

PROMTPRESS PUBLIC REPORT

Channel audit

Shishkin_like



@shishkin_like

Editorial by Kazakh journalist Dmitry Shishkin: we cover everything important and interesting in the country. Investigations, analytics, digests. Contact: shishkin.like.mail@gmail.com

SUBSCRIBERS

30 630

+261 per month

ERR (% SEE POSTS)

10.0%

per day 5.7%

REACH/POST

2.8K

ad reach 1.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 30 630 —	 SUBS REACH 9.24% avg % subs see post	 VIEWS/POST 2.8K median 2.9K · 29 days	 POSTS/WEEK 39.7 over period
 7D TREND -8.9% vs previous week	 REACTIONS/POST 12.9 total 2,138 reactions, 680 reposts, 55 comments	 POST LENGTH 958 chars median 1K · 29 days	 POSTS ANALYZED 166 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +261 last month	 CITATION INDEX 122 citation index · 518 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 03.05.2022

AI EDITOR SUMMARY

Channel «Shishkin_like» – 30 630 subs. Each post averages 2.8K people (9% of subs), reach is low – consider expanding audience. Publishes 40 posts/week (~6/day) – active posting. For week 22–28 Jun, reach dropped -8.9% By week 15–21 Jun – worth analyzing why.

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 **166** posts in 29 days.
- 02 Dominant format — **Text** (119/166 posts).
- 03 Avg post length — **958** chars (median 1000).
- 04 Peak audience activity — **Sunday**, 20:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (4.1K avg for top vs 1.8K for worst) — among 166 posts in 29 days. Worth analyzing what the top has in common — topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 08:39 TEXT ✓ Galymzhan Zhakiyanov Former opposition politician, co-founder of the Democratic Choice of Kazakhstan movement. Led Pavlodar...	VIEWS 4 225 REPOSTS 9	REACTIONS 26 ER 13.8%
Nº2 09.06 · 06:53 TEXT ✓💧 Smart Meters: Expectation vs Reality This spring, Kazakhstan introduced new technical requirements for water meters...	VIEWS 4 112 REPOSTS 18	REACTIONS 18 ER 13.4%
Nº3 04.06 · 14:39 TEXT 📺 Daily media roundup (06/04/2026) Key stories of the day, in our view. 📌 Presidential power model traces back to political...	VIEWS 4 020 REPOSTS 1	REACTIONS 26 ER 13.1%

Nº4

07.06 · 15:47

TEXT

🇰🇿

In June, several major packages of changes come into force affecting workers, entrepreneurs, and users...

VIEWS

3 974

REPOSTS

8

REACTIONS

14

ER

13.0%

Nº5

07.06 · 09:59

TEXT

🏆

'Queen of Aces', Kazakhstan's top tennis star Elena Rybakina launched her own crypto. But it's not about business, it's about...

VIEWS

3 921

REPOSTS

4

REACTIONS

32

ER

12.8%

WORST 3

↓ 30.06 · 06:57 TEXT ✓ Cottage Town in Taldykorgan An interesting case of returning a 4.15 ha plot to the state occurred in the city...	VIEWS 1 841 REPOSTS 2	REACTIONS 9 ER 6.0%
↓ 30.06 · 07:09 TEXT ✓ General Novikov's Lands In 2023, the Almaty prosecutor's office uncovered an illegally acquired land plot, the press service reported...	VIEWS 1 808 REPOSTS 3	REACTIONS 14 ER 5.9%
↓ 30.06 · 06:40 TEXT ✓ Returns in Mangystau Region In July 2023, the civil panel of the Mangystau Regional Court confirmed...	VIEWS 1 800 REPOSTS 2	REACTIONS 6 ER 5.9%

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 gained subs and which lost them.



