

PROMTPRESS PUBLIC REPORT

Channel audit

ҚТЖ PRESS



@railways_kz

🌐 Website - <https://www.railways.kz/> 📷 Instagram- <https://instagram.com/railways.kz> 📺 Youtube - <https://www.youtube.com/@railwaysresmi> 📺 TikTok - <https://www.tiktok.com/@railwayskz> 📌 Pinterest - ...

SUBSCRIBERS

15 451

+982 per month

ERR (% SEE POSTS)

9.0%

per day 2.8%

REACH/POST

1.5K

ad reach 437/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 15 451 —	 SUBSCRIBER REACH 9.43% avg % subs see post	 VIEWS/POST 1.5K median 796 · 29 days	 POSTS/WEEK 36.6 for the period
 7D TREND -59.2% vs previous week	 REACTIONS/POST 14.6 only 2,281 reactions, 199 reposts, 0 comments	 POST LENGTH 874 chars median 1,000 · 29 days	 POSTS ANALYZED 156 29 days
 AD REACH 437 24h avg	 CHURN / MONTH +982 for the last month	 CITATION RATE 38 citation index · 159 channels mentioned all time	 CHANNEL AGE 9 years 3 months created 09.03.2017

AI EDITOR SUMMARY

Channel «ҚТЖ PRESS» – 15 451 subs. Avg views per post: 1.5K people (9% subs), low reach – expand audience. Publishes 37 posts/week (~5/day) – active. Week Jun 22–28 reach dropped -59.2% By week of Jun 15–21 – analyze causes.

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 **156** posts in 29 days.
- 02 Dominant format – **Photo** (87/156 posts).
- 03 Avg post length – **874** chars (median 1,000).
- 04 Peak audience activity – **Wed**, 11:00 ALMT.
- 05 Top posts get **8x** more views than the weakest (3.5K avg for top vs 434 for worst) – among 156 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 06:02 PHOTO ✓ Social project: Over 10,000 railway workers' kids rest in Kazakhstan's health camps «Қазақстан...	VIEWS 4 506 REPOSTS —	REACTIONS 23 ER 29.2%
Nº2 15.06 · 05:27 VIDEO ✓ Overview of Kazakhstan Railway History Museum	VIEWS 3 032 REPOSTS 4	REACTIONS 26 ER 19.6%
Nº3 15.06 · 05:25 VIDEO ✓ Қазақстан темір жолдары тарихы музейіне шолу	VIEWS 2 941 REPOSTS 3	REACTIONS 23 ER 19.0%

N⁴14.06 · 10:01 TEXT ✓Ветераны отрасли оценили масштаб проекта Почетные железнодорожники и ветераны отрасли Калтай Самбетов, Марат Хамзин и Дуан Умаров...	VIEWS	REACTIONS
	2 898	23
	REPOSTS	ER
	2	18.8%

N⁵06.06 · 09:02 PHOTO ✓«Заң және тәртіп» тұжырымдамасы аясында Қызылорда жүргізушілеріне теміржол өткелдерінен жүру ережелері еске салынды ●Қызылорда...	VIEWS	REACTIONS
	2 859	29
	REPOSTS	ER
	1	18.5%

WORST 3

↓ 30.06 · 08:36 PHOTO ⚡President: «Біз еліміздің инфрақұрылымдық арқауының тағы бір мызғымас тірегі – көлік-логистика саласына баса назар аударуымыз керек...	VIEWS	REACTIONS
	455	6
	REPOSTS	ER
	—	2.9%

↓ 30.06 · 13:23 VIDEO 🏗️Railway stations & passenger infrastructure reconstruction completed in Karaganda region ✓As part of modernization...	VIEWS	REACTIONS
	428	9
	REPOSTS	ER
	1	2.8%

↓ 30.06 · 08:36 PHOTO ⚡President: «Нам необходимо сосредоточиться на еще одном важнейшем элементе инфраструктурного каркаса страны – транспортно-логистической...	VIEWS	REACTIONS
	421	7
	REPOSTS	ER
	—	2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

