

PROMTPRESS PUBLIC REPORT

Channel audit

\$hapalaq



@shapalaqkz

Little fluff – mood-based. Official info, insights, exclusives. Not always strict, but always interesting. Almost always. Subscribe – read, draw your own conclusions.

SUBSCRIBERS

10 241

-2047 per month

ERR (% SEE POSTS)

12.0%

in a day 8.4%

REACH/POST

1.3K

ad reach 883/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 241 —	 SUBS REACH 12.27% avg % subs see post	 VIEWS/POST 1.3K median 1K · 28 days	 POSTS/WEEK 26.8 over period
 7D TREND +45.0% vs prev week	 REACTIONS/POST 0.0 only 1 react., 3 rep., 0 comm.	 POST LENGTH 935 chars median 1000 · 28 days	 POSTS ANALYZED 108 28 days
 AD REACH 883 24h avg	 CHURN / MONTH -2047 over last month	 QUOTABILITY 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 3 years 9 months created 23.09.2022

AI EDITOR SUMMARY

Channel «\$hapalaq» – 10 241 subs. Each post averages 1.3K people (12% from subs), reach is low – consider expanding audience. Publishes 27 posts per week (~4/day) – active posting. For week June 22–28 reach grew by +45.0% by week of June 15–21 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **108** posts over 28 days.
- 02 Dominant format — **Text** (108/108 posts).
- 03 Avg post length — **935** chars (median 1000).
- 04 Peak audience activity — **Thursday**, 10:00 ALMT.
- 05 Top posts get **16x** more views than the weakest (3.4K avg for top vs 215 for worst) — among 108 posts in 28 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 05:10 TEXT Kazakhstan plans to import 6.3 billion cubic meters of Russian gas for northern regions Negotiations with the Russian side continue...	VIEWS 3 524 REPOSTS 1	REACTIONS — ER 34.4%
Nº2 26.06 · 05:10 TEXT SMEs in Kazakhstan to get access to cheaper credit ratings Kazakhstan will create conditions to expand access for small and medium...	VIEWS 3 327 REPOSTS —	REACTIONS — ER 32.5%
Nº3 25.06 · 05:05 TEXT  Assets of Kazakhstan banks grew 15% in 2025 to 70.8 trillion tenge, per the Agency's annual report...	VIEWS 3 285 REPOSTS —	REACTIONS — ER 32.1%

Nº4 01.07 · 08:48 TEXT Kazakhstan and China expand cooperation in water sector training. Minister of Water Resources and Irrigation Nurzhan Nurzhigitov...	VIEWS 2 613 REPOSTS —	REACTIONS — ER 25.5%
Nº5 17.06 · 04:05 TEXT KTZ plans IPO by end of 2026 JSC «Kazakhstan Temir Zholy» is preparing for IPO by end of 2026. This was announced by...	VIEWS 2 151 REPOSTS —	REACTIONS — ER 21.0%

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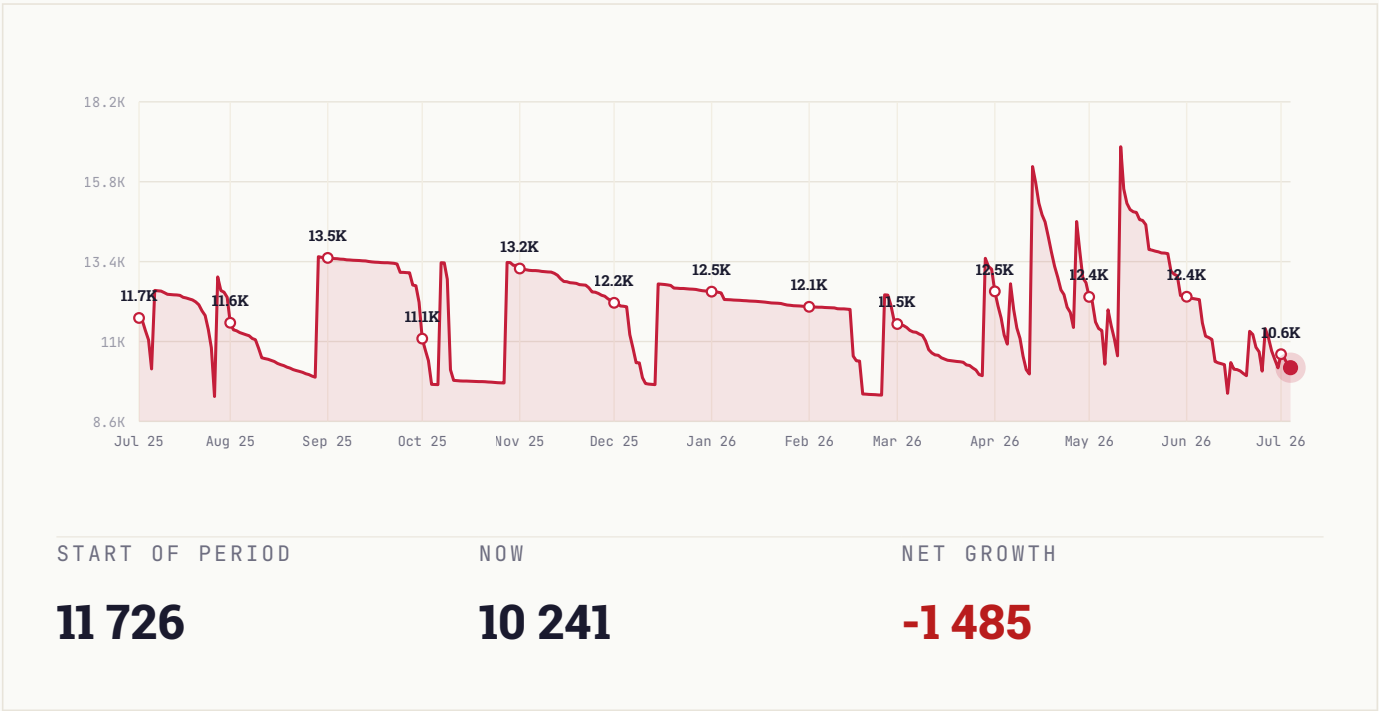
WORST 3