PERIOD START

25 672

NOW

30 630

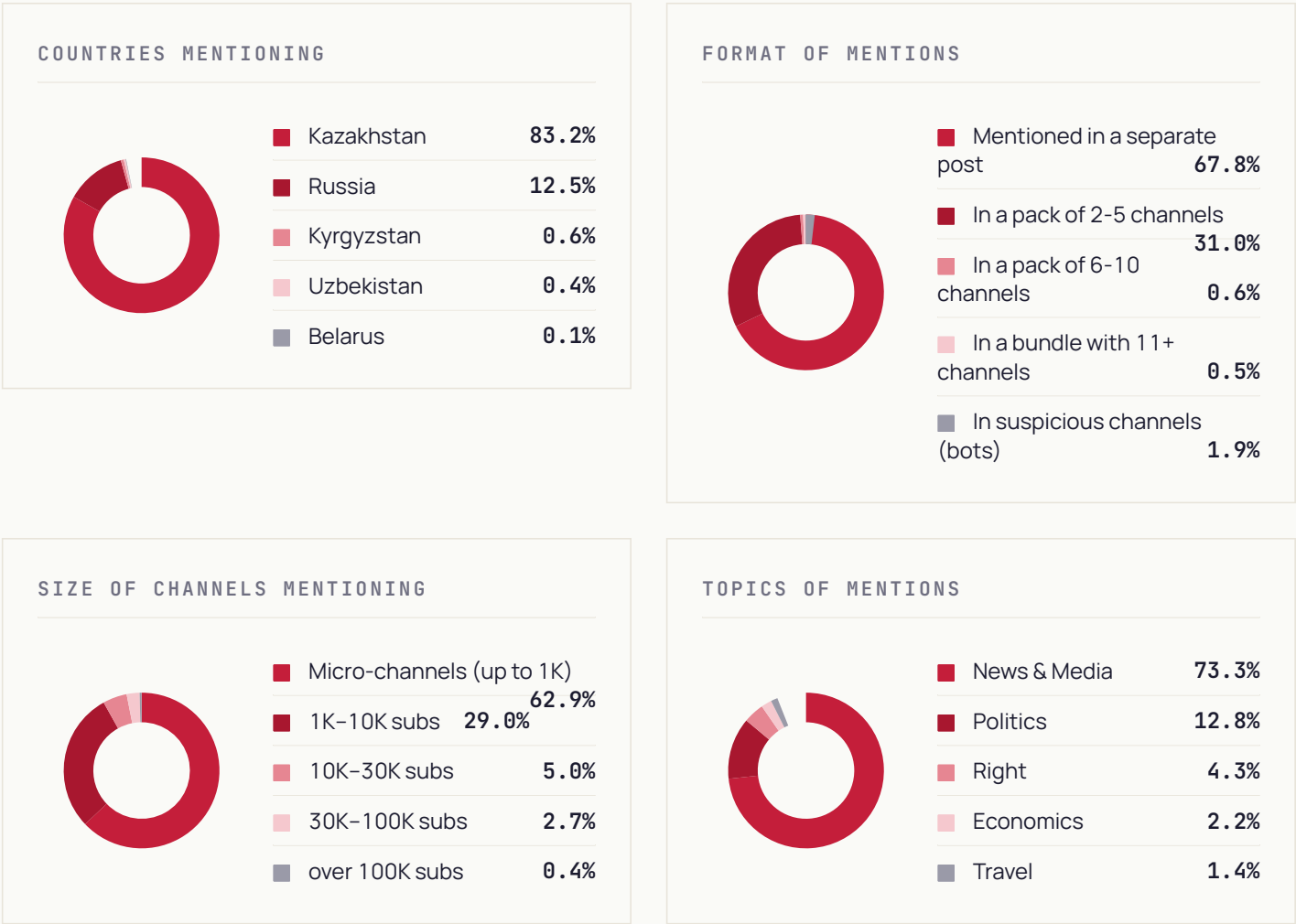
NET GROWTH

+4 958

SECTION 04 · CITATIONS

Who and how mentions the channel

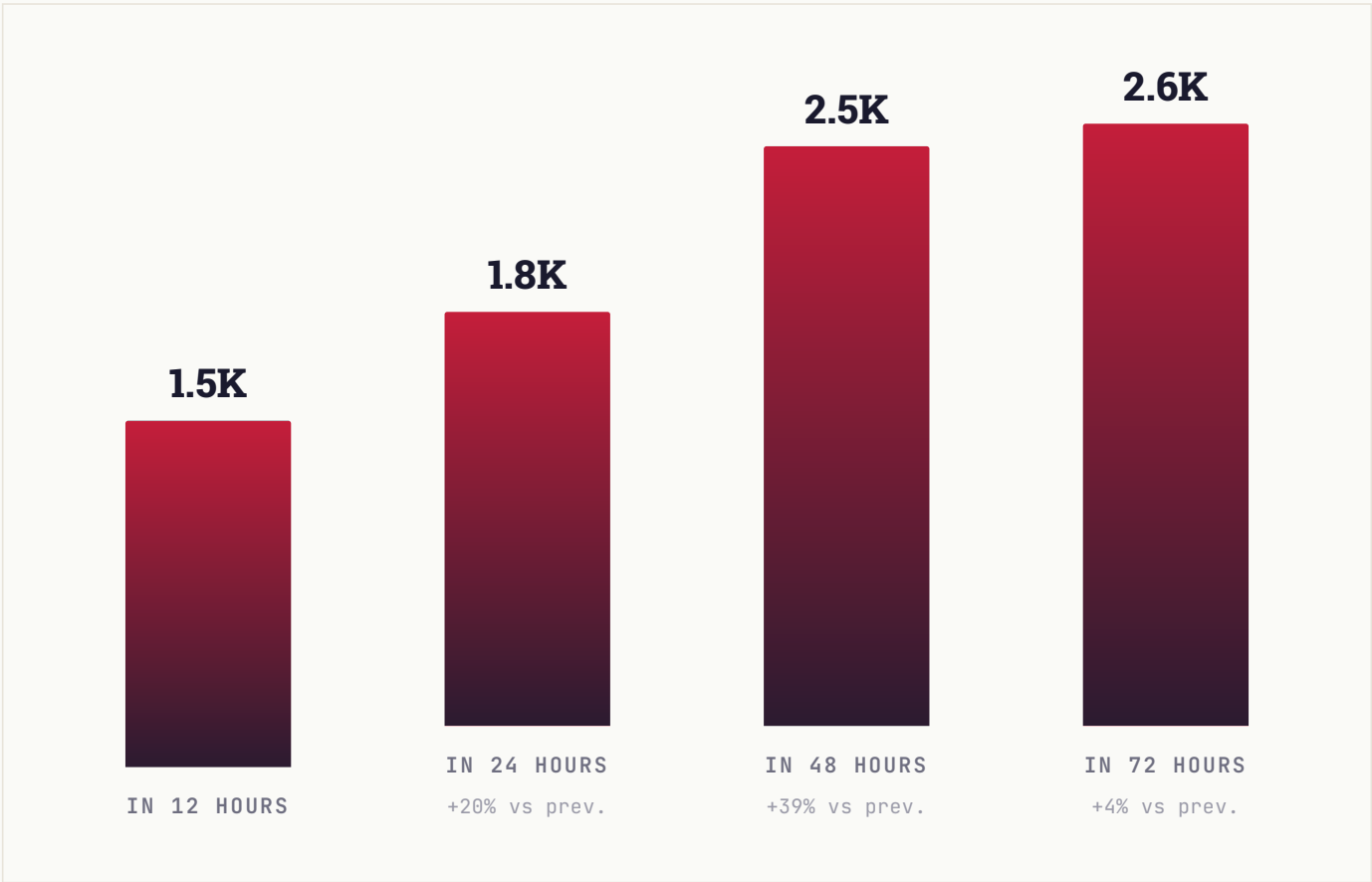
Citation index **122** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **518** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DA Dauletten	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 Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
SH Shishkin_like YOU	30.6K

COMPARATIVE CONCLUSION

Channel in top half of niche (#36 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **127**, they brought **3 535** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	30	26	329
December 2025	32	24	650
November 2025	18	16	379
October 2025	24	15	511
September 2025	10	8	565
August 2025	13	8	1 101

