

PROMTPRESS PUBLIC REPORT

Channel audit

Svoi Lyudi

Kazakhstan



@sl_kaz

Great deals in Kazakhstan 🇰🇷 and beyond! We collect everything that helps you spend less and live better! Ads: @slkaz_manager

SUBSCRIBERS

15 734

-6779 per month

ERR (% SEE POSTS)

7.0%

last day 1.7%

REACH/POST

888

ad reach 272/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 15 734 —	 SUBSCRIBER REACH 5.65% avg % subs see post	 VIEWS/POST 888 median 767 · 29 days	 POSTS/WEEK 7.5 for period
 7D TREND -29.5% vs previous week	 REACTIONS/POST 3.1 total 96 reactions, 37 reposts, 20 comments	 POST LENGTH 600 chars median 554 · 29 days	 POSTS ANALYZED 31 29 days
 AD REACH 272 24h avg	 CHURN / MONTH -6779 last month	 QUOTE RATE 0 citation index (cumulative)	 CHANNEL AGE 2 months 16 days created 18.04.2026

AI EDITOR SUMMARY

Channel «Svoi Lyudi Kazakhstan» – 15 734 subs. Each post averages 888 people (6% from subs), low reach – expand audience. Publishes 8 posts/week (~1/day) – steady. Week 22–28 Jun reach dropped -29.5% to week 15–21 Jun – check why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 31 posts in 29 days.
- 02 Dominant format — Photo (17/31 posts).
- 03 Avg post length — 600 chars (median 554).
- 04 Audience peak activity — Friday, 19:00 ALMT.
- 05 Top posts get 4× more views than the weakest (2K avg for top vs 447 for worst) — among 31 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 14:03 PHOTO Where to sit on a summer terrace in Almaty? ☂️ Cozy spots with patios for coffee, breakfast, or...	VIEWS 2 363 REPOSTS 1	REACTIONS 4 ER 15.0%
Nº2 04.06 · 14:01 TEXT New entry rules for tourists heading to Vietnam. ✈️ From June 1, all foreign nationals arriving on Phu Quoc island...	VIEWS 2 011 REPOSTS —	REACTIONS 1 ER 12.8%
Nº3 06.06 · 14:02 PHOTO New mandatory subject in Kazakh schools 📖 From 2026/2027, grades 5–9 will study «Personal...	VIEWS 1 607 REPOSTS 4	REACTIONS 11 ER 10.2%

Nº4 07.06 • 14:02 TEXT Money many leave on the counter 🇰🇿 Kazakhstan runs the «Salyq кэшбэк» program, letting you get 2%...	VIEWS 1 493 REPOSTS 3 REACTIONS 6 ER 9.5%
Nº5 08.06 • 14:04 PHOTO Turns out not everyone knows Kazakhstan has women-only train cars 🚂 👁️ The service is now available on 12 routes: No. 77/78 Almaty...	VIEWS 1 351 REPOSTS — REACTIONS 2 ER 8.6%

