

PROMTPRESS PUBLIC REPORT

Channel audit

TENGENOMIKA



@tengenomika

🇰🇿 Analytics on tenge rate, Kazakhstan macroeconomics & other econ topics. Contact author Ruslan Sultanov:

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Feedback,...

SUBS

72 040

-816 per month

ERR (% SEE POSTS)

16.0%

per day 15.0%

REACH/POST

11.6K

ad reach 10.8K/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.

 SUBS 72 040 —	 SUB REACH 16.07% avg % subs see post	 VIEWS/POST 11.6K median 11.5K · 29 days	 POSTS/WEEK 36.2 for the period
 7D TREND -7.1% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 918 chars median 1,000 · 29 days	 POSTS ANALYZED 151 29 days
 AD REACH 10.8K 24h average	 CHURN / MONTH -816 last month	 CITATION RATE 186 citation index · 3,402 channels mentioned all time	 CHANNEL AGE 7 years 5 months created 05.01.2019

AI EDITOR SUMMARY

Channel «TENGENOMIKA» — 72 040 subs. Each post averages 11.6K people (16% from subs), average reach — room to grow. Publishes 36 posts per week (~5/day) — active posting mode. For week 22–28 Jun, reach dropped -7.1% by week 15–21 Jun — worth analyzing the 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 151 posts over 29 days.
- 02 Dominant format — Photo (138/151 posts).
- 03 Avg post length — 918 chars (median 1000).
- 04 Peak audience activity — Monday, 12:00 ALMT.
- 05 Top posts get 3× more views than the weakest (16.5K avg for top vs 5.8K for worst) — among 151 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 15:51 PHOTO Why corruption can't be defeated by arrests alone Finishing the chapter «Crime and Justice in Paradise», I can say that...	VIEWS 16 818 REPOSTS 11	REACTS — ER 23.3%
Nº2 15.06 · 03:05 PHOTO Morning read 💰 National currency weakened in yesterday's trading (12.06.2026), closing at 489.40 ₺ (+0.27%) per \$...	VIEWS 16 539 REPOSTS 1	REACTS — ER 23.0%
Nº3 15.06 · 03:37 PHOTO Hope for de-escalation: US and Iran may sign peace agreement on June 19 According to several American, Iranian, and Middle Eastern...	VIEWS 16 130 REPOSTS 3	REACTS — ER 22.4%

Nº4 15.06 · 03:35 PHOTO Macroeconomic agenda June 15-19 The week revolves around three major topics: central bank decisions, inflation, and industrial...	VIEWS 16 072 REPOSTS 3	REACTS — ER 22.3%
Nº5 15.06 · 07:06 PHOTO AI creates new race for electricity Data centers become part of energy infrastructure. Goldman Sachs estimates demand for...	VIEWS 15 235 REPOSTS 7	REACTS — ER 21.1%

|

WORST 3

↓ 11.06 · 04:45 PHOTO Kazakhstan's economy shifts gears The new Monetary Policy Report shows Kazakhstan is gradually moving from...	VIEWS 7 595 REPOSTS 7	REACTS — ER 10.5%
↓ 11.06 · 03:12 PHOTO Morning read 💰 National currency weakened in yesterday's trading (10.06.2026), closing at 488.39 ₸ (+0.02%) per \$...	VIEWS 5 052 REPOSTS 1	REACTS — ER 7.0%
↓ 11.06 · 04:04 PHOTO Republican budget: 5-month results 1 According to the Ministry of Finance as of June 1, 2026, republican budget revenues...	VIEWS 4 894 REPOSTS 5	REACTS — ER 6.8%

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.