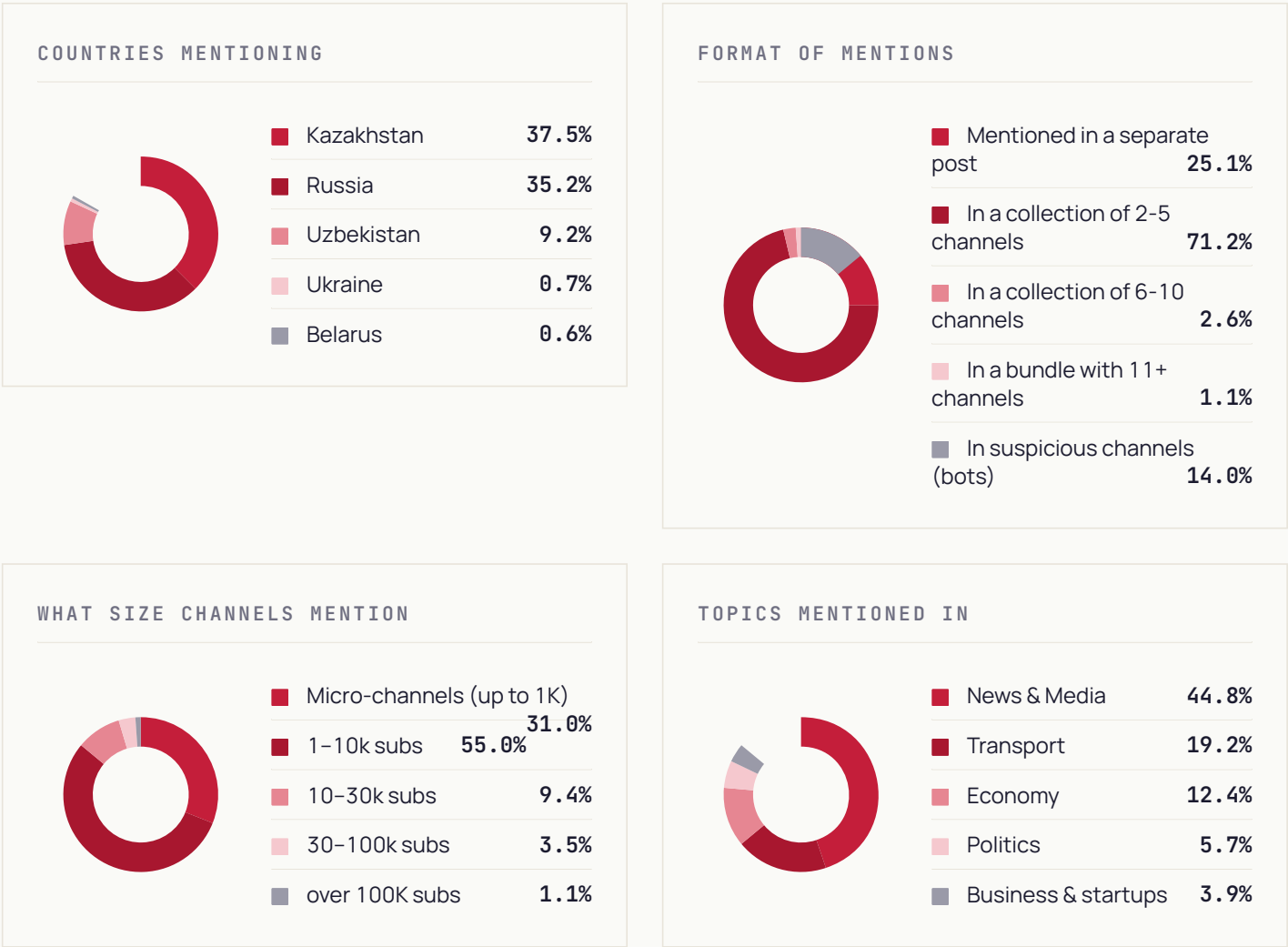
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