↓ 19.06 · 09:05 TEXT Kazakhstan's Central Bank head comments on further base rate decisions Chairman of the National Bank Timur Suleimenov...	VIEWS 398 REPOSTS —	REACTIONS — ER 3.9%
↓ 18.06 · 09:15 TEXT New tariffs for access to the government procurement portal approved in Kazakhstan Ministry of Finance of the Republic of Kazakhstan approved new prices...	VIEWS 243 REPOSTS —	REACTIONS — ER 2.4%
↓ 09.06 · 04:10 TEXT Digital service to simplify business tax calculations to be launched in Kazakhstan At the meeting of the Project Office for the implementation of the Tax Code...	VIEWS 6 REPOSTS —	REACTIONS — ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

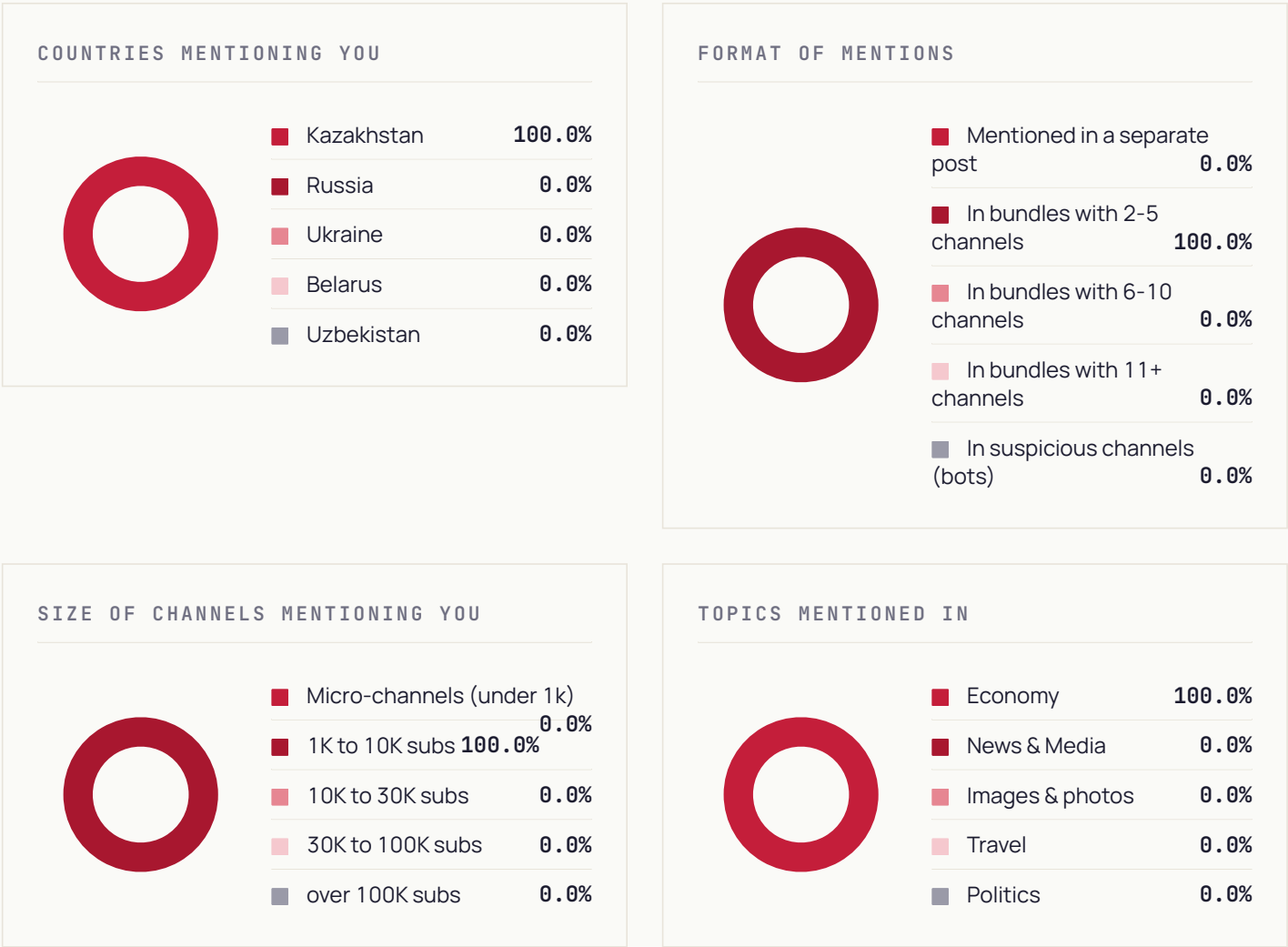
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

