

PUBLIC REPORT BY PROMTPRESS

Channel audit

Qumash



@qumash_kz

Info, photos and vids send here 📩 @qumaityn_bot Ads here <https://wa.me/+77057507888> Chat here https://t.me/qumash_chat
Where else to read and listen -...

SUBSCRIBERS

121 778

-261 per month

ERR (% SEE POSTS)

17.0%

in 24h **14.4%**

REACH/POST

20.8K

ad reach **17.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 121 778 —	 SUBSCRIBER REACH 17.05% avg % subs see post	 VIEWS/POST 20.8K median 20.5K · 29 days	 POSTS/WEEK 45.5 for the period
 7D TREND +4.7% vs previous week	 REACTIONS/POST 401.7 total 76,734 reactions, 10,667 reposts, 7,383 comments	 POST LENGTH 468 chars median 429 · 29 days	 POSTS ANALYZED 191 29 days
 AD REACH 17.5K 24h avg	 CHURN / MONTH -261 for the last month	 CITATION RATE 341 citation index · 822 channels mentioned all time	 CHANNEL AGE 7 years 10 months created 03.09.2018

AI EDITOR SUMMARY

Channel «Qumash» — 121 778 subs. Each post avg views 20.8K people (17% of subs), avg reach — room to grow. Publishes 46 posts/week (~6/day) — active. Week Jun 22–28 reach stable (+4.7% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 191 posts in 29 days.
- 02 Dominant format – Video (92/191 posts).
- 03 Avg post length – 468 chars (median 429).
- 04 Audience peak – Friday, 20:00 ALMT.
- 05 Top posts get 1x more views than the weakest (26.9K avg top vs 18.8K worst) – among 191 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 15:45 TEXT Another death on the operating table. This time a 51-year-old reserve colonel in Astana. According to his daughter, during preparation for...	VIEWS 29 094 REPOSTS 67	REACTIONS 279 ER 23.9%
Nº2 08.06 · 05:02 VIDEO Cringe, shame, rock bottom. We don't know how else to call this incident at the "Balymsha" kindergarten in Shym. In the video, teachers hand out bananas to children, and then...	VIEWS 25 853 REPOSTS 133	REACTIONS 732 ER 21.2%
Nº3 25.06 · 06:04 PHOTO "We want Yerbayan to finally rest in peace. So that his name is not mentioned in the authorities." The family of the deceased soldier Yerbayan refused to...	VIEWS 25 653 REPOSTS 26	REACTIONS 542 ER 21.1%

Nº4 08.06 • 05:55 **TEXT**

We got so inspired (and wanted to help students) that we decided to cook up something interesting. No idea where this...

VIEWS
25 489
REPOSTS
103

REACTIONS
223
ER
20.9%

Nº5 15.06 • 14:11 **VIDEO**

Here's a modest little house for sale in Astana. Only \$1,800,000 (880 million tenge). 3 golden floors and 10...

VIEWS
25 454
REPOSTS
237

REACTIONS
386
ER
20.9%

WORST 3

10.06 • 12:09 **VIDEO**

Ministry of Tourism and Sports responded to a chess player's appeal to the president. Vice Minister Serik Zharasbaev said the athlete's funding...

VIEWS
18 952
REPOSTS
14

REACTIONS
1 332
ER
15.6%



05.06 • 12:04 **PHOTO**

+1 story of injustice in KZ's collection. Last July, a woman from Astana was driving on the Kurchatov-Semey highway. Suddenly a horse ran onto the road...

VIEWS
18 747
REPOSTS
5

REACTIONS
268
ER
15.4%



10.06 • 11:30 **VIDEO**

Another athlete's appeal to the president, this time from chess player Bibisara Assaubayeva. Her achievements and prizes are countless...

