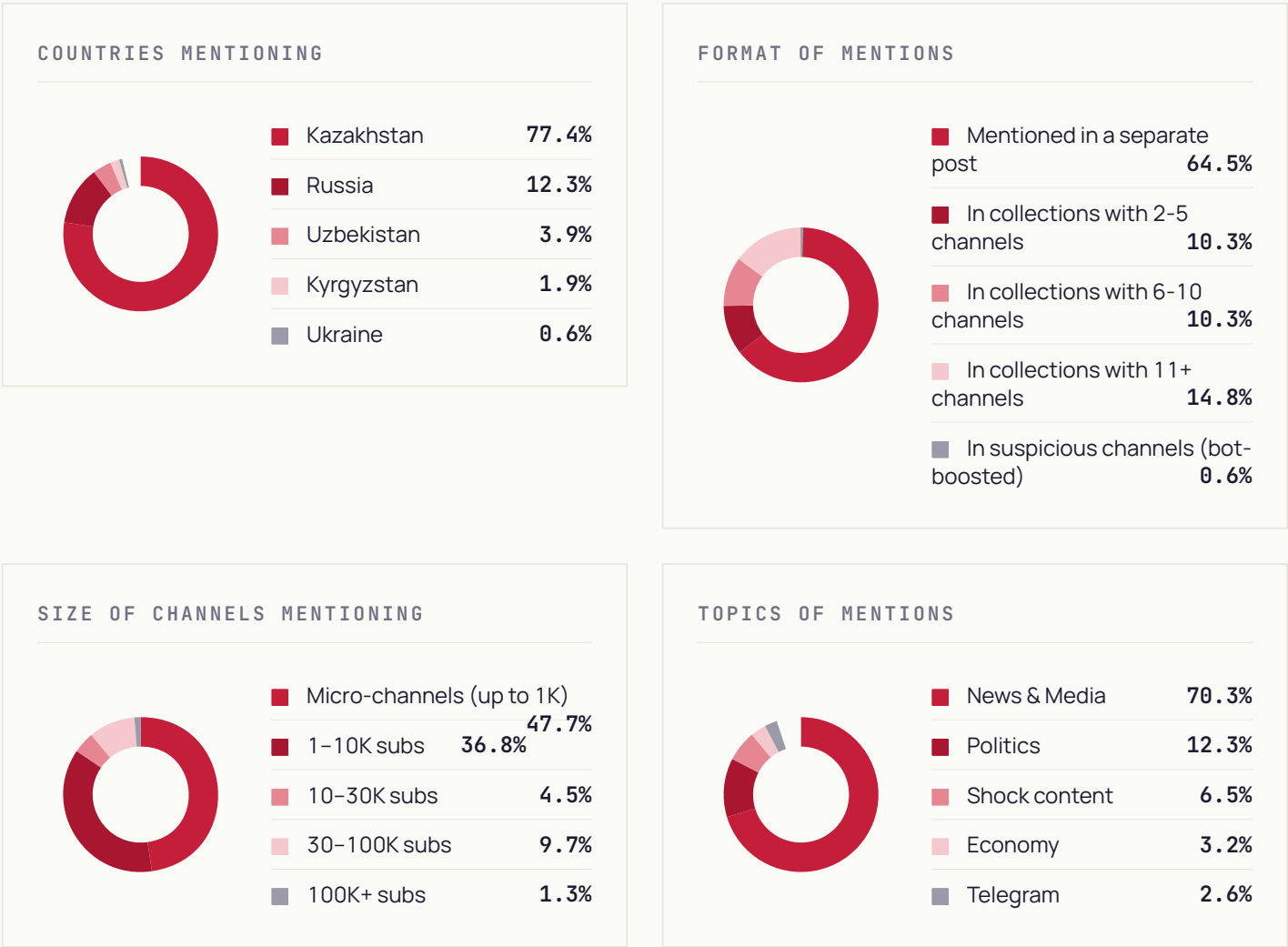
Subscriber growth chart for the year. Key months show exact subs. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