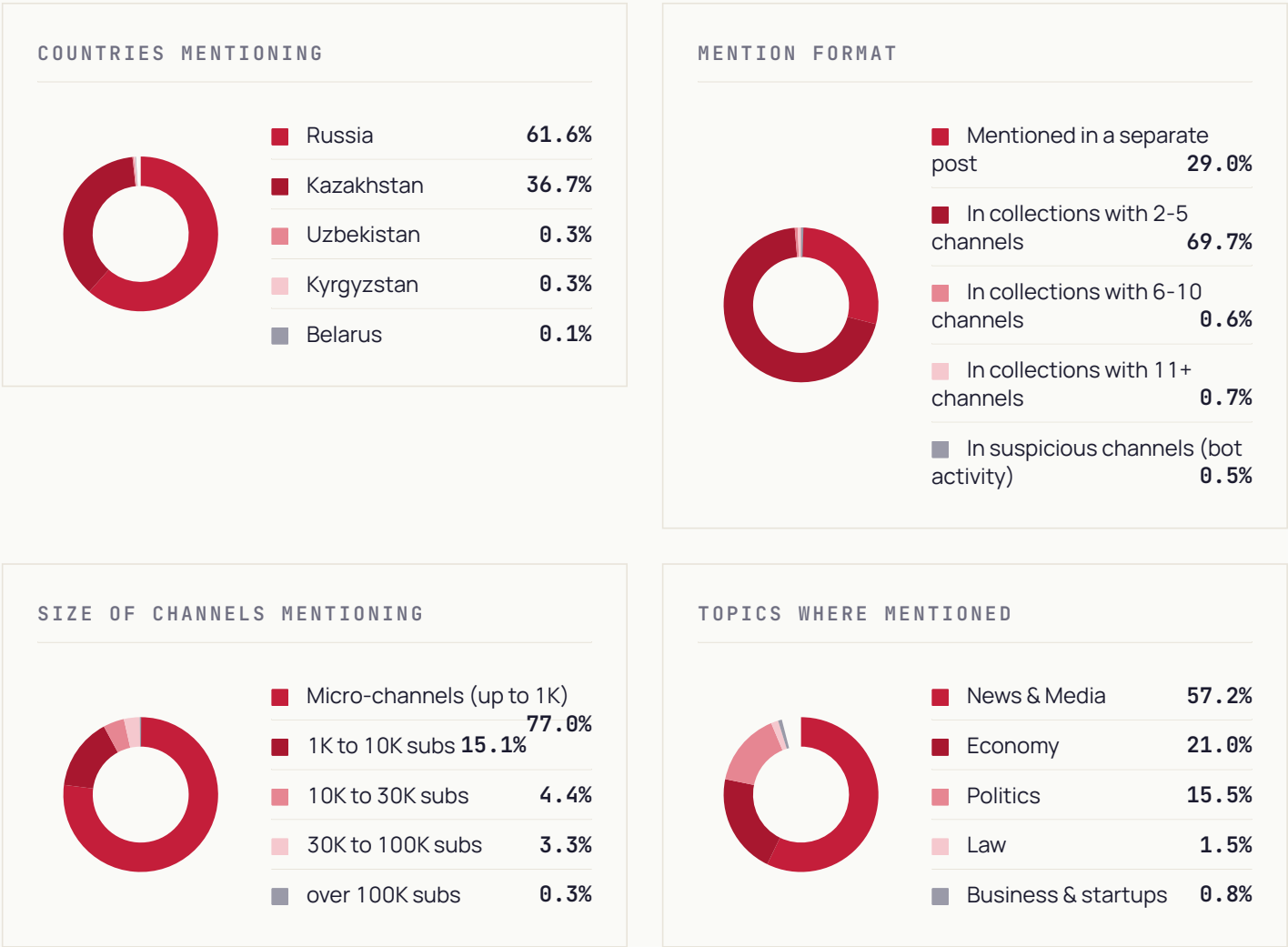


START OF PERIOD	NOW	NET GROWTH
73 825	72 040	-1 785

SECTION 04 · MENTIONS

Who and how mentions the channel

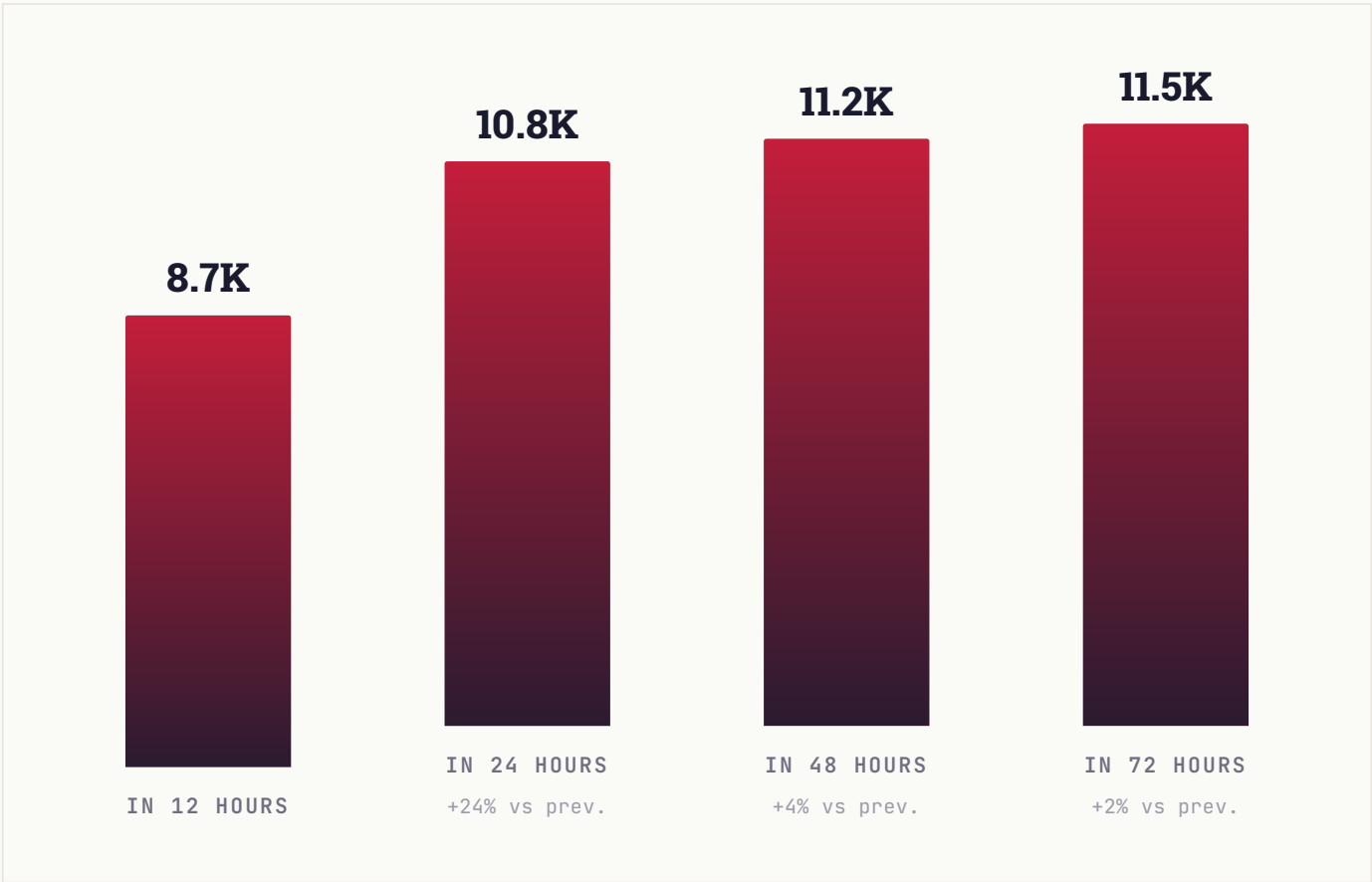
Citation index **186** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **3 402** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 — you can see its rank among niche neighbors.

CHANNEL	SUBS
 TENGONOMIKA 	72K
  FINANCE.kz	63.9K
 Tengri Live - Kazakhstan News	47.1K
 Bugin.info 	34K
 Paydabar	32.7K
 Kaspi.kz	27.4K
 Alibek Zhalgaspayev Investments in Kazakhstan 	25.2K
 Қаржылық сауаттылық	24.7K
 Freedom Broker	21.2K
 Finance news	21K
 Қаржылық Еркіндік	20.6K

COMPARATIVE CONCLUSION

Channel intop-1 in niche (#1 of 99 channels in category). One of the leaders — client-partners can go for cross-promo as equals; for PR/reach you are a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **6 124**, they brought **342** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	21	15	27	
December 2025	41	22	16	
Nov 2025	5 955	2 354	83	
Oct 2025	35	17	55	
Sep 2025	37	17	41	
August 2025	35	15	120	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBS
6 124		6		342