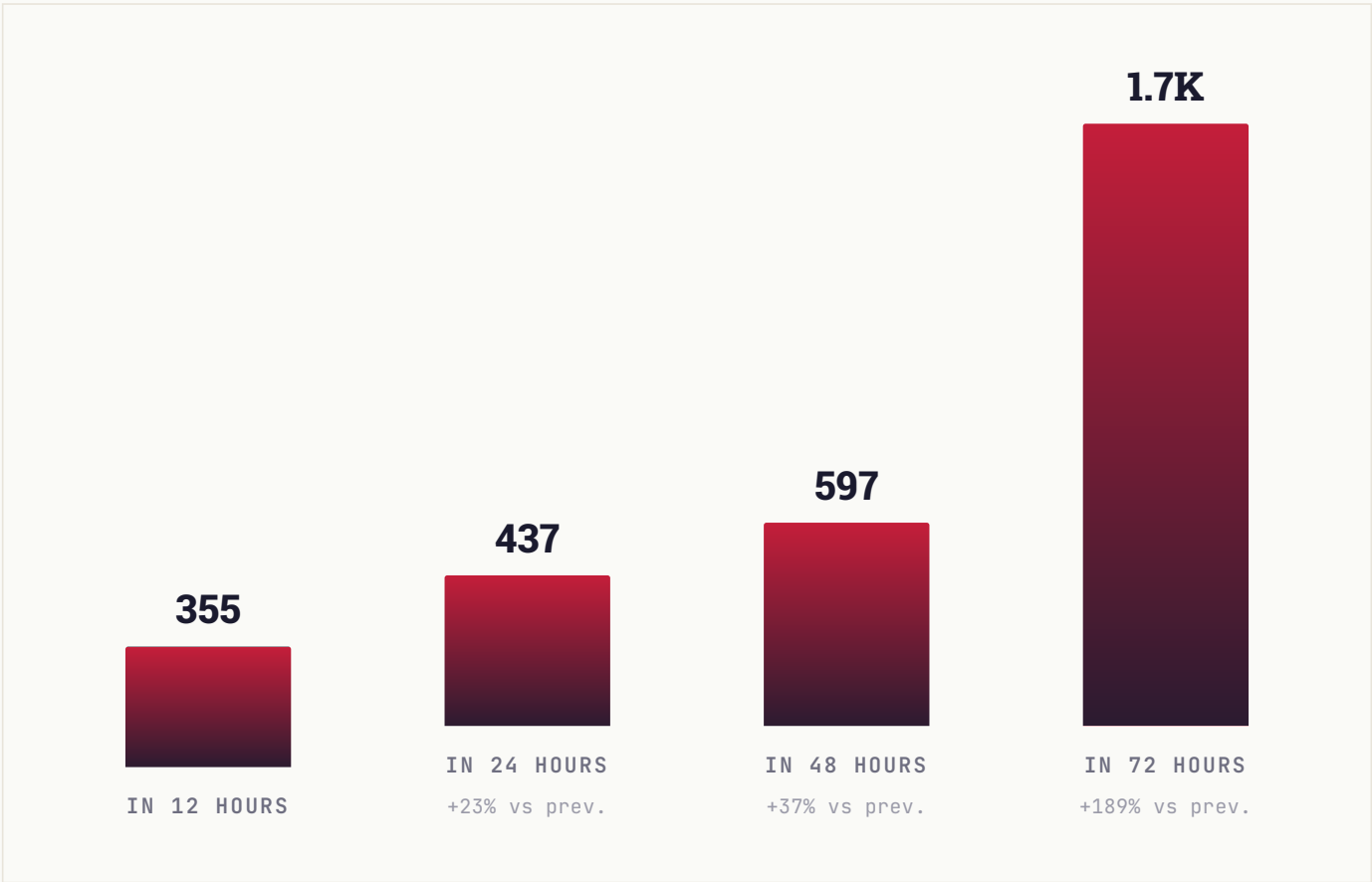
Citation index **38** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **159** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by 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
KP ҚТЖ PRESS YOU	15.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#67 of 99). Niche median — 20.2K subs. First growth KPI — reach 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: **86**, they brought **10 428** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	15	12	1 703
December 2025	14	12	3 372
November 2025	12	8	1 072
October 2025	11	9	2 121
September 2025	25	15	490
August 2025	9	8	1 670

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
86	6	10 428

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#67

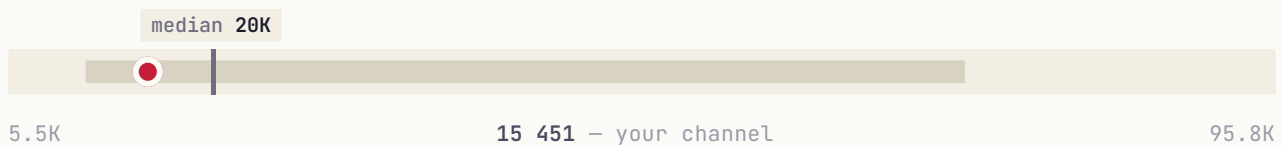
/100

POSITION IN NICHE

Channel in bottom half of ranking

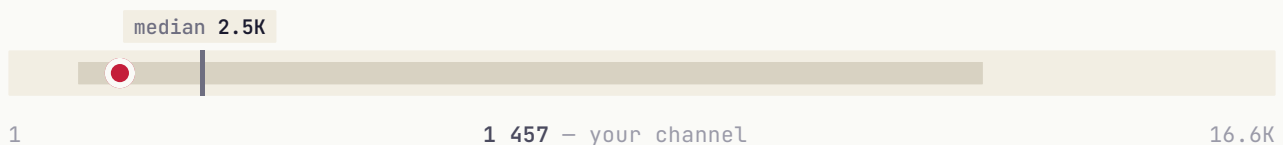
SUBSCRIBERS

23% below median



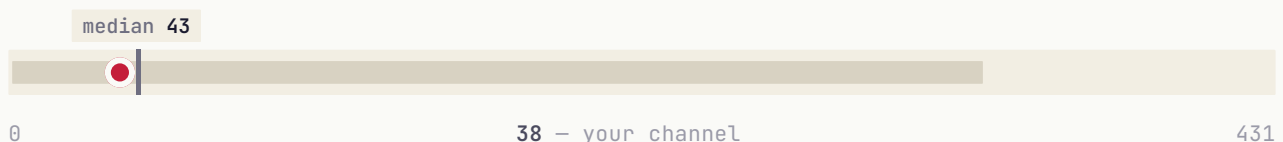
AVG REACH / POST

42% below median



CITATION INDEX

13% below median



— 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 Wednesday

On this day at 11:00 ALMT audience is most active.

EFFECT

**Best window
for 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 is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. 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 — that's 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 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
