

PROMTPRESS PUBLIC REPORT

Channel audit

Let's Go! Astana



@sxodim_astana

Send nice photos, videos and any info to @sxodim_media For collaboration: <https://tapter.one/kettik.group>

SUBSCRIBERS

17 696

-143 per month

ERR (% SEE POSTS)

32.0%

daily 13.6%

REACH/POST

5.4K

ad reach 2.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 17 696 —	 SUBSCRIBER REACH 30.42% avg % subs see post	 VIEWS/POST 5.4K median 5.6K · 28 days	 POSTS/WK 4.0 over period
 7D TREND -22.4% vs previous week	 REACTIONS/POST 92.5 total 1,480 reactions, 686 reposts, 0 comments	 POST LENGTH 278 chars median 289 · 28 days	 POSTS ANALYZED 16 28 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -143 last month	 CITATION RATE 16 citation index · 55 channels mentioned ever	 CHANNEL AGE 10 years 1 month created 30.05.2016

AI EDITOR SUMMARY

Channel «Let's Go! Astana» – 17 696 subs. Each post avg views 5.4K people (30% of subs), good reach. Publishes 4 posts/week (~1/day) – rare. Week Jun 22–28 reach dropped -22.4% vs week Jun 15–21 – analyze reasons.

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 16 posts over 28 days.
- 02 Dominant format — Text (8/16 posts).
- 03 Avg post length — 278 chars (median 289).
- 04 Audience peak — Friday, 12:00 ALMT.
- 05 Top posts get the most 2x more views than the weakest (7.5K avg top vs 3.7K worst) — among 16 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:12 TEXT ⚡⚡⚡ LRT in Astana to be renamed LRT may get a new name - «Tarlan Astana». This proposal was supported today by deputies...	VIEWS 8 086 REPOSTS 41	REACTIONS 302 ER 45.7%
Nº2 04.06 · 18:28 VIDEO The long-awaited OVO show by Cirque du Soleil premiered in Astana 🎪 Shows also on June 5, 6, and 7. Tickets at...	VIEWS 7 211 REPOSTS 24	REACTIONS 31 ER 40.7%
Nº3 15.06 · 10:53 PHOTO Museum of Railway History opened in Astana A museum of railway history opened at the Nurly Zhol station in Astana...	VIEWS 7 070 REPOSTS 57	REACTIONS 64 ER 40.0%

Nº4 04.06 · 06:33 PHOTO Today until 5 PM near the piano on Kaldaiakov St., an archive documents exhibition is on.	VIEWS 6 738 REPOSTS 11	REACTIONS 66 ER 38.1%
Nº5 18.06 · 09:31 PHOTO Looks like a traffic jam in Istanbul, but this is the Arys bridge on Syganak Street in Astana this morning. Photo: gulimhan777	VIEWS 6 570 REPOSTS 32	REACTIONS 75 ER 37.1%

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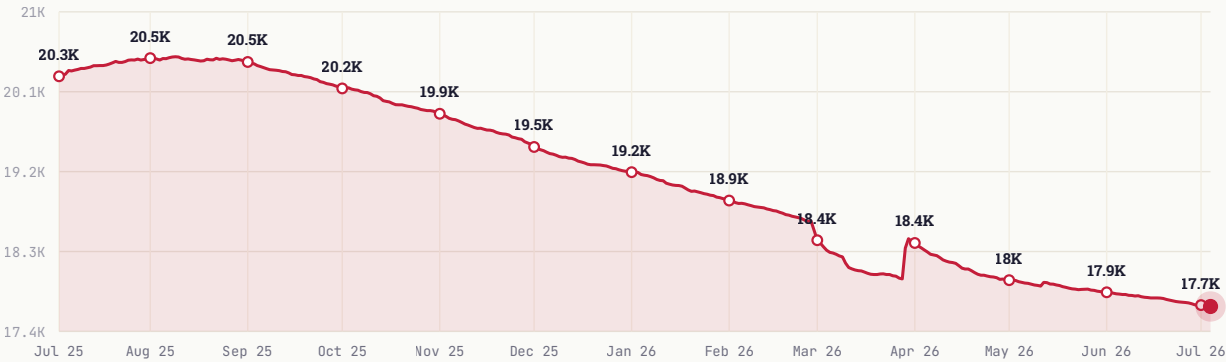
WORST 3

↓ 29.06 · 07:36 TEXT Rainy week expected in Astana Today it got noticeably cooler in Astana. After several weeks of 30°C heat, the capital...	VIEWS 3 952 REPOSTS 49	REACTIONS 83 ER 22.3%
↓ 29.06 · 09:03 VIDEO Rain!	VIEWS 3 928 REPOSTS 10	REACTIONS 75 ER 22.2%
↓ 30.06 · 12:05 TEXT How Astana will celebrate Capital City Day Astana Akimat published a huge list of events (200+) for the Capital City Day...	VIEWS 3 298 REPOSTS 17	REACTIONS 27 ER 18.6%

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 the channel gained or lost subs.