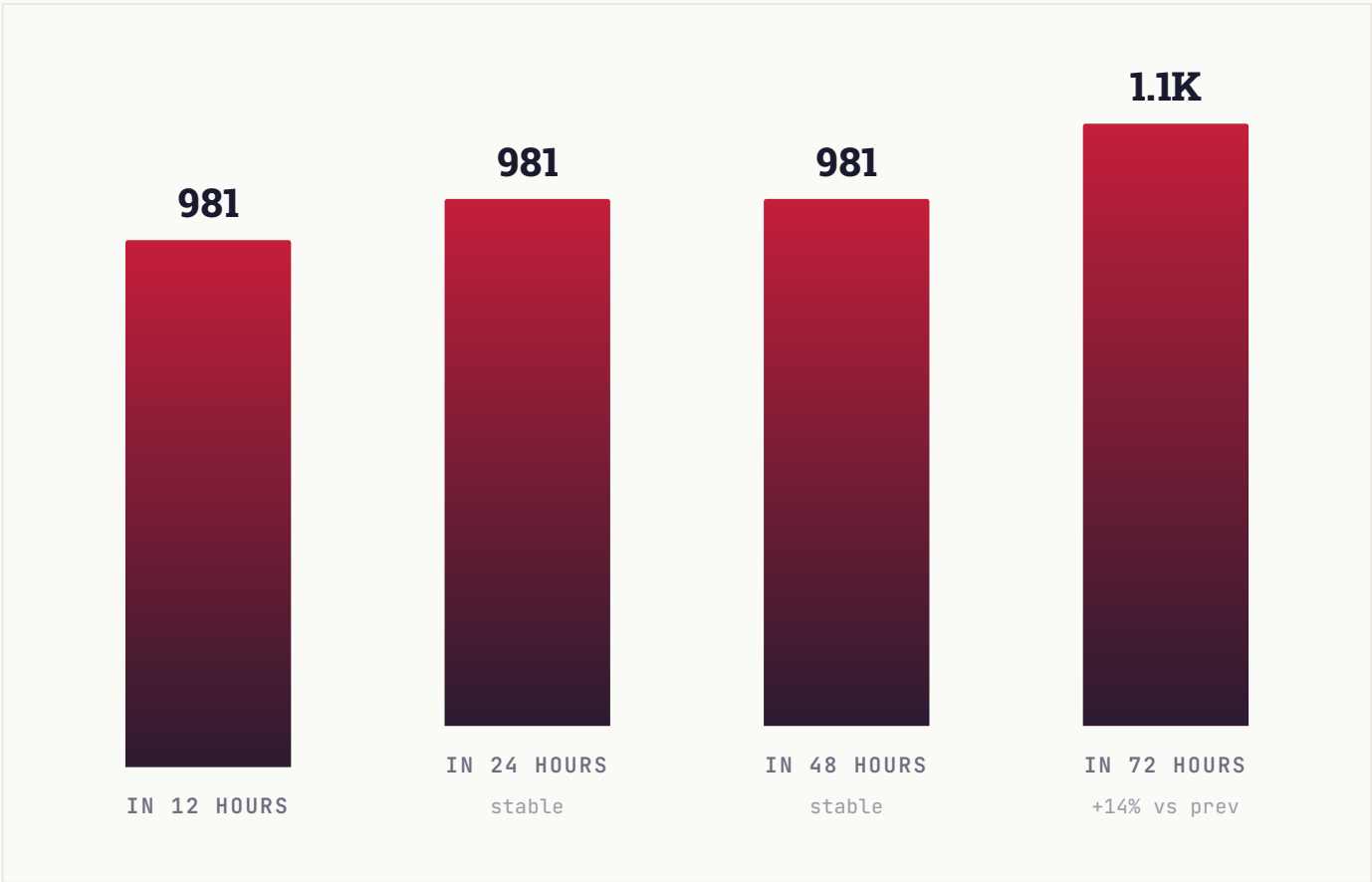
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
DA Daletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Daletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
  Shapalaq 	10.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#99 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Daletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

