

PUBLIC REPORT BY PROMTPRESS

Channel audit Tengri Almaty



@tengrialmaty

Almaty news from @tengrinews. Subscribe! All about beloved Almaty. Feedback → @tengri_infobot Our Instagram: <https://www.instagram.com/tengri.almaty> → 📞 Ads: +77003888188...

SUBSCRIBERS

14 536

-42 per month

ERR (% SEE POSTS)

20.0%

per day **13.1%**

REACH/POST

2.9K

ad reach **1.9K/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 14 536 —	SUBSCRIBER REACH 19.87% avg % subs see post	VIEWS/POST 2.9K median 2.8K · 28 days	POSTS/WEEK 35.6 over period
7D TREND -3.4% vs previous week	REACTIONS/POST 44.2 total 6,493 reactions, 1,660 reposts, 447 comments	POST LENGTH 396 chars median 359 · 28 days	POSTS ANALYZED 147 28 days
AD REACH 1.9K 24h avg	CHURN / MONTH -42 last month	CITATION RATE 34 citation index · 98 channels mentioned all time	CHANNEL AGE 5 years 4 months created 15.02.2021

AI EDITOR SUMMARY

Channel «Tengri Almaty» – 14 536 subs. Each post averages 2.9K people (20% from subs), average reach – room to grow. Publishes 36 posts per week (~5/day) – active posting. Week Jun 22–28 reach stable (-3.4% vs week 15–21 Jun).

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 147 posts over 28 days.
- 02 Dominant format – Photo (75/147 posts).
- 03 Avg post length – 396 chars (median 359).
- 04 Peak audience activity – Wed, 13:00 ALMT.
- 05 Top posts get 2× more views than the weakest (5.4K avg for top vs 2.3K for worst) – among 147 posts over 28 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 01.07 · 08:45 PHOTO Almaty residents received emergency alerts – Ministry of Emergency confirmed mudflow threat in the mountains All services of the Ministry, Kazselezashchita and Almaty Emergency Department are now...	VIEWS 7 438 REPOSTS 80	REACTIONS 11 ER 51.2%
Nº2 16.06 · 13:34 VIDEO Almaty resident captured a rare shot – lightning struck the Koktobe TV tower. Looks beautiful and a bit scary👁👁	VIEWS 4 450 REPOSTS 36	REACTIONS 85 ER 30.6%
Nº3 09.06 · 13:28 PHOTO "Do this exercise twice a day and your back won't hurt." On flight Astana - Almaty passenger lay on seats almost entire flight...	VIEWS 4 168 REPOSTS 6	REACTIONS 67 ER 28.7%

Nº4

16.06 · 12:41

PHOTO

Almaty pensioners scammed out of 1.5 billion tenge Scammers posing as police online convinced elderly...

VIEWS

3 952

REPOSTS

7

REACTIONS

53

ER

27.2%

Nº5

04.06 · 16:54

TEXT

Almaty residents report feeling tremors. Official data: According to the Almaty Emergency Department, the epicenter was 316...

VIEWS

3 747

REPOSTS

43

REACTIONS

28

ER

25.8%

WORST 3

↓ 11.06 · 09:21 VIDEO Dog rescued from sewer A dog fell into a water-filled sewer in Alatau district. A woman immediately called...	VIEWS 2 425 REPOSTS 4 REACTIONS 71 ER 16.7%
↓ 11.06 · 11:08 VIDEO Bus driver saves bird in Almaty Pigeon was on the road and couldn't fly away. Driver stopped the bus and moved...	VIEWS 2 391 REPOSTS 10 REACTIONS 99 ER 16.4%
↓ 15.06 · 12:47 TEXT Organizers of the infamous shame site Kizdar Net detained. According to investigators, two Kazakhstani citizens managed to "earn" 2...	VIEWS 2 111 REPOSTS 12 REACTIONS 17 ER 14.5%

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 and lost subs.



PERIOD START

14 053

NOW

14 536

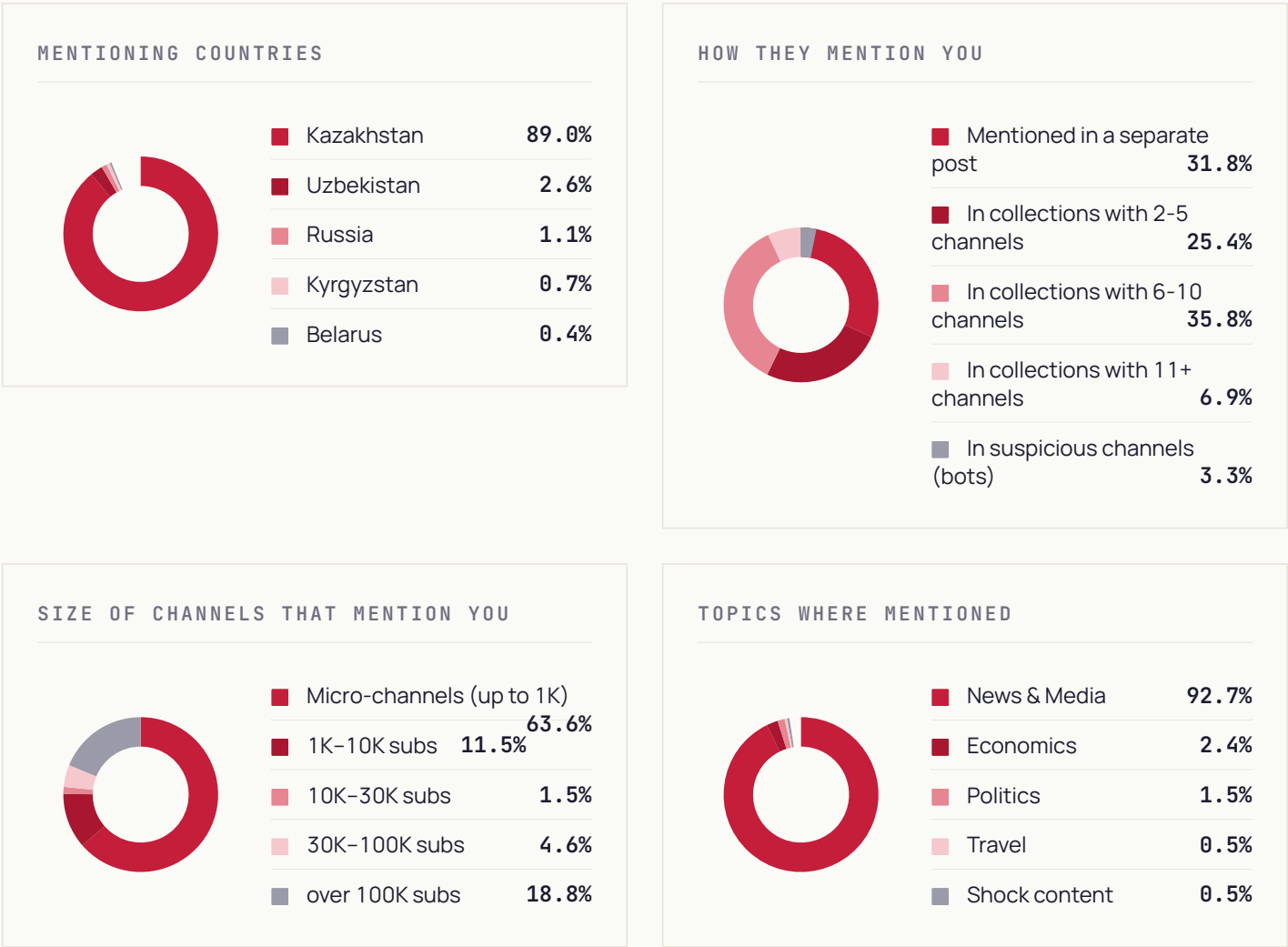
NET GROWTH

+483

SECTION 04 · MENTIONS

Who mentions the channel and how

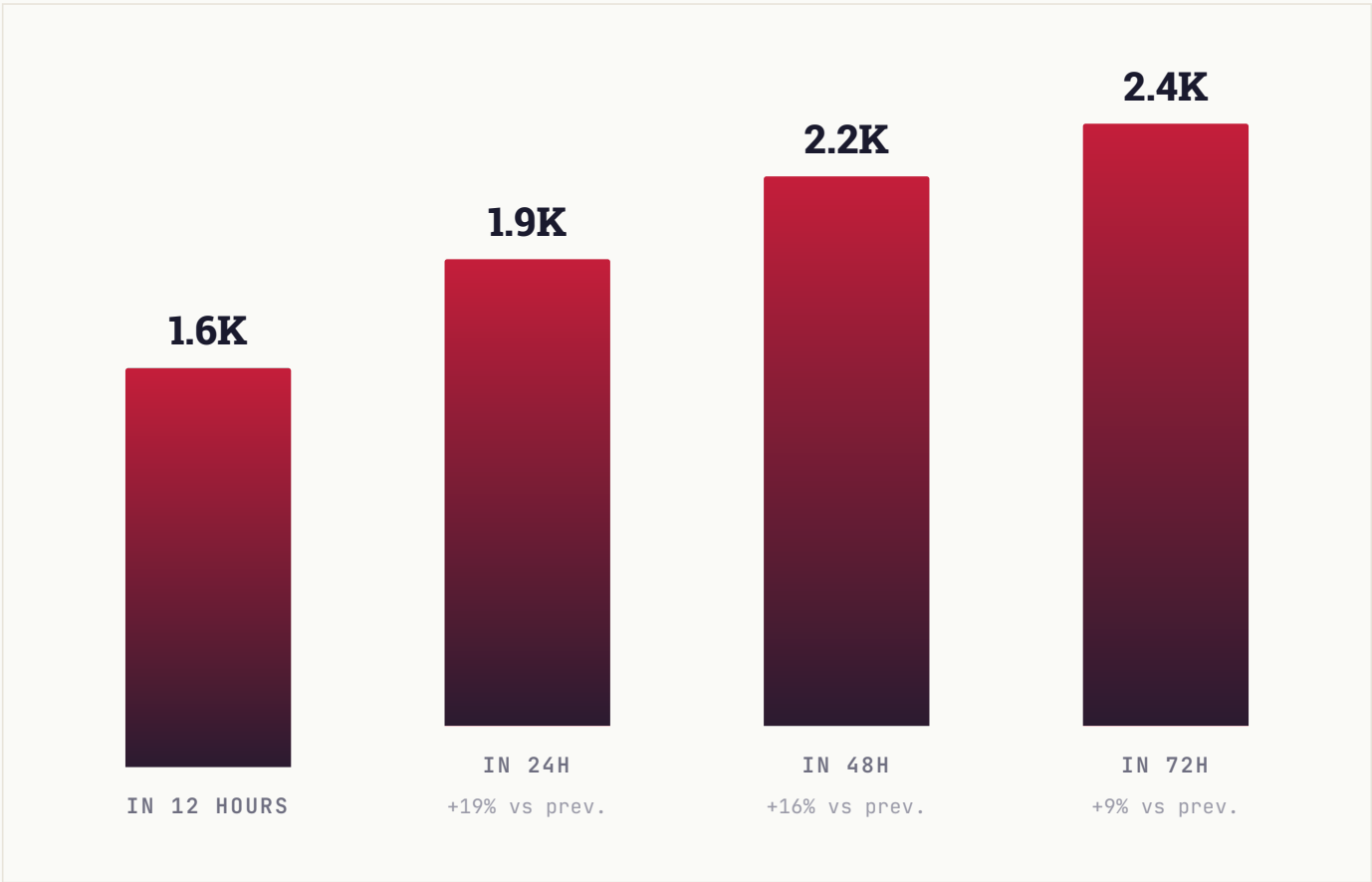
Citation index **34** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **98** different channels.