SECTION 08 · NICHE COMPARISON

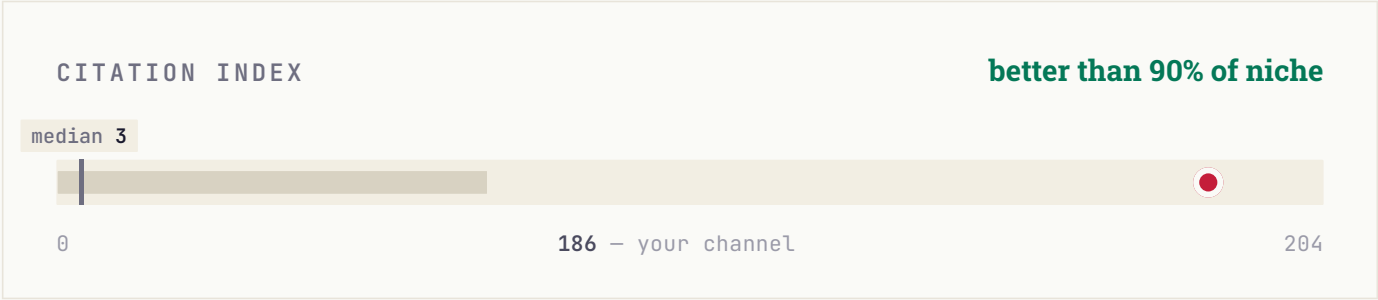
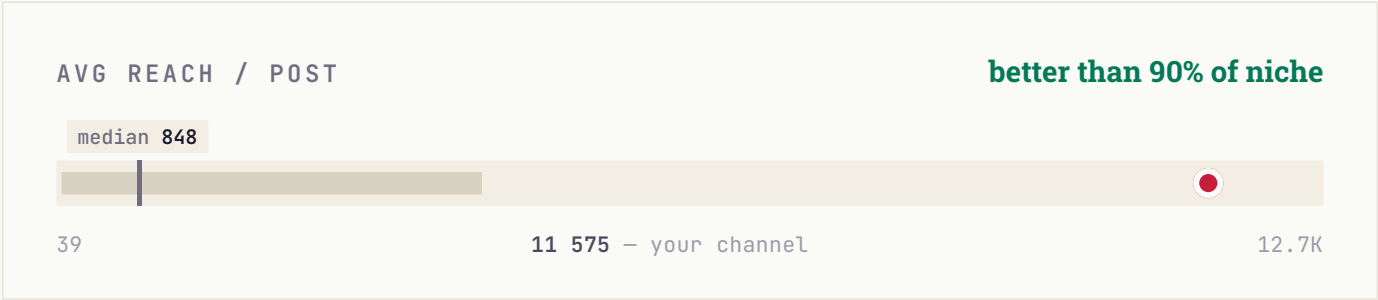
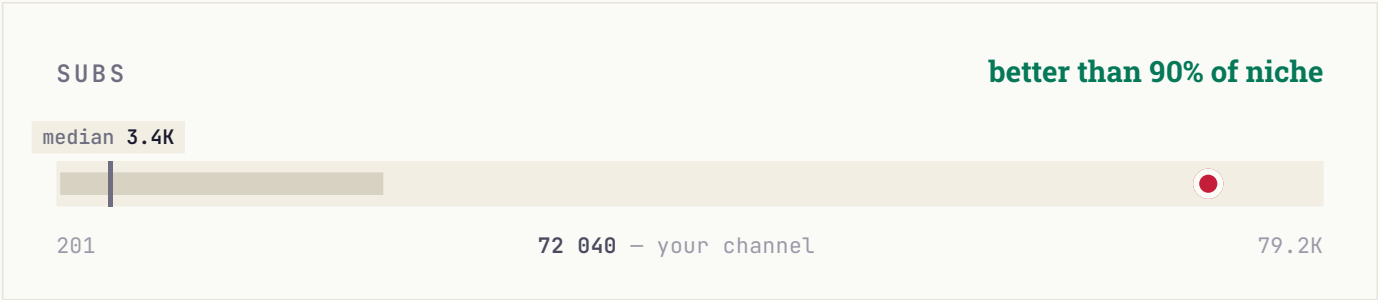
Where the channel stands in its league

Took top-100 channels in category «Economy» 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.

#1/100

RANK IN NICHE

Channel in top 1% economy



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day — Monday
Audience is most active on this day at 12:00 ALMT.

EFFECT
Best window for important post
- 02

Increase video posts share
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 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 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 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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want to go further? Run ads with us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