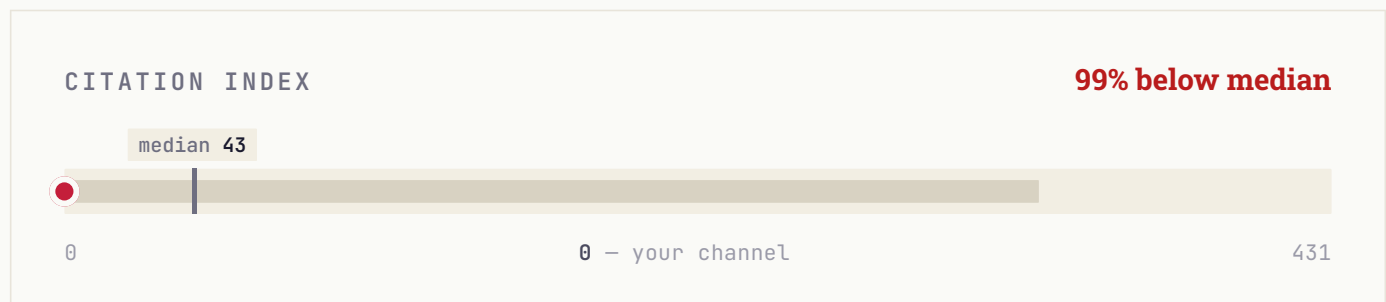
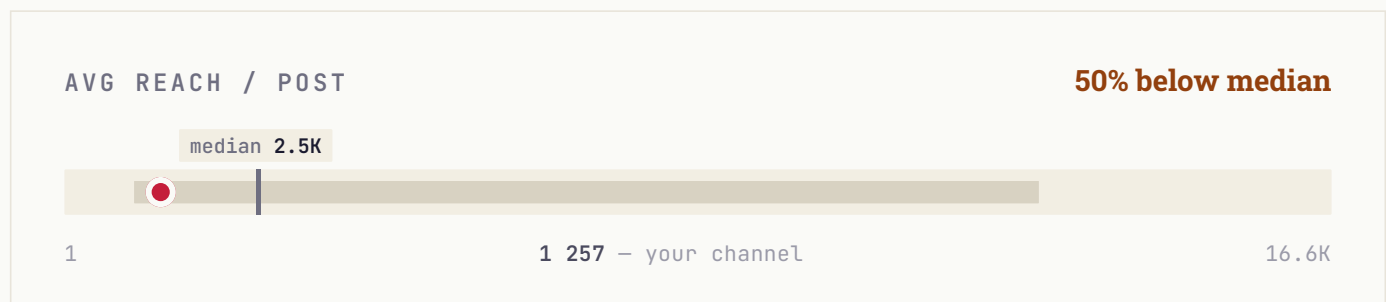
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **13 818** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	0
December 2025	0	0	3 001
Nov 2025	0	0	0
Oct 2025	0	0	7 226
Sep 2025	0	0	0
August 2025	0	0	3 591

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	13 818

Where the channel stands in its league

#99 /100 RANK IN NICHE
Channel in bottom half of ranking



— 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 | Best post day — Thursday
Audience most active on this day at 10:00 ALMT. | EFFECT
Best window
for important
posts |
| 02 | Increase share of video posts
Video in Telegram retains 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 finds 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 — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with same-segment channels 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 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 in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