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 and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & 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
NO NONEWS	76.2K
AB Atameken Business - Kazakhstan News	74.2K
TA Tengri Almaty YOU	14.5K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#71 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Dauletten (342.4K).

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 **12**, they brought **2 369** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	427
December 2025	1	1	265
November 2025	0	0	98
October 2025	1	1	78
Sep 2025	2	1	376
August 2025	8	4	1 125

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
12	6	2 369

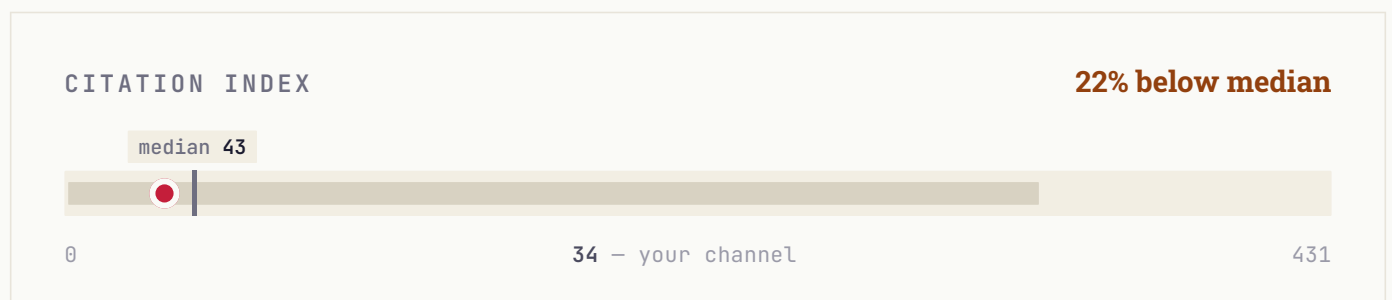
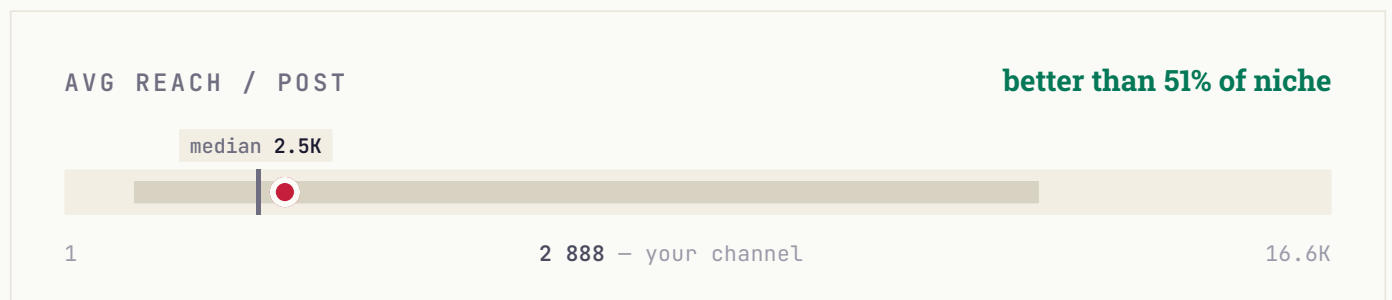
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#71/100

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 off and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 13:00 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 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 is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-niche 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. 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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