

PROMTPRESS PUBLIC REPORT

Channel audit

Tengri Live - Новости Kazakhstana



@tengri_live

Top Kazakhstan & world news! Project @tengrinews. Feedback →
@tengri_infobot ➡ Ads: +7 700 3 888 188 (WhatsApp)

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
47 135	14.0%	6.4K
+452 per month 04.07.2026	24 h 9.9% HTTPS://PROMTPRESS.COM/AUDIT/TENGRI_LIVE	ad reach 4.7K/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 47 135 —	 SUBSCRIBER REACH 13.52% avg % subs see post	 VIEWS/POST 6.4K median 5.9K · 29 days	 POSTS/DAY 8.6 ~60 per week
 7D TREND +2.7% vs prev week	 REACTIONS/POST 86.5 total 21,631 reactions, 3,758 reposts, 1,055 comments	 POST LENGTH 607 chars median 588 · 29 days	 POSTS ANALYZED 250 29 days
 AD REACH 4.7K 24h avg	 CHURN / MONTH +452 last month	 CITATION RATE 60 citation index · 181 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 15.04.2022

AI EDITOR SUMMARY

Channel «Tengri Live - News of Kazakhstan» — 47 135 subs. Each post averages 6.4K people (14% from subs), reach is low — consider expanding audience. Publishes 60 posts/week (~9/day) — active posting. Week Jun 22–28 reach stable (+2.7% vs week Jun 15–21).

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 250 posts over 29 days.
- 02 Dominant format – Photo (127/250 posts).
- 03 Avg post length – 607 chars (median 588).
- 04 Peak audience activity – Tuesday, 15:00 ALMT.
- 05 Top-performing posts get 5x more views than the weakest (22.9K avg for top vs 4.6K for worst) – among 250 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

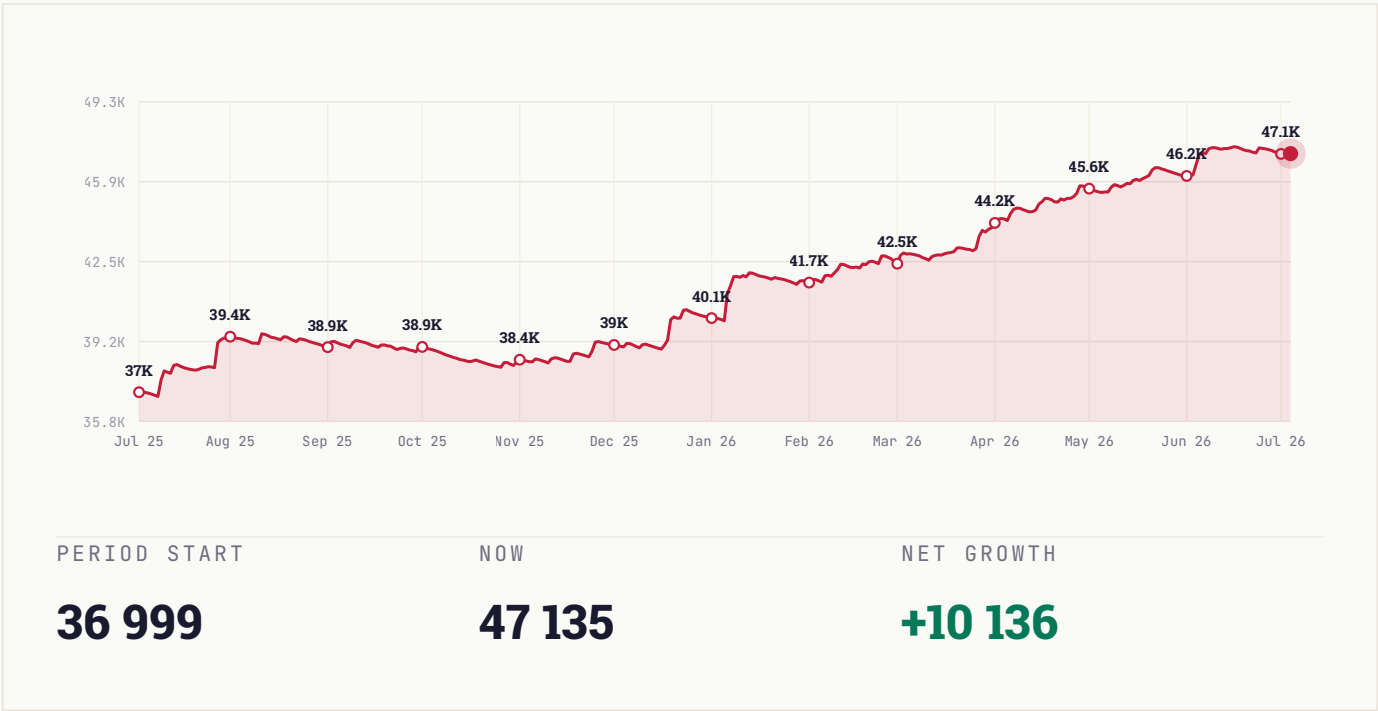
Nº1 16.06 · 10:12 VIDEO A power bank exploded in a Pavlodar resident's bag: she suffered severe burns The incident happened on June 14. Suddenly from the girl's bag...	VIEWS 40 957 REPOSTS 296	REACTIONS 95 ER 86.9%
Nº2 07.06 · 07:42 TEXT World Cup 2026: Iraq striker interrogated for 7 hours at US airport Iraq national team striker Aymen Hussein was detained and questioned at...	VIEWS 14 893 REPOSTS 12	REACTIONS 114 ER 31.6%
Nº3 08.06 · 04:34 VIDEO Remember the teens who "terrorized" downtown Almaty in spring? Recently social media users claimed they were "spotted" in...	VIEWS 12 850 REPOSTS 7	REACTIONS 95 ER 27.3%

