

— PROMTPRESS PUBLIC REPORT

Channel audit

Жаңалықтар - Stan.kz



@stankznews

We broadcast news about events in the world and the country, comment on political and economic events. You can send important info, interesting photos and videos here...

SUBSCRIBERS

16 014

-89 per month

ERR (% SEE POSTS)

10.0%

in 24 hrs 6.9%

REACH/POST

1.5K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 16 014 —	 SUBS REACH 9.09% avg % subs see post	 VIEWS/POST 1.5K median 1.4K · 29 days	 POSTS/DAY 14.2 ~99 per week
 7D TREND +9.2% vs previous week	 REACTIONS/POST 14.1 total 5,964 reactions, 1,201 reposts, 543 comments	 POST LENGTH 542 chars median 516 · 29 days	 POSTS ANALYZED 424 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -89 over the last month	 CITATION RATE 23 citation index · 67 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 25.05.2018

AI EDITOR SUMMARY

Channel «Жаңалықтар - Stan.kz» – 16 014 subs. Each post averages 1.5K people (9% of subs), reach is low – consider expanding audience. Publishes 99 posts per week (~14/day) – very active posting. For week Jun 22–28 reach up +9.2% by week Jun 15–21 – positive trend.

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 **424** posts over 29 days.
- 02 Dominant format – **Video** (166/424 posts).
- 03 Avg post length – **542** chars (median 516).
- 04 Peak audience activity – **Tuesday**, 01:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (2.6K avg for top vs 1.2K for worst) – among 424 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 05:35 VIDEO 💔 Burnt body of policeman found in remote area Incident occurred in Almaty region, Kegen district. Identity of deceased...	VIEWS 2 762 REPOSTS 18	REACTIONS 40 ER 17.2%
Nº2 23.06 · 20:41 VIDEO 💔💬 "Didn't treat body properly, let it rot" Deceased Erbayan Mukhtar's body not yet handed over to parents. Police officers put it in a car...	VIEWS 2 747 REPOSTS 10	REACTIONS 19 ER 17.2%
Nº3 23.06 · 19:21 PHOTO 🇵🇹🇺🇿 Portugal beats Uzbekistan 5:0 Portugal dominated from the start. Score opened at 6th minute...	VIEWS 2 386 REPOSTS 2	REACTIONS 15 ER 14.9%

Nº4

24.06 · 04:03

TEXT

 What happened in Kazakhstan and the world on Tuesday  Body of 8-year-old who jumped into river to save friend found in Ingushetia...

VIEWS

2 304

REACTIONS

1

REPOSTS

—

ER

14.4%

Nº5

24.06 · 06:25

PHOTO

 Cause of Erbayan Mukhtar's death revealed According to Health Ministry, soldier died from severe traumatic brain injury and...

VIEWS

2 273

REACTIONS

18

REPOSTS

2

ER

14.2%

WORST 3

↓ 18.06 · 09:50 PHOTO Toqaev orders to eliminate specialist shortage in healthcare According to him, rural areas suffer the most from this issue. "For this...	VIEWS 1 222 REACTIONS 9 REPOSTS — ER 7.6%
↓ 18.06 · 16:13 TEXT Қазақстанда қылмыстық және әкімшілік амнистияға кімдер ілігуі мүмкін: Министрлік түсіндірді ІІМ мәліметінше, қылмыстық амнистия қылмыстық...	VIEWS 1 219 REACTIONS — REPOSTS 1 ER 7.6%
↓ 01.07 · 04:03 TEXT  What happened in Kazakhstan and the world on Tuesday  Over 1,300 die in Europe's record heatwave...	VIEWS 1 196 REACTIONS — REPOSTS — ER 7.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