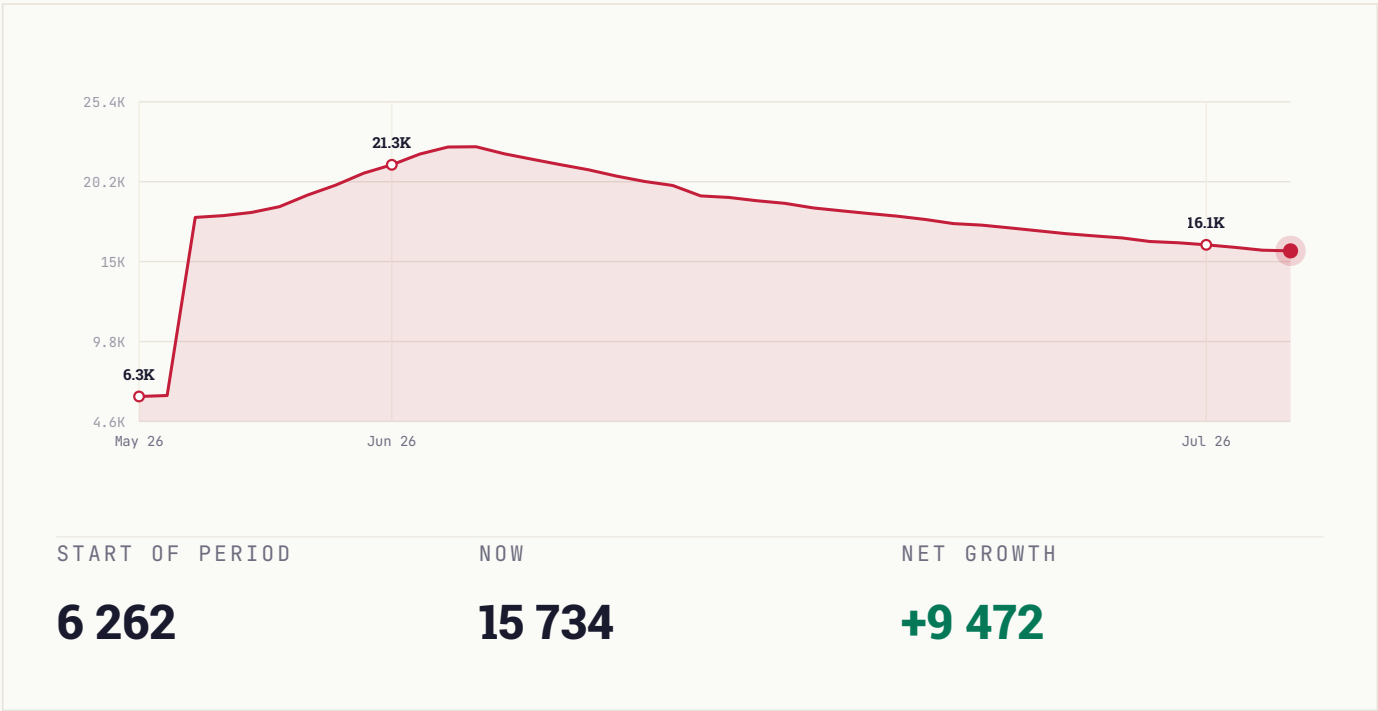
WORST 3

↓ 28.06 • 14:00 TEXT The fact that you liked doing as a child can tell a lot about your profession today 👁️ Psychologists believe that many career...	VIEWS 472 REPOSTS 1 REACTIONS 1 ER 3.0%
↓ 30.06 • 07:54 PHOTO 💳 Kaspi now addable to Apple Wallet & Google Wallet! We've been waiting! 🎉 Kaspi Gold card can now be linked to Apple...	VIEWS 447 REPOSTS 4 REACTIONS 5 ER 2.8%
↓ 29.06 • 12:23 PHOTO 🍲 Okroshka for 299 tenge in Astana! Great news for okroshka lovers 📢 At «Myasoed» restaurant: meat okroshka only...	VIEWS 423 REPOSTS 4 REACTIONS 1 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

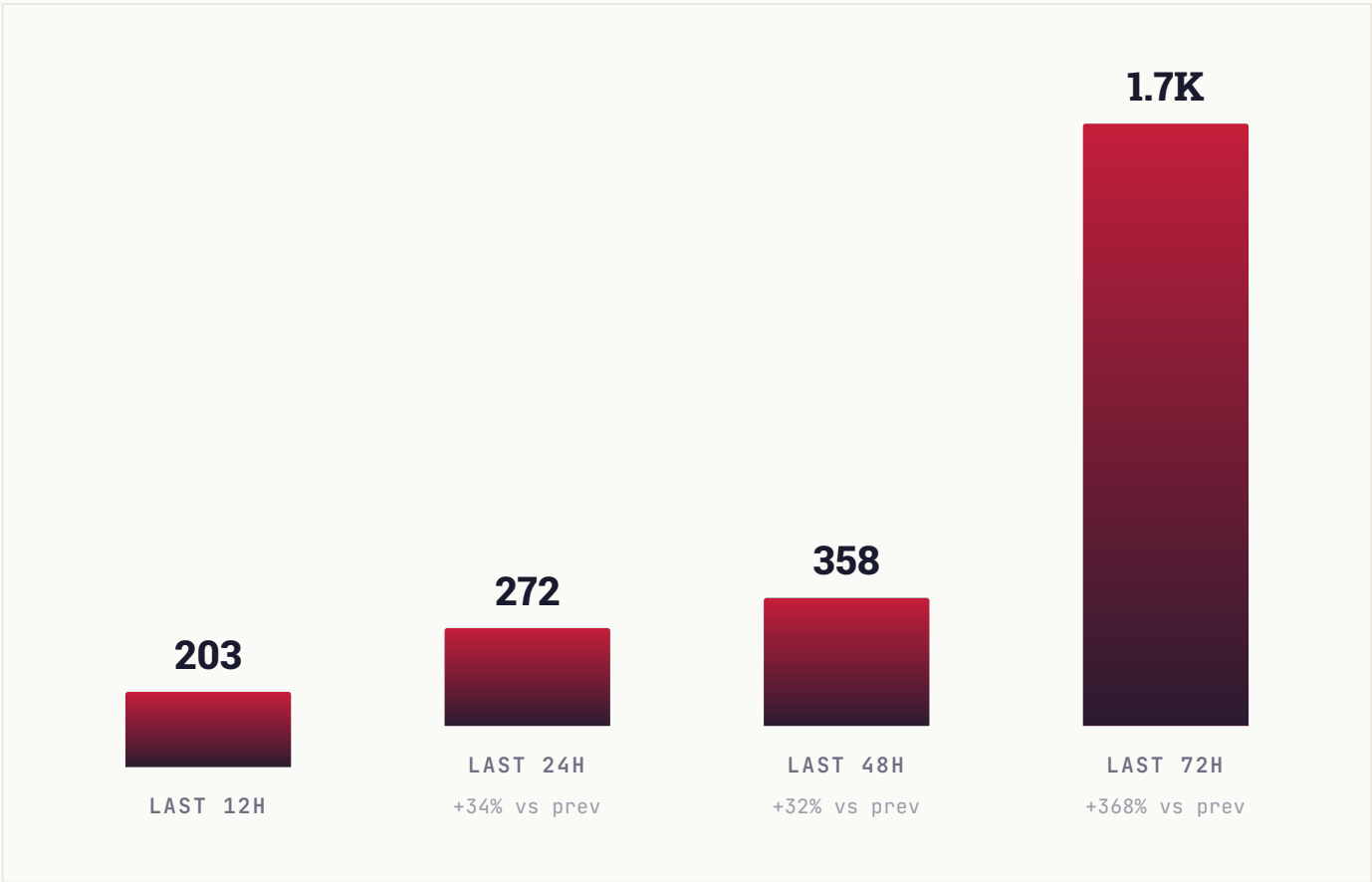
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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
SL Svoi Lyudi Kazakhstan YOU	15.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#64 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