Nº4 05.06 • 11:46 PHOTO KNB announced results of the check on Nurlan Saburov. We received a response from KNB to our official request. According to the response, the verification...	VIEWS 10 833 REPOSTS 38 REACTIONS 170 ER 23.0%
Nº5 08.06 • 07:28 PHOTO Collider picked the 10 most flawlessly directed thrillers of the 21st century. The authors note: a good thriller requires a director...	VIEWS 10 314 REPOSTS 114 REACTIONS 57 ER 21.9%
WORST 3	
↓ 01.07 • 07:33 VIDEO Signs are being removed from the building that housed the Majilis and Senate. Recall that Kazakhstan officially abolished the bicameral Parliament. Also...	VIEWS 4 788 REPOSTS 7 REACTIONS 44 ER 10.2%
↓ 19.06 • 07:39 PHOTO Kazakhstani track and field athlete Zhasmin Begalinova unexpectedly became a new star on social network X (formerly Twitter). Her photos garnered...	VIEWS 4 691 REPOSTS 23 REACTIONS 109 ER 10.0%
↓ 15.06 • 12:23 TEXT Organizers of that infamous site Kizdar Net have been detained. According to the investigation, two Kazakhstani citizens managed to 'earn' 2...	VIEWS 4 463 REPOSTS 17 REACTIONS 65 ER 9.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