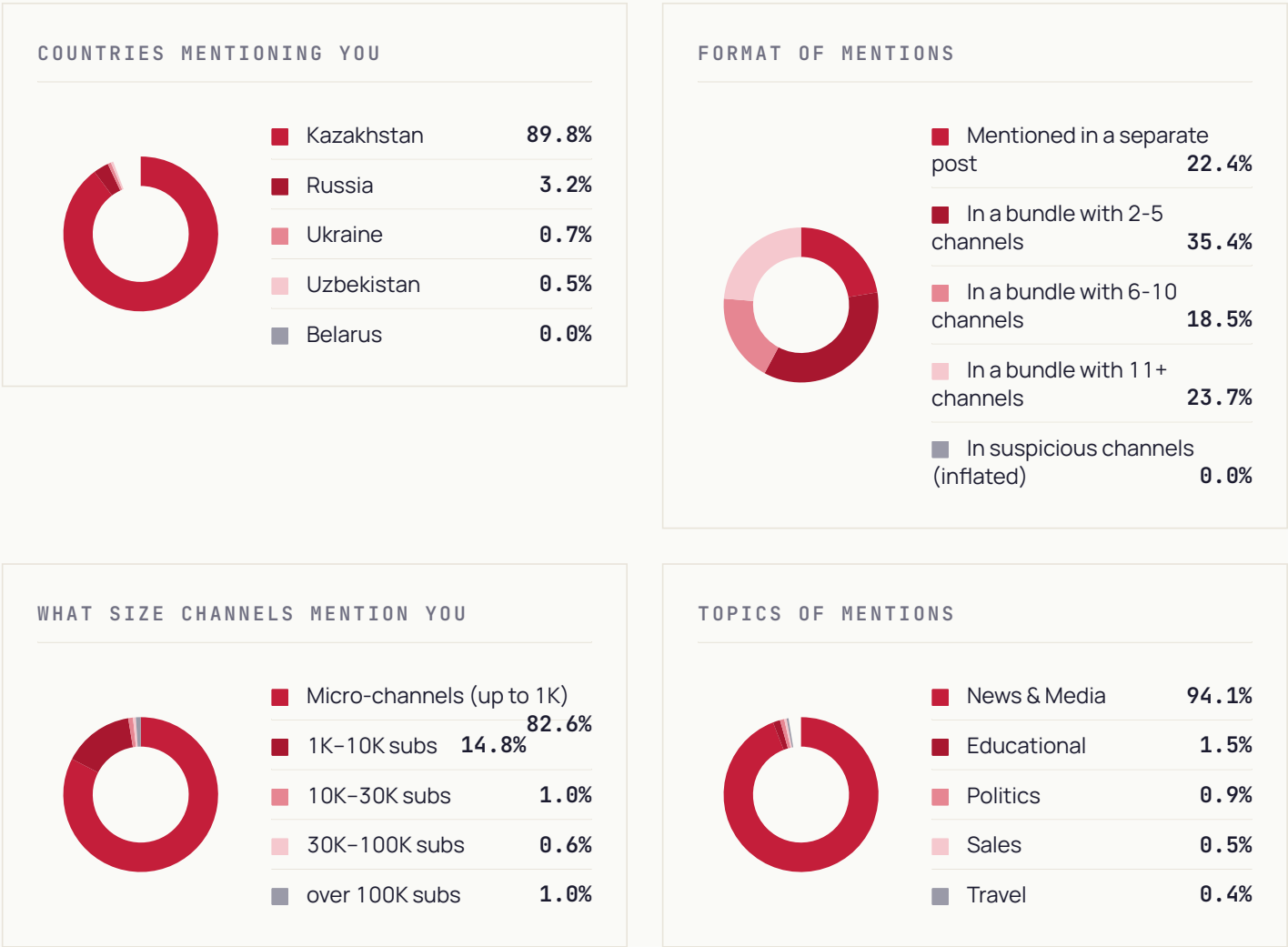
Yearly subscriber growth chart. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

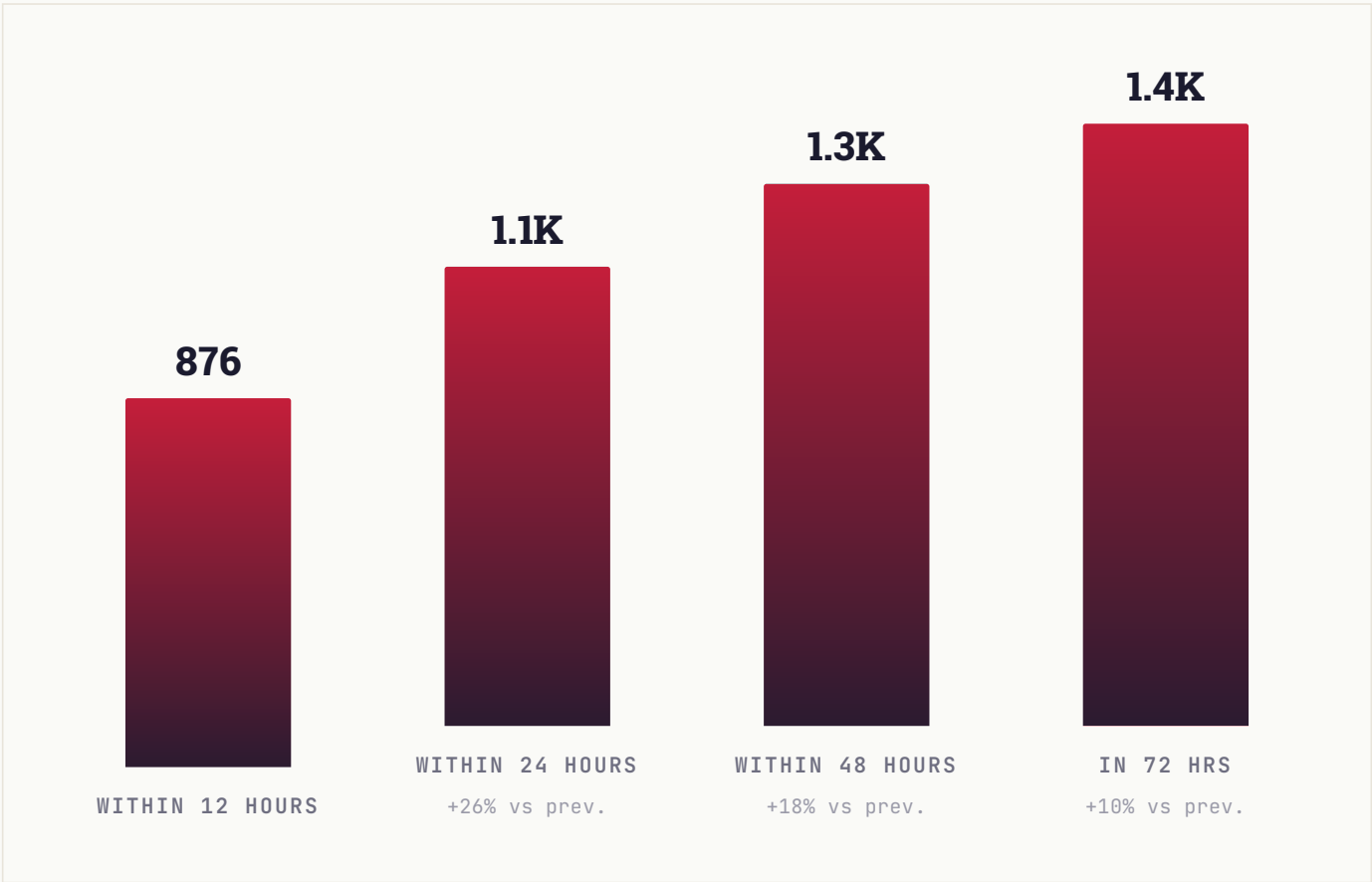
Citation index **23** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **67** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	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 - Kazakhstan News	74.2K
F- Жаңалықтар - Stan.kz YOU	16K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#62 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **23**, they brought **3 306** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	6	5	1 101
December 2025	5	3	521
Nov 2025	4	3	251
Oct 2025	3	3	259
Sep 2025	3	2	302
August 2025	2	2	872

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
23	6	3 306

SECTION 08 · NICHE COMPARISON

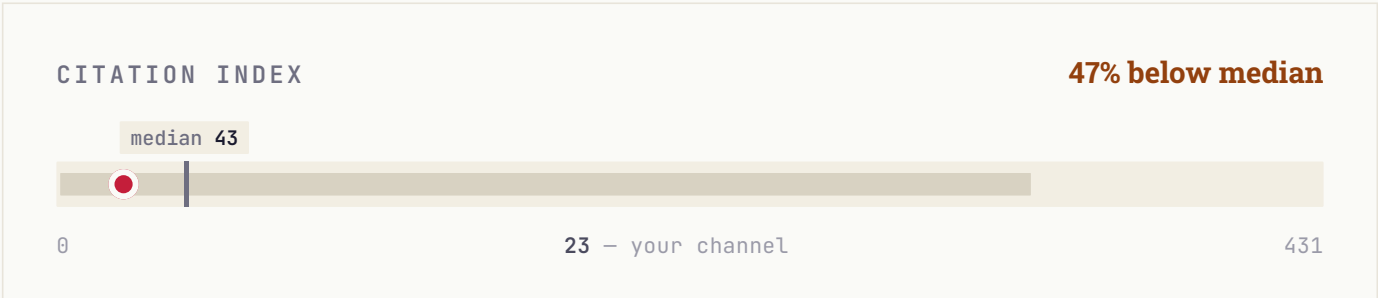
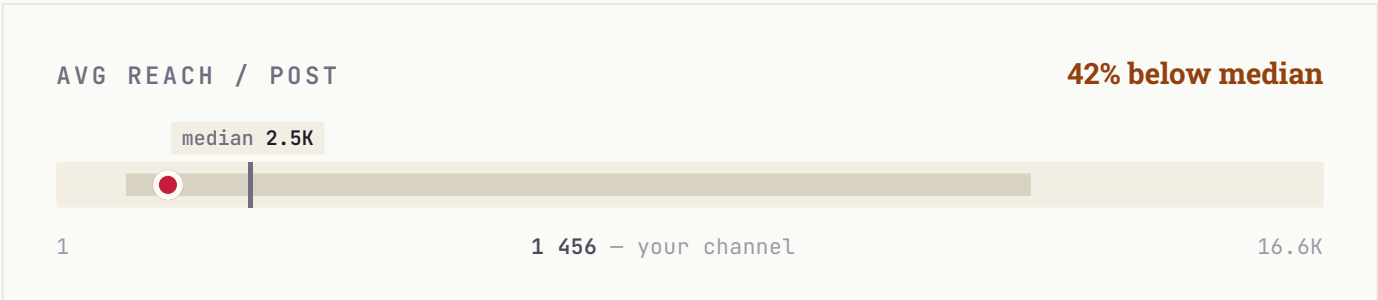
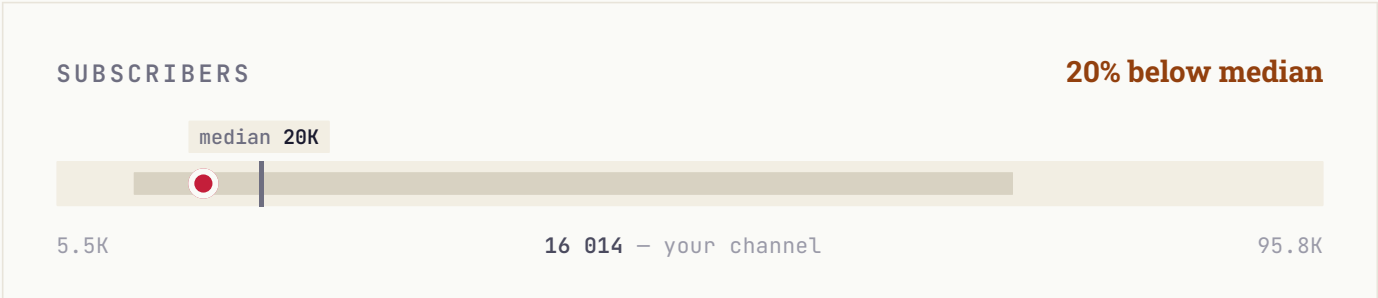
Where the channel stands in its league

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

#62/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— 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 Tuesday

Audience is most active on this day at 01:00 ALMT.

EFFECT

**Best window
for an
important post**

02

System 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 poll per week on a hot topic — 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 — that's organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit 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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