

PROMTPRESS PUBLIC REPORT

Channel audit

SAMRUK-KAZYNA official



@samrukkazynaofficial

Official Telegram channel of Samruk-Kazyna Fund

SUBSCRIBERS

15 868

-235 per month

ERR (% SEE POSTS)

13.0%

in 24 hrs **8.6%**

REACH/POST

2.6K

ad reach **1.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 15 868 -	 SUBS REACH 16.12% avg % subs see post	 VIEWS/POST 2.6K median 2.4K · 29 days	 POSTS/WEEK 18.9 over period
 7D TREND -7.3% vs previous week	 REACTIONS/POST 3.4 only 273 reactions, 99 reposts, 0 comments	 POST LENGTH 945 chars median 1000 · 29 days	 POSTS ANALYZED 81 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -235 last month	 CITATION RATE 49 citation index · 163 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 13.04.2022

AI EDITOR SUMMARY

Channel «SAMRUK-KAZYNA official» – 15 868 subs. Each post averages 2.6K people (16% of subs), this is average reach – room to grow. Publishes 19 posts/week (~3/day) – regular pace. For week 22–28 Jun reach dropped -7.3% by week 15–21 Jun – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **81** posts over 29 days.
- 02 Dominant format – **Photo** (62/81 posts).
- 03 Avg post length – **945** chars (median 1000).
- 04 Peak audience activity – **Tuesday**, 12:00 ALMT.
- 05 Top posts get **5x 5x** more views than the weakest (5.1K avg for top vs 1.1K for worst) – among 81 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 07:35 TEXT → SOON In 20 years, Samruk-Kazyna built one of Kazakhstan's largest investment portfolios, with 250+ projects...	VIEWS 5 703 REPOSTS —	REACTIONS 3 ER 35.9%
Nº2 14.06 · 09:30 PHOTO «Самұрық-Қазына» АҚ басшысы Phygital Contenders Astana 2026 турнирінің қатысушыларына қолдау көрсетті Астанада «Болашақ Ойындары 2026»...	VIEWS 4 770 REPOSTS 1	REACTIONS 5 ER 30.1%
Nº3 24.06 · 05:02 PHOTO (post without caption – photo)	VIEWS 4 745 REPOSTS —	REACTIONS — ER 29.9%

Nº4 04.06 · 10:19 VIDEO Where is gas stored for the heating season: the role of Bozoi UGS ⚡ Bozoi underground gas storage ensures stable and uninterrupted gas supply...	VIEWS 4 535 REPOSTS 1	REACTIONS 3 ER 28.6%
Nº5 11.06 · 13:13 VIDEO QazaqGaz Aймақ жылыту маусымына дайындық жұмыстарының 34%-ын орындады 🏆 «QazaqGaz» ҰК» АҚ еншілес ұйымы – QazaqGaz Aймақ 2026–2027...	VIEWS 4 377 REPOSTS 1	REACTIONS 3 ER 27.6%

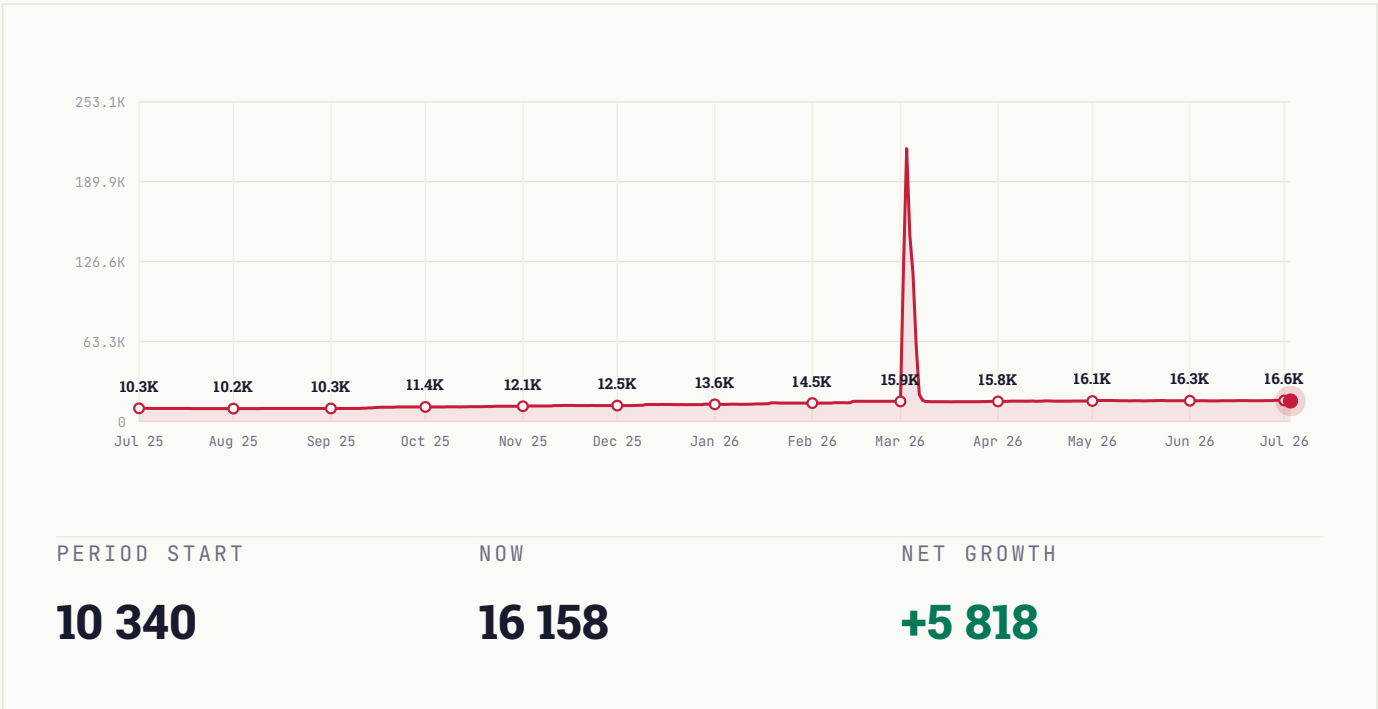
WORST 3

↓ 11.06 · 03:40 PHOTO (post without caption – photo)	VIEWS 1 142 REPOSTS —	REACTIONS — ER 7.2%
↓ 10.06 · 03:40 PHOTO (post without caption – photo)	VIEWS 1 133 REPOSTS —	REACTIONS — ER 7.1%
↓ 09.06 · 09:03 PHOTO Атырау облысында екі жаңа спорт кешені бой көтеруде ⚽ Жобалар «Самұрық-Қазына» қорының қолдауымен, «Samruk-Kazyna Trust» корпоративтік...	VIEWS 1 091 REPOSTS 1	REACTIONS 4 ER 6.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

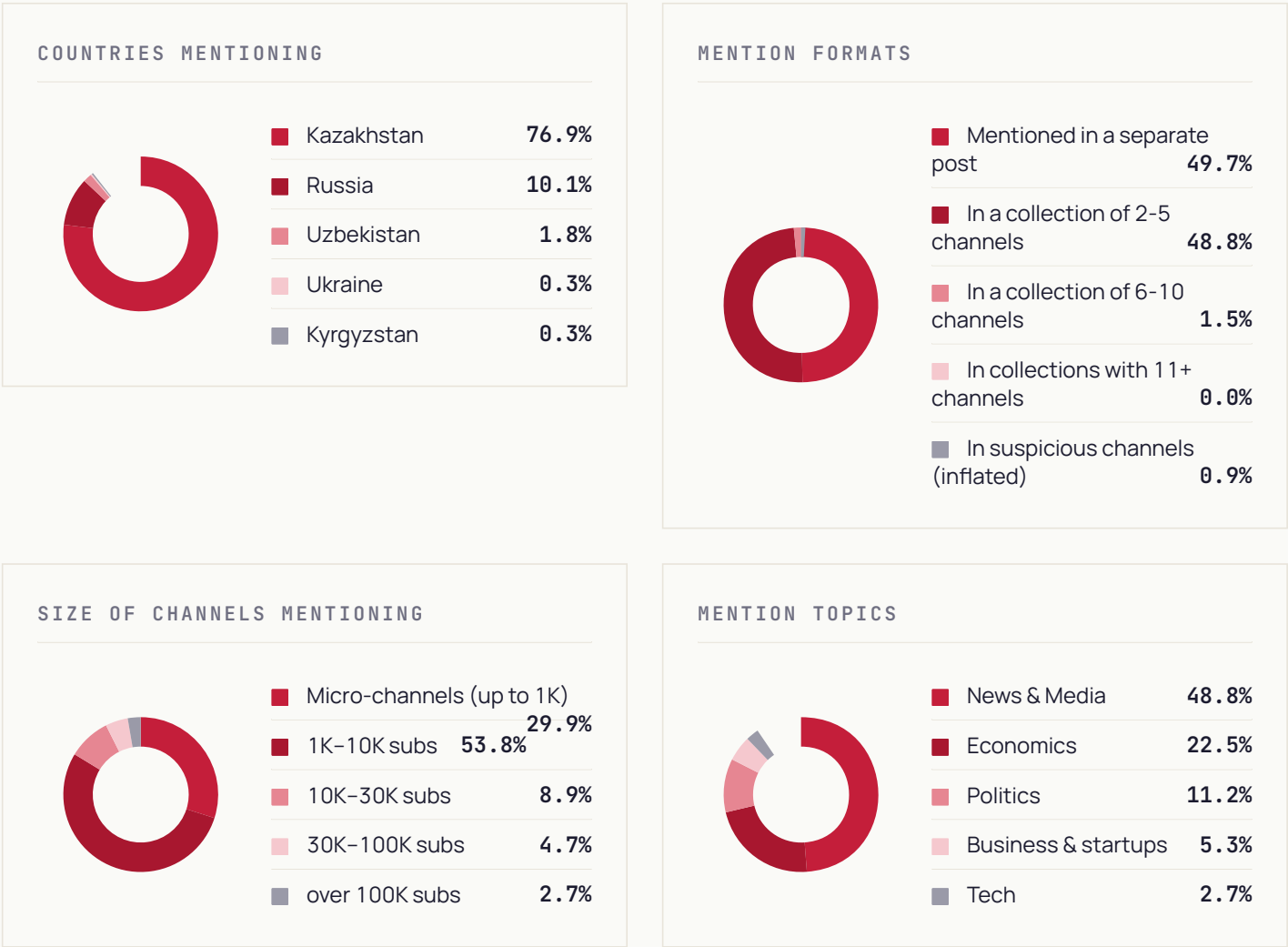
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

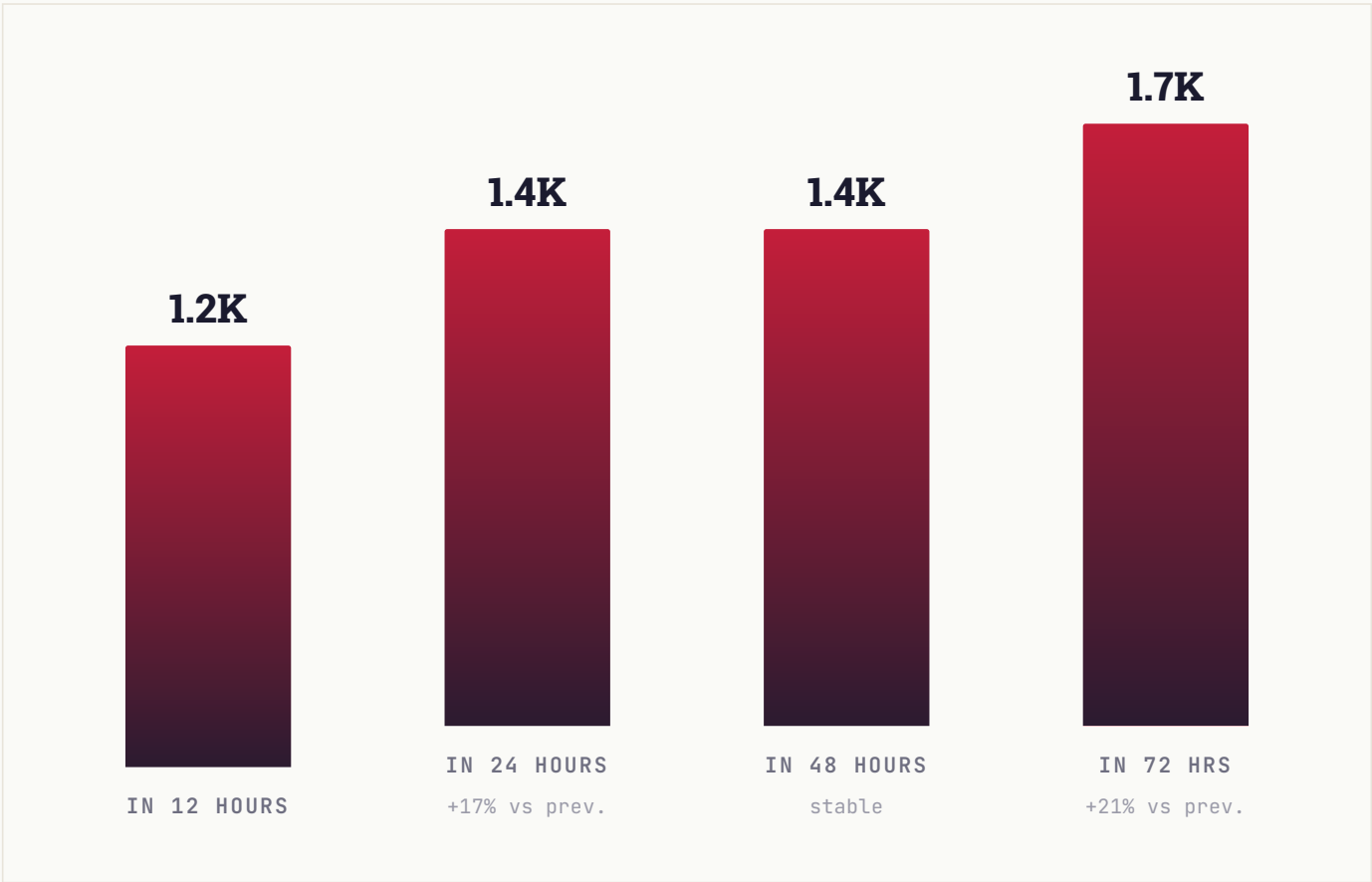
Citation index **49** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All-time channel mentions **163** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MS Margulan Seisembay	212.9K
AL ALIBEKOV	56.3K
SI Syrym Itkulov	50K
SA SADRADDIN	48.8K
IS ISKONYA	35.5K
YY Yerzhan Yessimkhanov	32.6K
AI Aissaule	24.4K
GU Guzel Urazova	24.1K
ZA ZAKIROV.TAT	23.8K
ZT Call Thunberg!	22.1K
SO SAMRUK-KAZYNA official YOU	15.9K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#20 of 98). Leader — Margulan Seisembay (212.9K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **57**, they brought **6 098** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	1 524
December 2025	11	10	1 640
Nov 2025	18	16	763
Oct 2025	5	5	675
Sep 2025	18	14	1 265
August 2025	3	3	231

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
57	6	6 098

SECTION 08 · NICHE COMPARISON

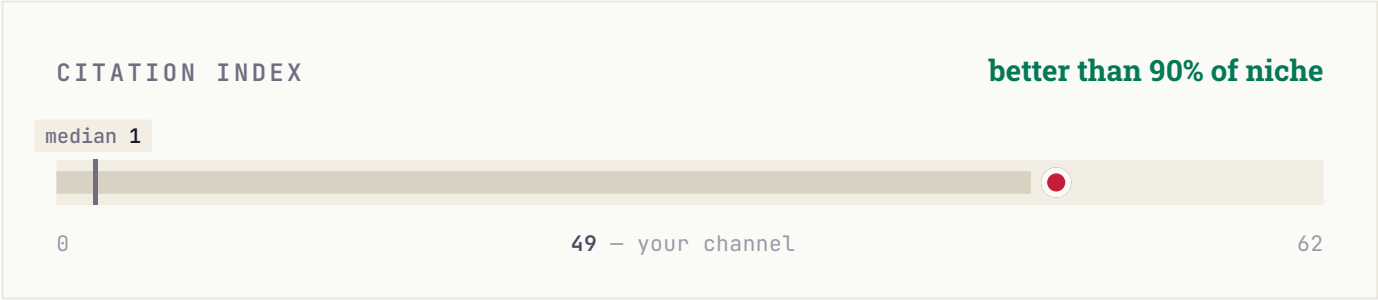
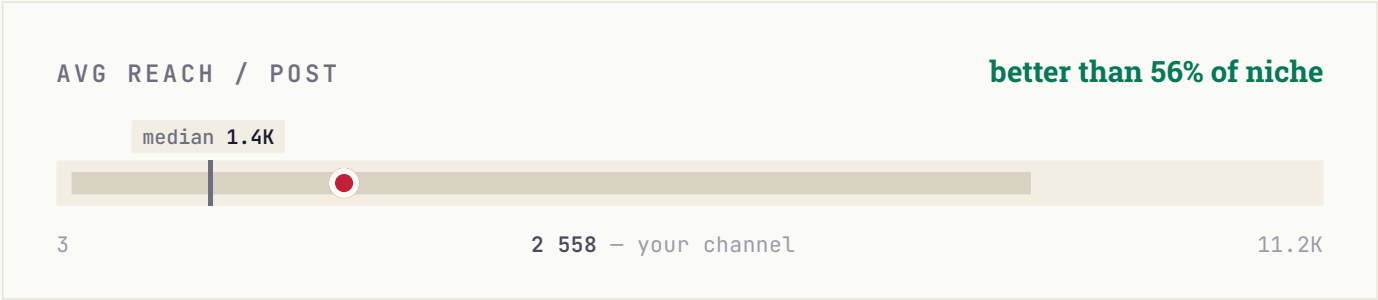
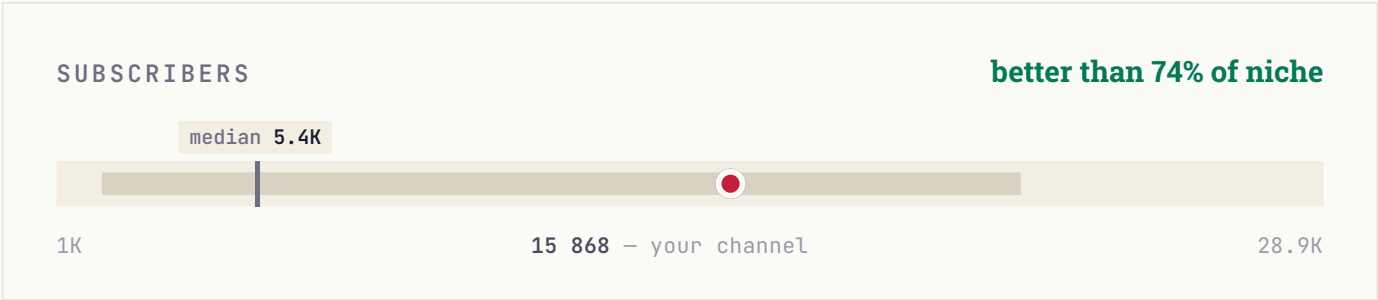
Where channel ranks in its league

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

#20/100

POSITION IN NICHE

Channel in top 20% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Tuesday

On this day at 12:00 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 boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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