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
127	6	3 535

SECTION 08 · NICHE COMPARISON

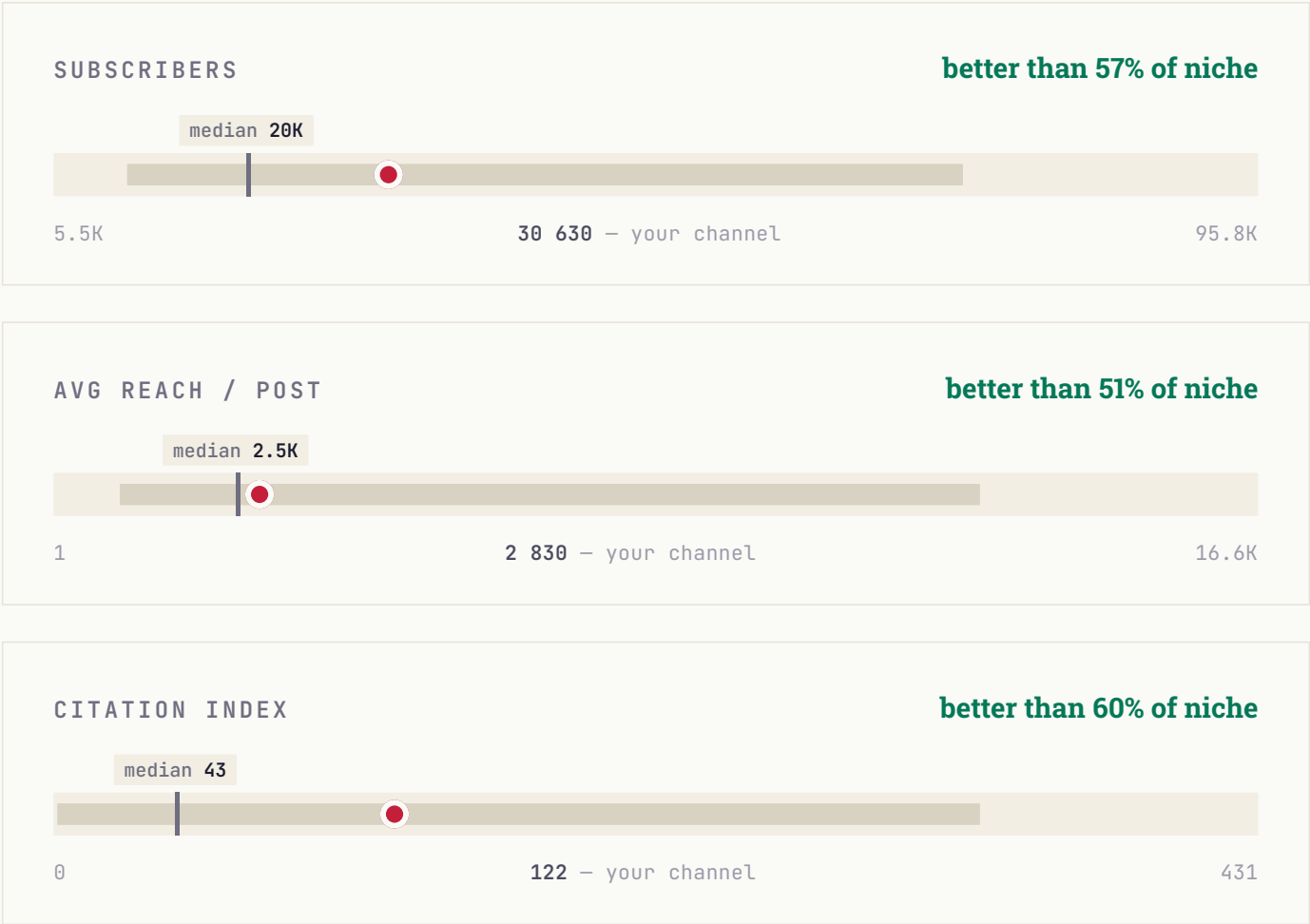
Where channel ranks in its league

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

#36/100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — Sunday

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

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 finds 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 — an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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 — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — 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