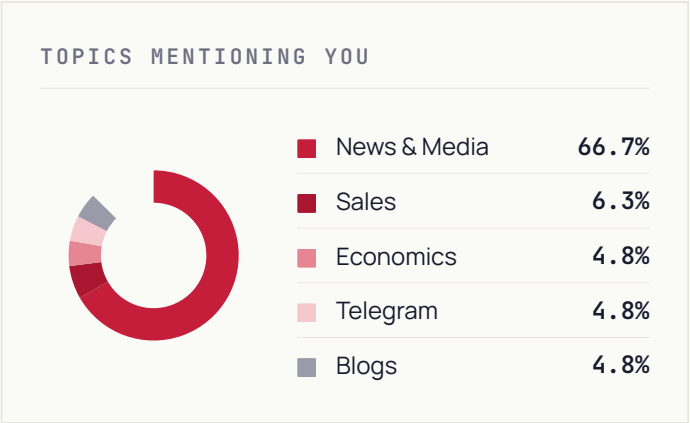
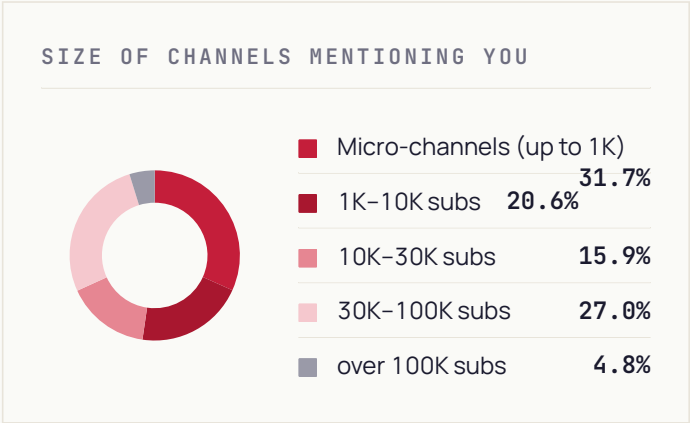
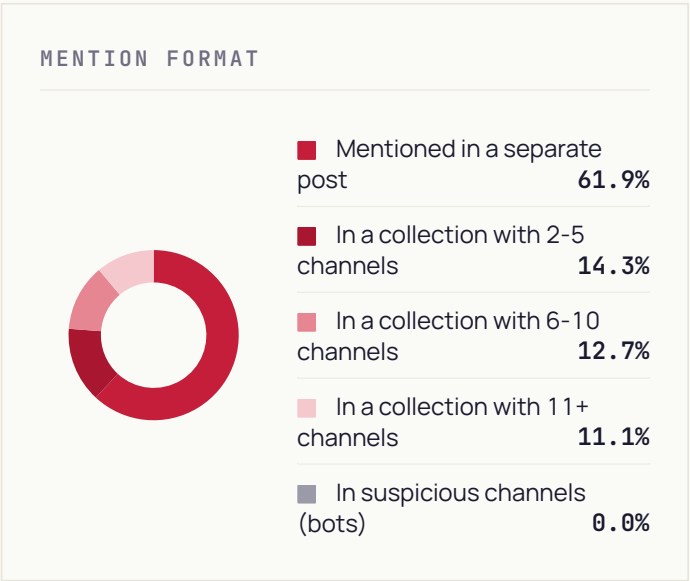