— SECTION 06 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» and compared your channel.

Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.

Red dot — your channel.

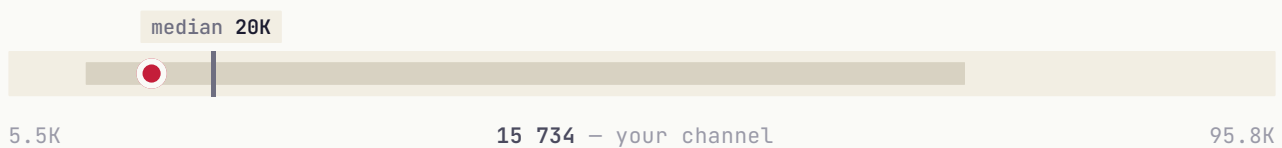
#64 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

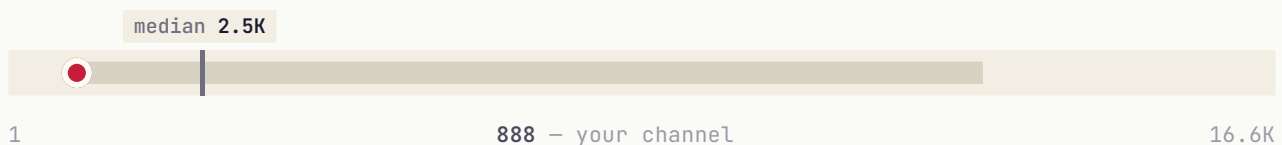
SUBSCRIBERS

21% below median



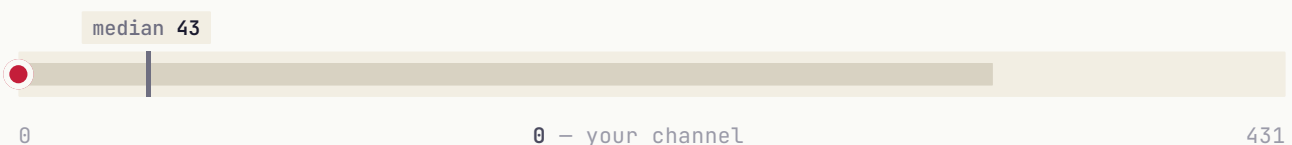
AVG REACH / POST

64% below median



CITATION INDEX

99% below median



— SECTION 07 · STRATEGY

What to do right now

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

01**Top post of the week — Friday**

Audience most active on this day at 19:00 ALMT.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video retains audience longer and is favored by the algorithm. Aim for 15-25% video share.

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**

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**

★ NEXT STEPS

Want this done by **PromptPress?**

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

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