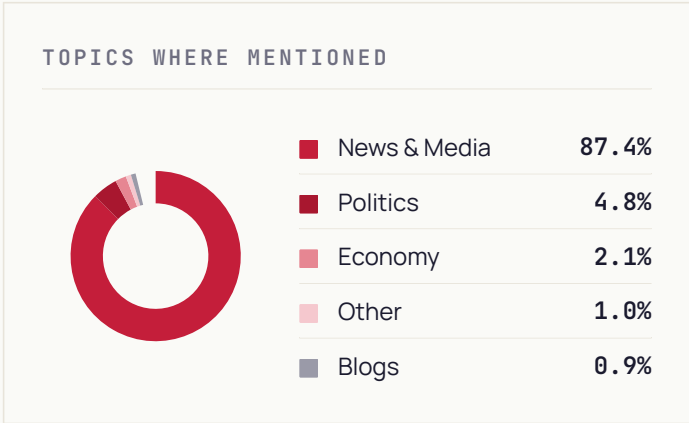
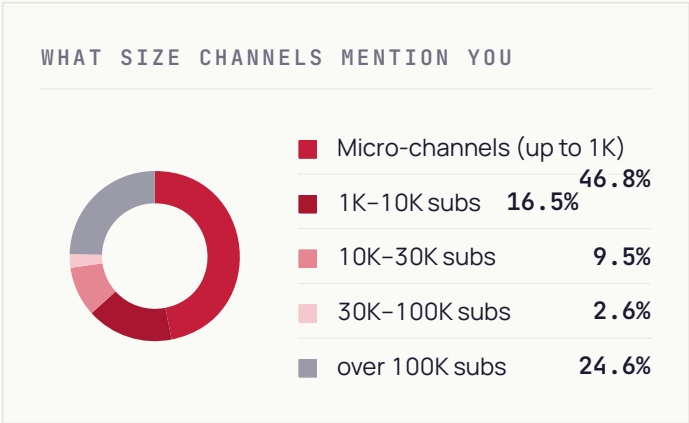
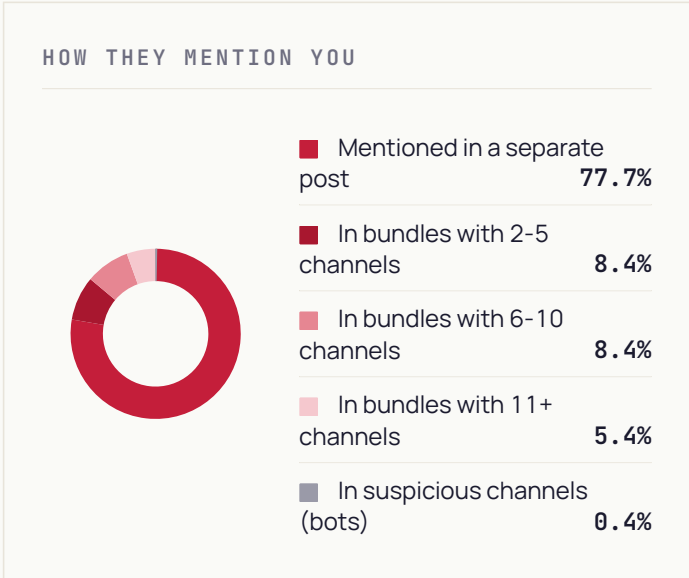
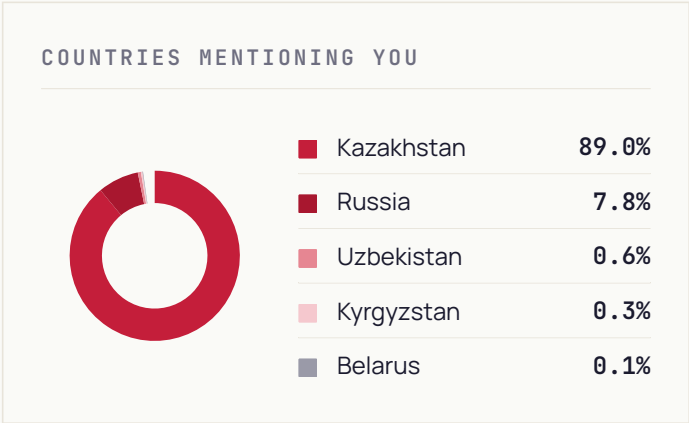
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