VIEWS
18 666
REPOSTS
27

REACTIONS
516
ER
15.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

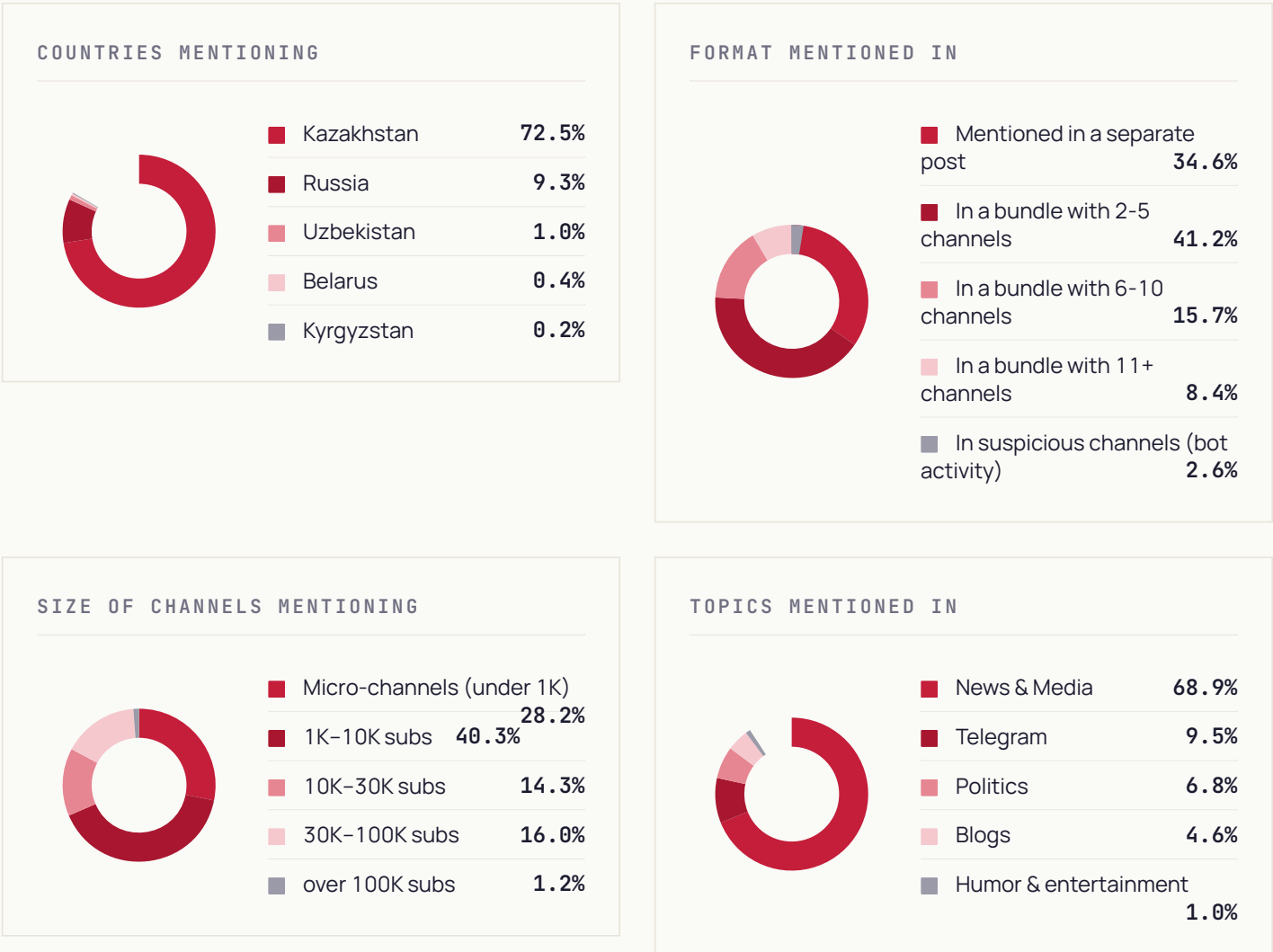
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

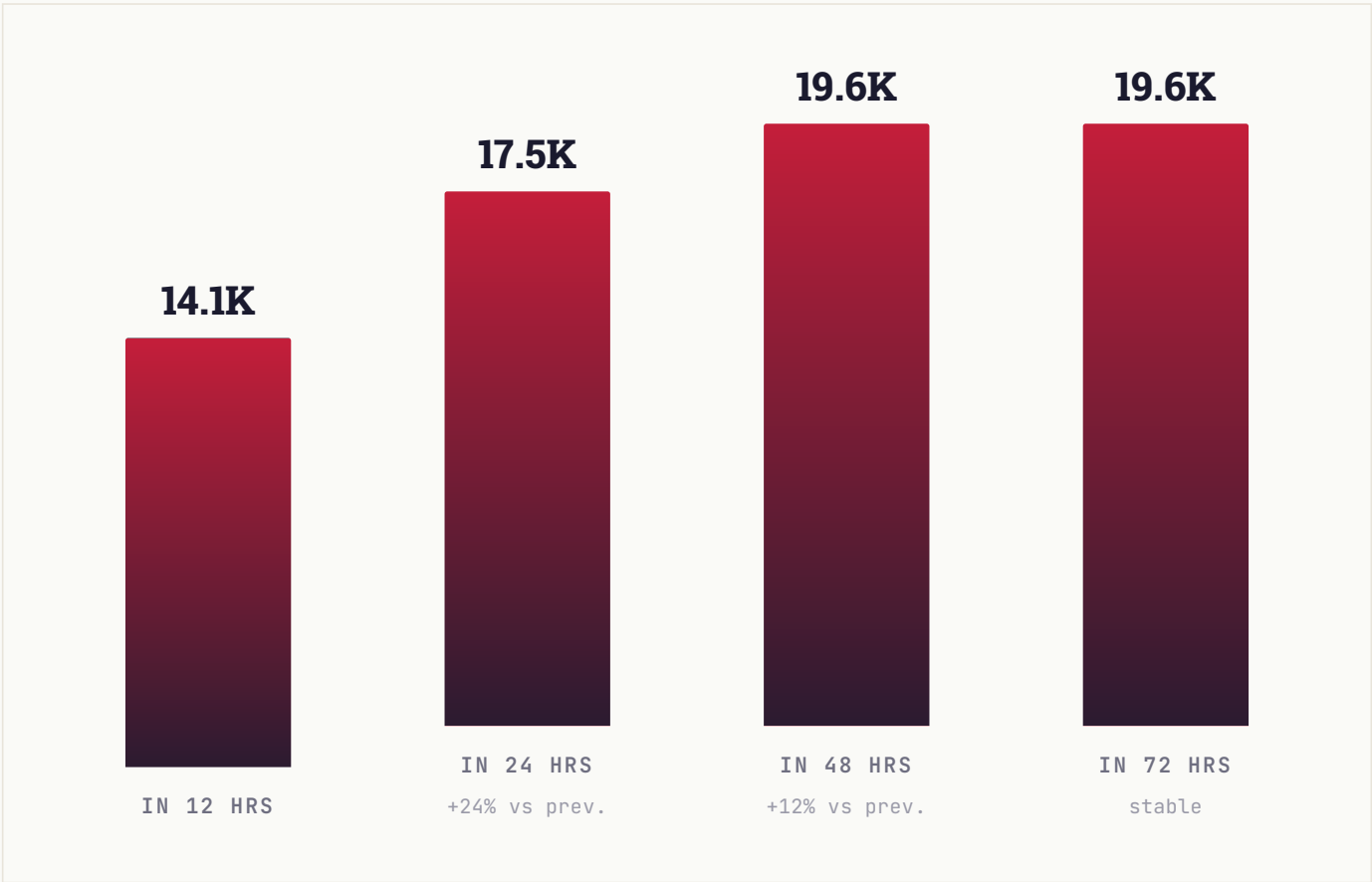
Citation index **341** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All-time channel mentions **822** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