PERIOD START	NOW	NET GROWTH
20 309	17 696	-2 613

SECTION 04 · MENTIONS

Who mentions the channel & how

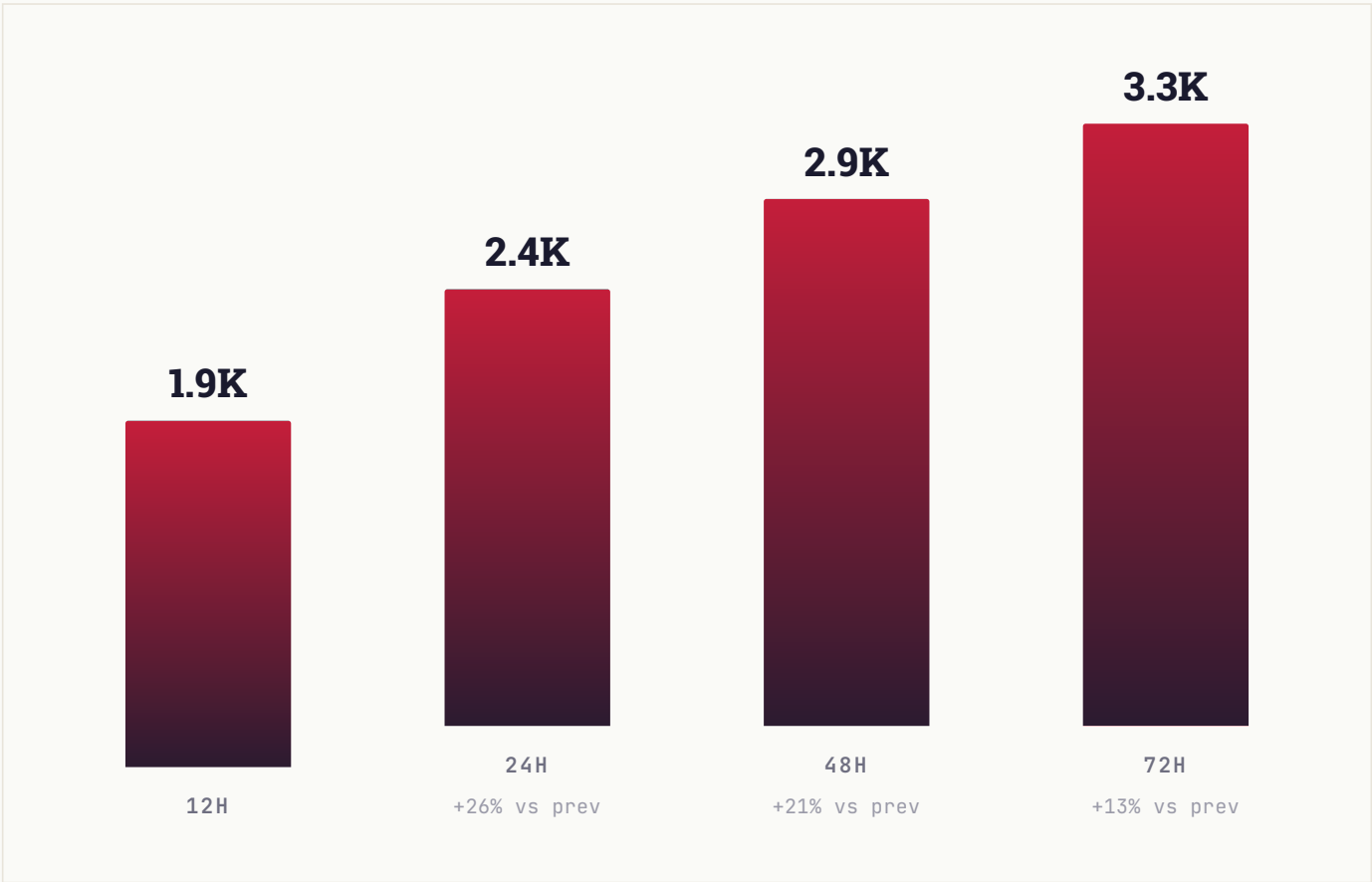
Citation index **16** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **55** different channels.



SECTION 05 · 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 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BN Charter flight tickets from Step to Travel	158.6K
TH Travel agency HT.KZ	144.3K
AV Aviasales.kz	63.8K
TP Travel agency POEDEM.KZ	60.5K
NS Nomad Soul	53.4K
CW Charters to Turkey from Step to Travel	52.9K
TP Travel agency Poyekhali s nami!	43.5K
AI Flights from Kazakhstan	36.8K
ST Step to Travel Tours	33K
GT Hot tours FUN&SUN	29.1K
DS Let's Go! Astana YOU	17.7K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#16 of 77). Leader — Charter flight tickets from Step to Travel (158.6K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **130** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	3	
December 2025	0	0	1	
Nov 2025	0	0	2	
Oct 2025	0	0	12	
September 2025	0	0	0	
August 2025	0	0	112	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	130

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-77 channels in category "Travel» and saw how your channel compares.
Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#16/77

RANK IN NICHE

Channel in top 20% – strong position



— 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**Increase posting frequency**

Now 4.0 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Friday**

Audience is most active on this day at 12:00 ALMT.

EFFECT

**Best time for
key posts****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 win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. 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 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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