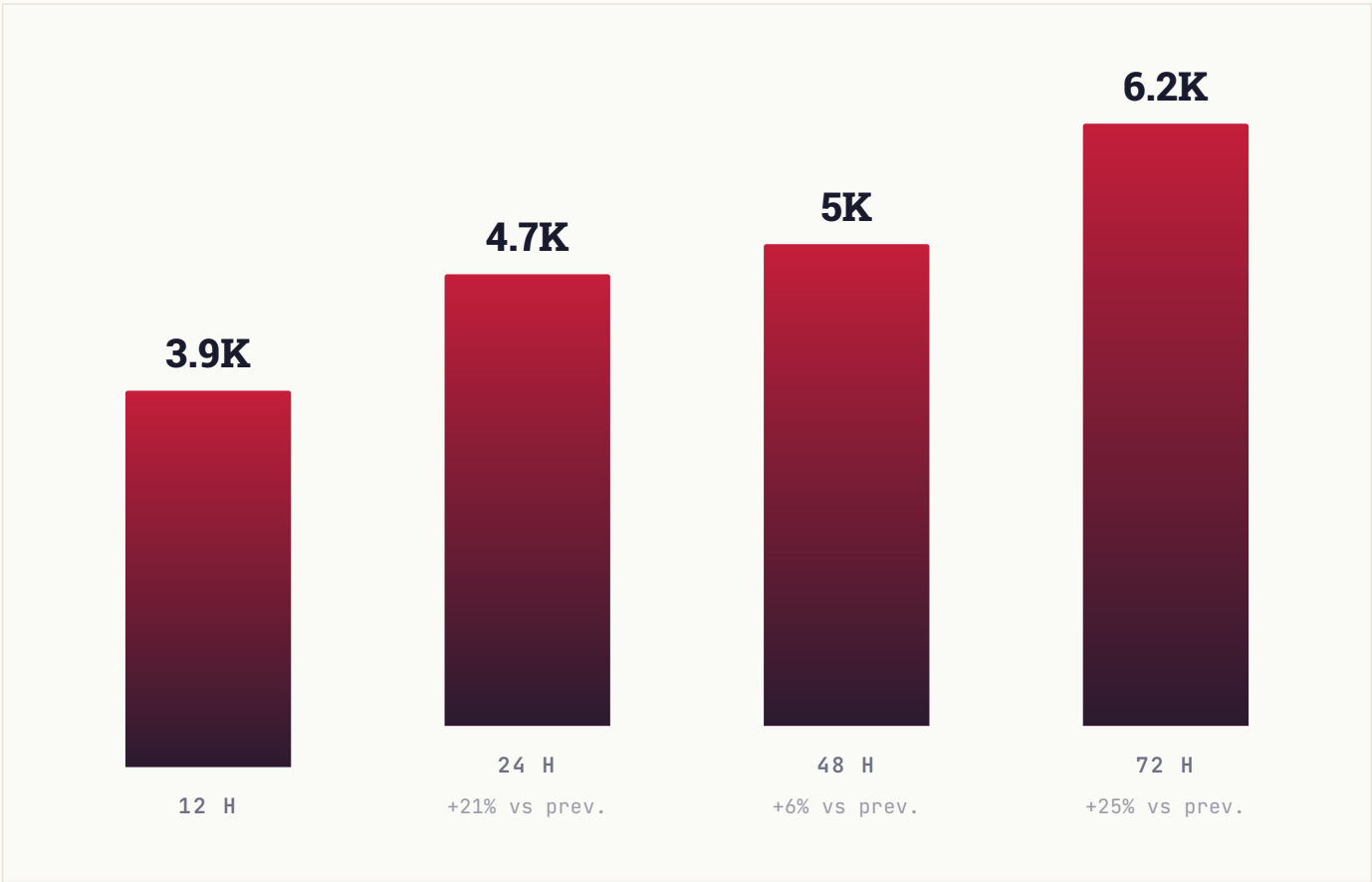
Citation index **60** – channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **181** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
TE TENGONOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - Новости Kazakhstana YOU	47.1K
B  Bugin.info   	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AJ Alibek Zhalgaspaev Investing in Kazakhstan 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance news	21K
ҚЕ Қаржылық Еркіндік	20.6K

COMPARATIVE CONCLUSION

Channel in top 3 niches (#3 of 99 channels in category). A leader — client-partners can cross-promote with peers; for PR/reach you're 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 **62**, they brought **7 972** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	6	5	2 398
December 2025	7	6	2 038
November 2025	8	4	1 453
October 2025	8	4	408
Sep 2025	19	14	944
August 2025	14	9	731

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
62	6	7 972

SECTION 08 · NICHE COMPARISON

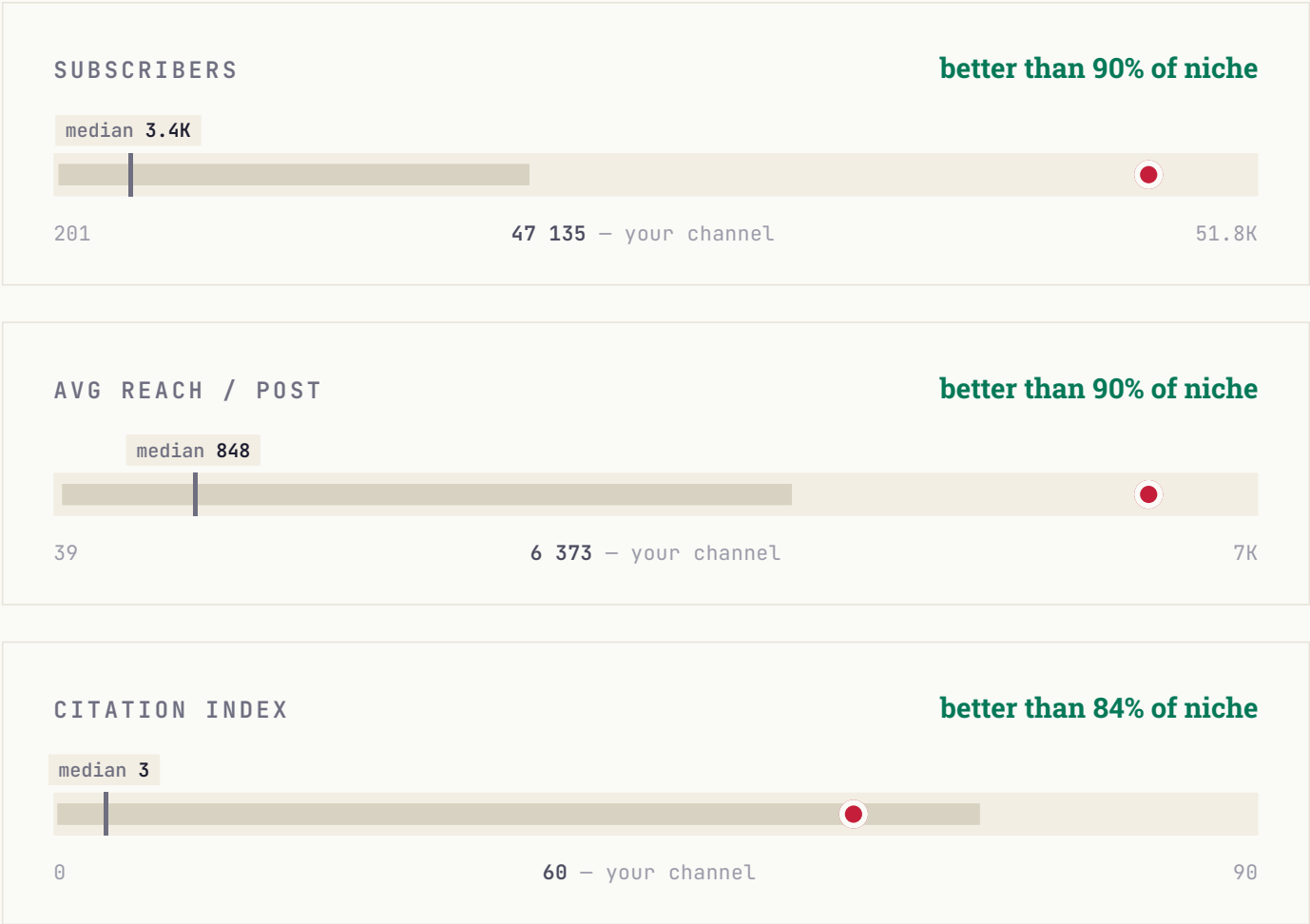
Where the channel ranks in its league

Took top-100 channels in category «Economy» and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#3/100

POSITION IN NICHE

Channel in top 3% economy



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 15:00 ALMT.

EFFECT

Best window for an important post
- 02

System traffic buy

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 — easy growth lever.

EFFECT

+5-15% ER
- 04

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
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

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