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 YOU	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NOTHabr	76.2K
AB Atameken Business - Kazakhstan News	74.2K
N- NUR.KZ - Kazakhstan News	73.6K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#6 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 **271**, they brought **6 100** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	60	25	1 004
December 2025	87	29	391
Nov 2025	62	25	622
Oct 2025	23	18	1 133
Sep 2025	15	13	1 833
August 2025	24	18	1 117

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
271	6	6 100

SECTION 08 · NICHE COMPARISON

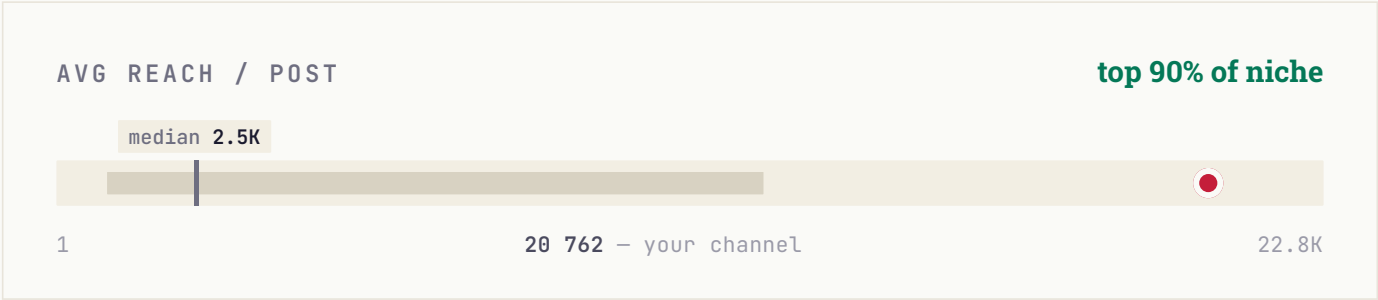
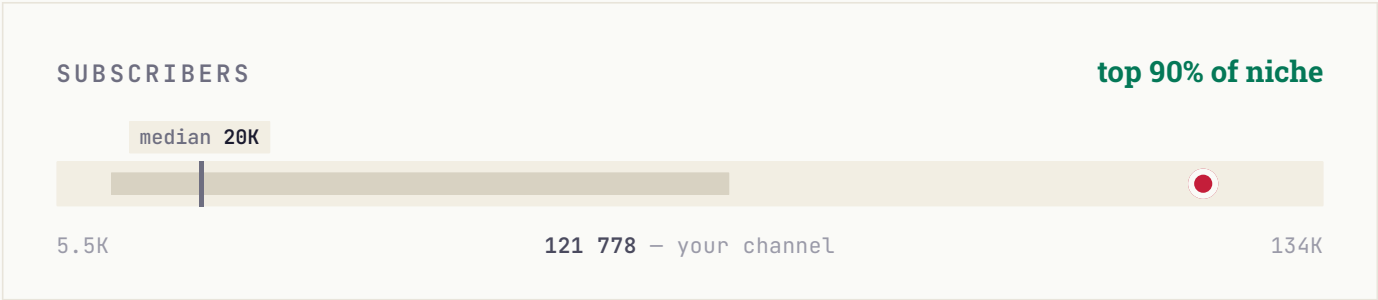
Where the channel stands in its league

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

#6/100

RANK IN NICHE

Channel in top 6% news & media



— 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 Friday
 Audience is most active on this day at 20:00 ALMT.

EFFECT
Best time for an important post

02

System traffic buy
 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
 Swap 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 looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Source of organic traffic

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & close your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager