

PROMTPRESS PUBLIC REPORT

Channel audit

sdam_snimu_astana



@sdam_snimu_astana

RENT WITHOUT REALTORS IN ASTANA https://www.instagram.com/sdam_snimu_astana?igsh=YTJwZXh6aTI1bzNp

SUBSCRIBERS

10 573

-73 per month

ERR (% SEE POSTS)

11.0%

daily 3.4%

REACH/POST

1.1K

ad reach 361/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 10 573 -	 SUBSCRIBER REACH 10.38% avg % subs see post	 VIEWS/POST 1.1K median 1.1K · 29 days	 POSTS/WEEK 6.7 for period
 7D TREND -23.4% vs previous week	 REACTIONS/POST 1.1 31 reactions, 0 reposts, 0 comments	 POST LENGTH 323 chars. median 321 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 361 24h avg	 CHURN / MONTH -73 last month	 CITATION RATE 1 citation index · 9 channels mentioned ever	 CHANNEL AGE 6 years 8 months created 19.10.2019

AI EDITOR SUMMARY

Channel «sdam_snimu_astana» — 10 573 subs. Each post avg views 1.1K people (10% of subs), low reach — expand audience. Publishes 7 posts/week (~1/day) — rare. Week 22–28 Jun reach dropped -23.4% by week 15–21 Jun — worth analyzing.

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 **28** posts in 29 days.
- 02 Dominant format – **Photo** (25/28 posts).
- 03 Avg post length – **323** chars (median 321).
- 04 Audience peak – **Wed**, 21:00 ALMT.
- 05 Top posts gather **2x** more views than the weakest (1.5K avg top vs 812 worst) – among 28 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 16:25 PHOTO Rent 1BR studio in Aspan, long-term. 180K, utilities incl, owner, no agents...	VIEWS 1 535 REPOSTS —	REACTIONS — ER 14.5%
Nº2 07.06 · 08:13 PHOTO URGENT! Looking for one girl to share Cozy euro-two-room in new residential complex with new renovation and all necessary furniture and appliances. ✓ In...	VIEWS 1 496 REPOSTS —	REACTIONS 3 ER 14.1%
Nº3 05.06 · 12:25 PHOTO https://www.instagram.com/arenda__kv01?igsh=M3N6aXVxbmplandk	VIEWS 1 479 REPOSTS —	REACTIONS — ER 14.0%

Nº4

05.06 · 09:40

PHOTO

Rent 1–2BR up to 200K KZT (area in photo). Move-in June 30 – July 1. Good renovation & comfortable...

VIEWS

1 466

REPOSTS

—

REACTIONS

3

ER

13.9%

Nº5

10.06 · 09:00

PHOTO

Rent 1BR in Vremena Goda, 6/14, 45 m², long-term, 2 working girls or young couple, 200K + utilities, deposit...

VIEWS

1 447

REPOSTS

—

REACTIONS

1

ER

13.7%

WORST 3

↓

28.06 · 12:28

PHOTO

Rent euro-2BR near Barys Arena. Arena City. 6/9 fl. Fully furnished. New. 300K/mo + utilities...

VIEWS

853

REPOSTS

—

REACTIONS

1

ER

8.1%

↓

29.06 · 07:46

PHOTO

SUBLEASE APARTMENTS Looking for a reliable way to rent out your apartment? We'll help quickly find verified subtenants on the right and left...

VIEWS

841

REPOSTS

—

REACTIONS

—

ER

8.0%

↓

01.07 · 13:09

PHOTO

Rent 2BR 56 m² in Zhar-Zhar (Imanova 41). Cozy, clean, fully furnished...

VIEWS

744

REPOSTS

—

REACTIONS

2

ER

7.0%

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 gained or lost subs.

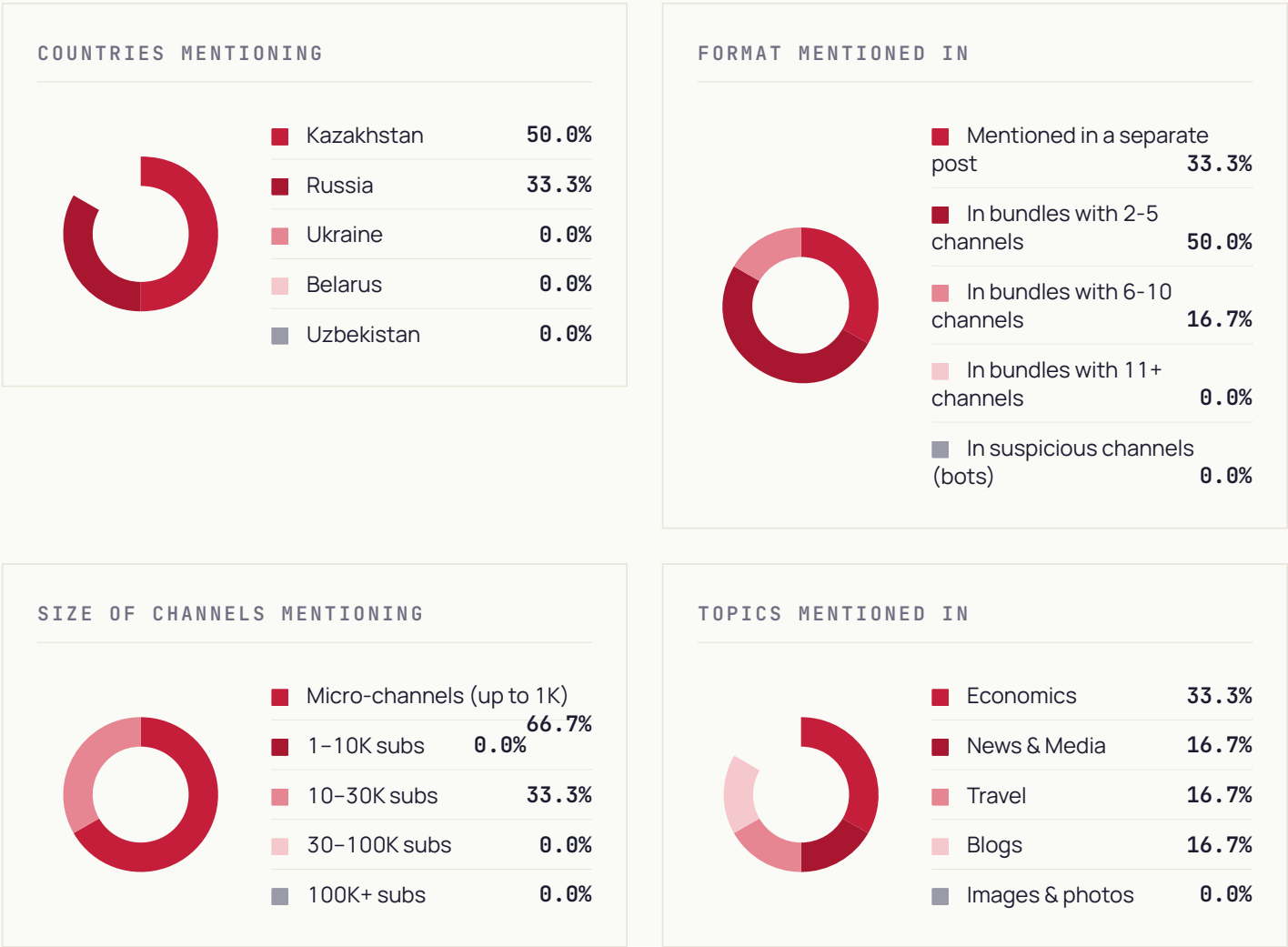


PERIOD START	NOW	NET GROWTH
12 022	10 573	-1 449

SECTION 04 · MENTIONS

Who mentions the channel and how

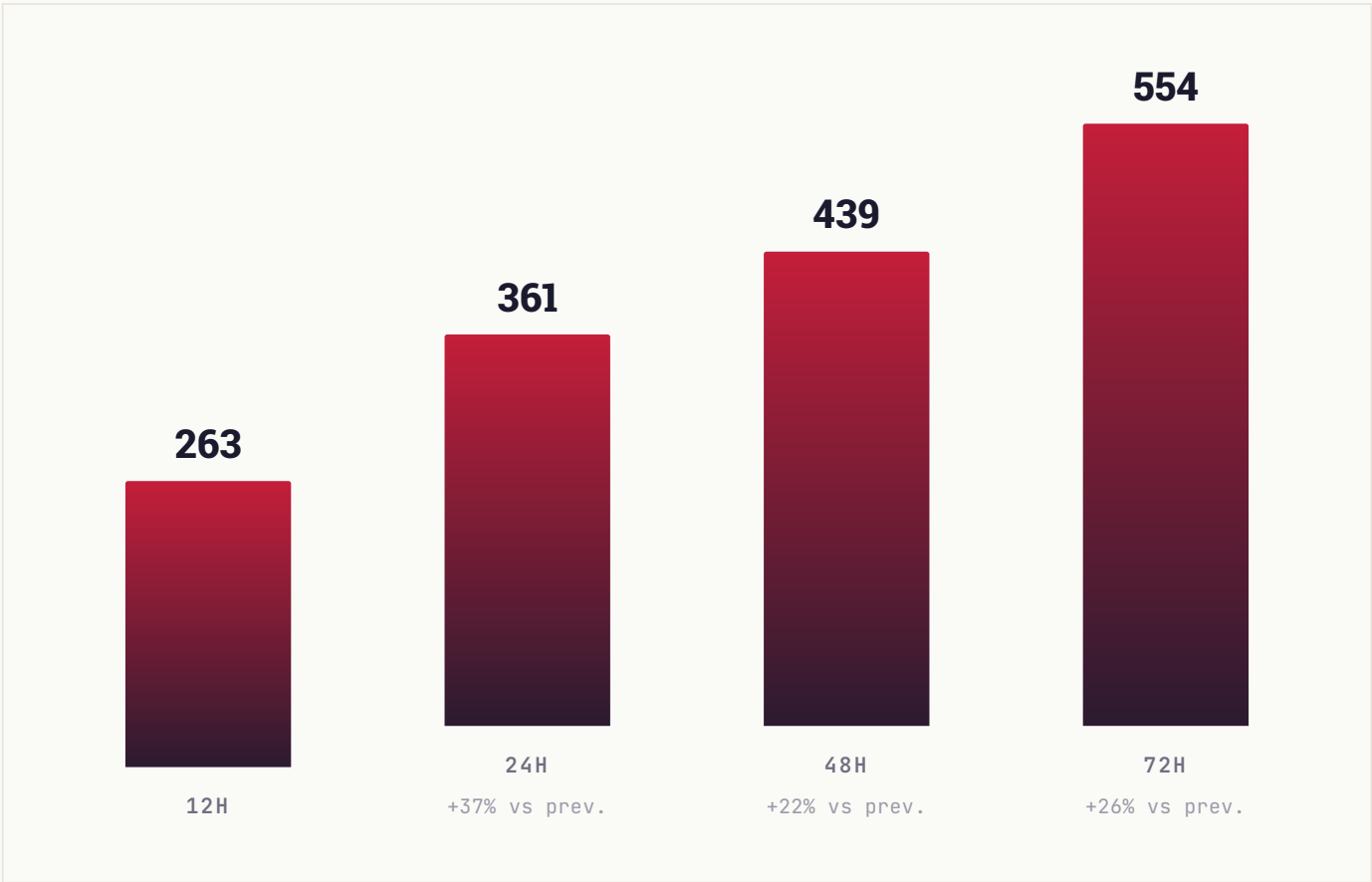
Citation index 1 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 9 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
CP Kazakhstan Cheaper	206K
AK Rent apartment Almaty Roommate	77.3K
JA Janapost.kz	33.2K
AP Almaty Roommates Apartments Apartment	29.4K
C- Discounts.live - Discounts in Kazakhstan	24.1K
TK TRENDSHOP CATALOG WHOLESALE	18.7K
CA Apartments Almaty Rent Almaty Find roommate Almaty	17.4K
AK Rent Apartment Almaty Roommate Housemate	16.8K
MO Model3D_stl	13.2K
AC Amway Central Asia	13.1K
SD sdam_snimu_astana YOU	10.6K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#15 of 100). Leader – Kazakhstan Cheaper (206K). Goal for the coming months: enter the niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **282** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	9	
December 2025	0	0	1	
November 2025	0	0	59	