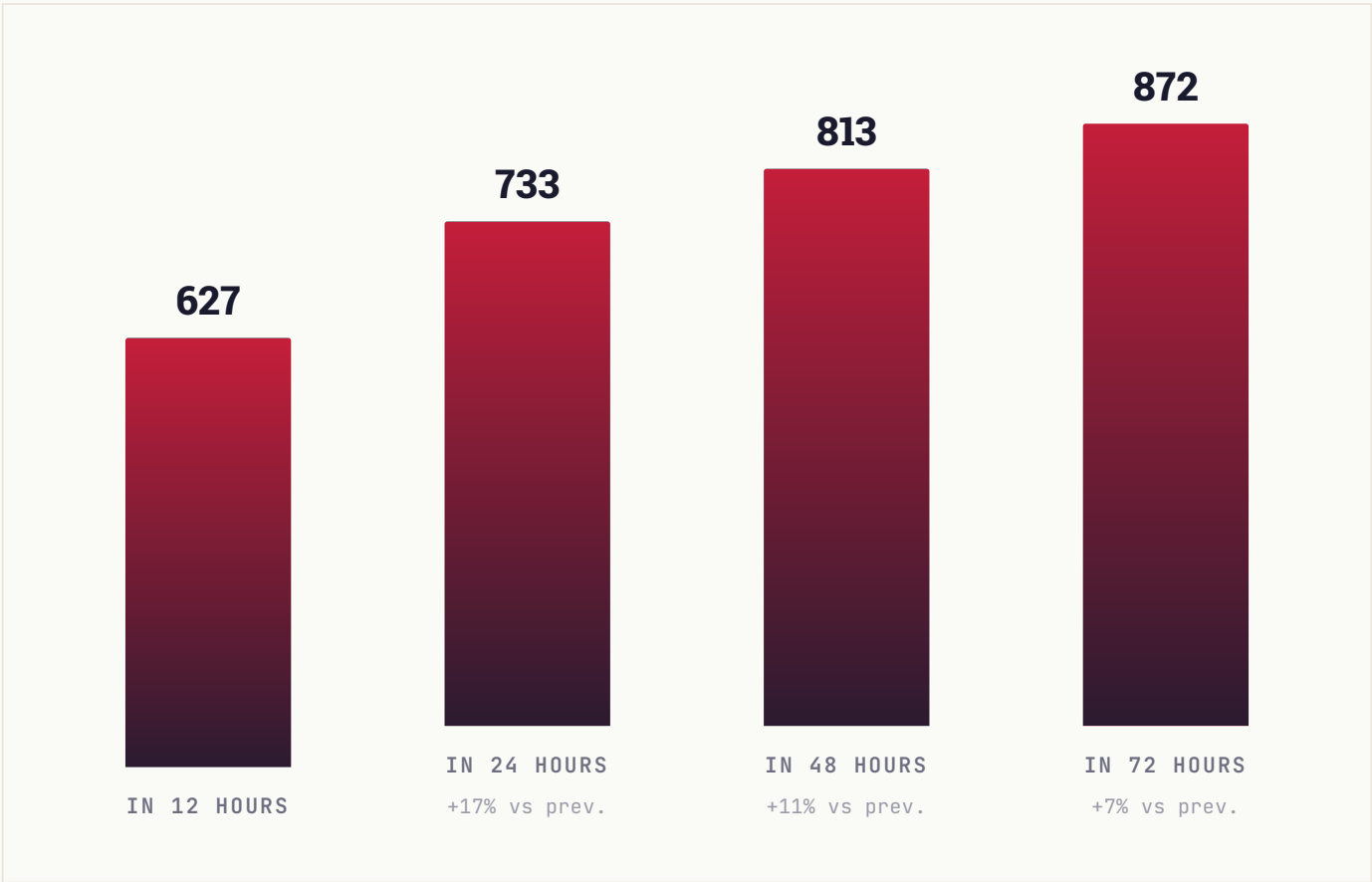
Citation index **22** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **63** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 and 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
KA Kazpress.kz YOU	16K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#63 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

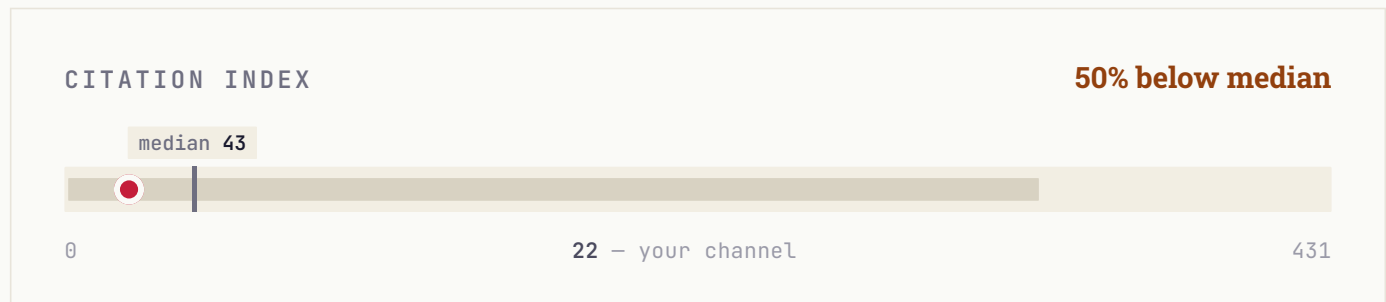
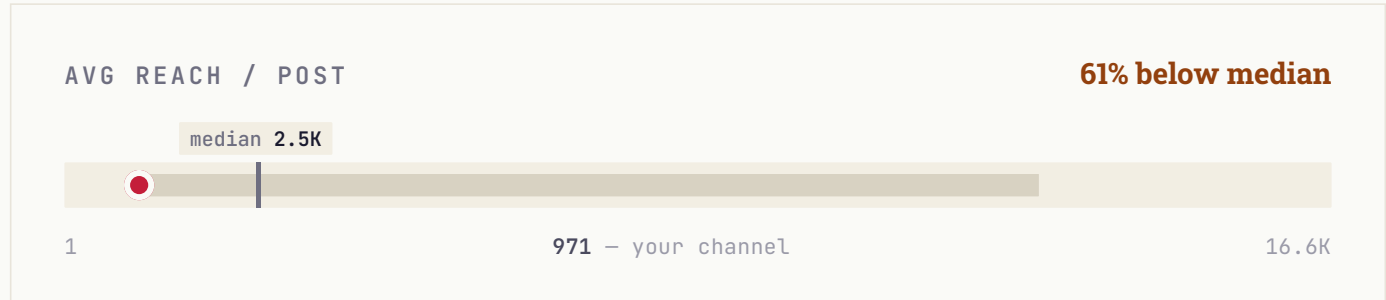
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **16**, they brought **31** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	4	0
December 2025	1	1	0
November 2025	1	1	0
October 2025	1	1	0
September 2025	6	6	31
August 2025	3	1	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
16	6	31

Where channel ranks in its league

#63 /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 Saturday

On this day at 16:00 ALMT audience is most active.

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 give +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. 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 is what we can do in minutes using public data. Want to go further? Run ads through us & hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