October 2025	0	0	16	
September 2025	0	0	11	
August 2025	0	0	186	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	282

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

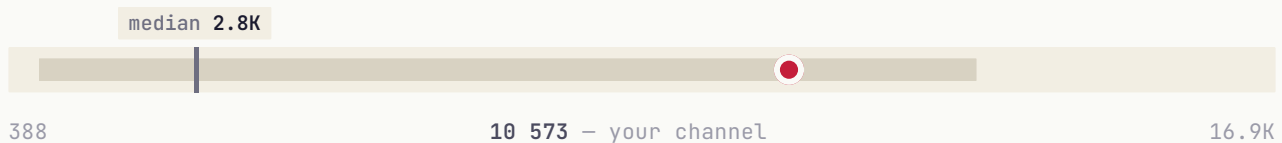
#15 /100

RANK IN NICHE

Channel in top 15% – strong position

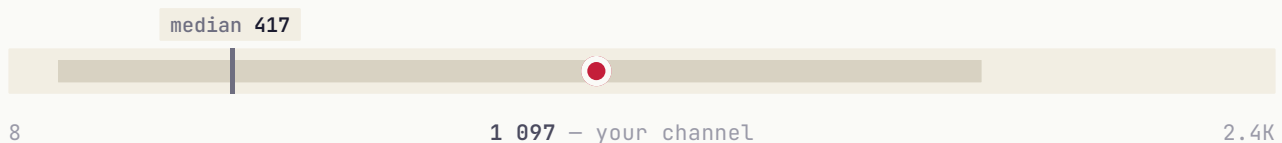
SUBSCRIBERS

better than 80% of niche



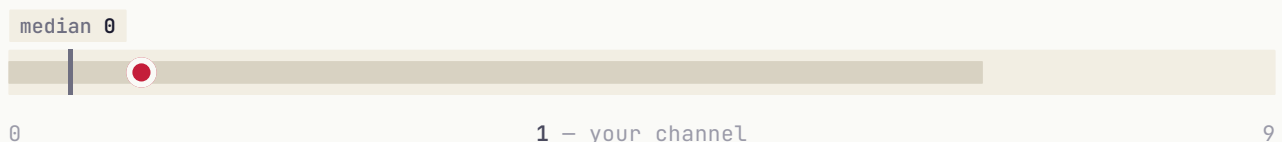
AVG REACH / POST

better than 69% of niche



CITATION INDEX

better than 53% of niche



— 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

Audience is most active on this day at 21:00 ALMT.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

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
- 04

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
- 05

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

★ WHAT'S NEXT

Want this done by PromptPress?

This audit is what we can do in minutes from public data. To go further — run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager