

PUBLIC REPORT BY PROMTPRESS

Channel audit

The Tech



@thetechkz

Telegram channel about venture investments and startups in Central Asia. Career opportunities channel: @we_project IT leaders community: @thetechkz For placements:...

SUBSCRIBERS

26 150

+669 per month

ERR (% SEE POSTS)

9.0%

per day 5.7%

REACH/POST

2.2K

ad reach 1.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 26 150 —	 SUBS REACH 8.45% avg % subs see post	 VIEWS/POST 2.2K median 1.9K · 29 days	 POSTS/WEEK 40.5 for the period
 7D TREND -7.9% vs previous week	 REACTIONS/POST 10.5 only 1,767 reactions, 1,390 reposts, 95 comments	 POST LENGTH 512 chars median 454 · 29 days	 POSTS ANALYZED 169 29 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH +669 for the last month	 CITATION RATE 73 citation index · 348 channels mentioned all time	 CHANNEL AGE 7 years 6 months created 17.12.2018

AI EDITOR SUMMARY

Channel «The Tech» – 26 150 subs. Each post averages 2.2K people (8% of subs), reach is low – consider expanding audience. Publishes 40 posts per week (~6/day) – active posting. For week 22–28 Jun reach dropped -7.9% by week 15–21 Jun – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **169** posts over 29 days.
- 02 Dominant format – **Text** (124/169 posts).
- 03 Avg post length – **512** chars (median 454).
- 04 Peak audience activity – **Thursday**, 15:00 ALMT.
- 05 Top posts get **7x** more views than the weakest (10.2K avg for top vs 1.5K for worst) – among 169 posts in 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 10:47 TEXT 🔥 Top-10 IT companies in Central Asia: where everyone dreams to work We've gathered companies developing products with millions of users...	VIEWS 15 985 REPOSTS 141	REACTIONS 19 ER 61.1%
Nº2 19.06 · 06:50 PHOTO ⚡ Reminder: applications for Central Asia startup pitch are open 🔥 Two projects will be selected for the broadcast, receiving a review and...	VIEWS 7 267 REPOSTS 32	REACTIONS 9 ER 27.8%
Nº3 13.06 · 09:09 PHOTO 🔥 Live stream announcement Road to TechCrunch Startup Battlefield 2026: contest breakdown and participation terms In this stream we'll detail how...	VIEWS 7 211 REPOSTS 28	REACTIONS 11 ER 27.6%

Nº4 10.06 · 06:38 PHOTO 📺 Stream announcement: “HR Tech in Practice: How Technology Helps Retain and Develop Talent in Big4” 📅 June 12 at 18:00 📍 Telegram channel The...	VIEWS 6 830 REPOSTS 24	REACTIONS 16 ER 26.1%
Nº5 05.06 · 12:44 PHOTO 🔥 Fresh news straight from the global Huawei ICT Competition finals! 🏆 From June 2–5 in China, the best...	VIEWS 6 432 REPOSTS 41	REACTIONS 22 ER 24.6%

WORST 3

↓ 29.06 · 10:06 PHOTO Reminder: today we're hosting a live stream on «How to Build Community Around a Brand» We'll discuss why strong community...	VIEWS 1 500 REPOSTS 2	REACTIONS 6 ER 5.7%
↓ 29.06 · 08:01 TEXT 🗣️ Every month startup founders, investors, and leading engineers discuss trends in AI, development, and business, as well as...	VIEWS 1 457 REPOSTS 4	REACTIONS 13 ER 5.6%
↓ 29.06 · 07:05 PHOTO 🌟 Only 2 days left to apply! 🌐 Startups from Central Eurasia get a chance to go global. Our partners from...	VIEWS 1 445 REPOSTS 9	REACTIONS 13 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

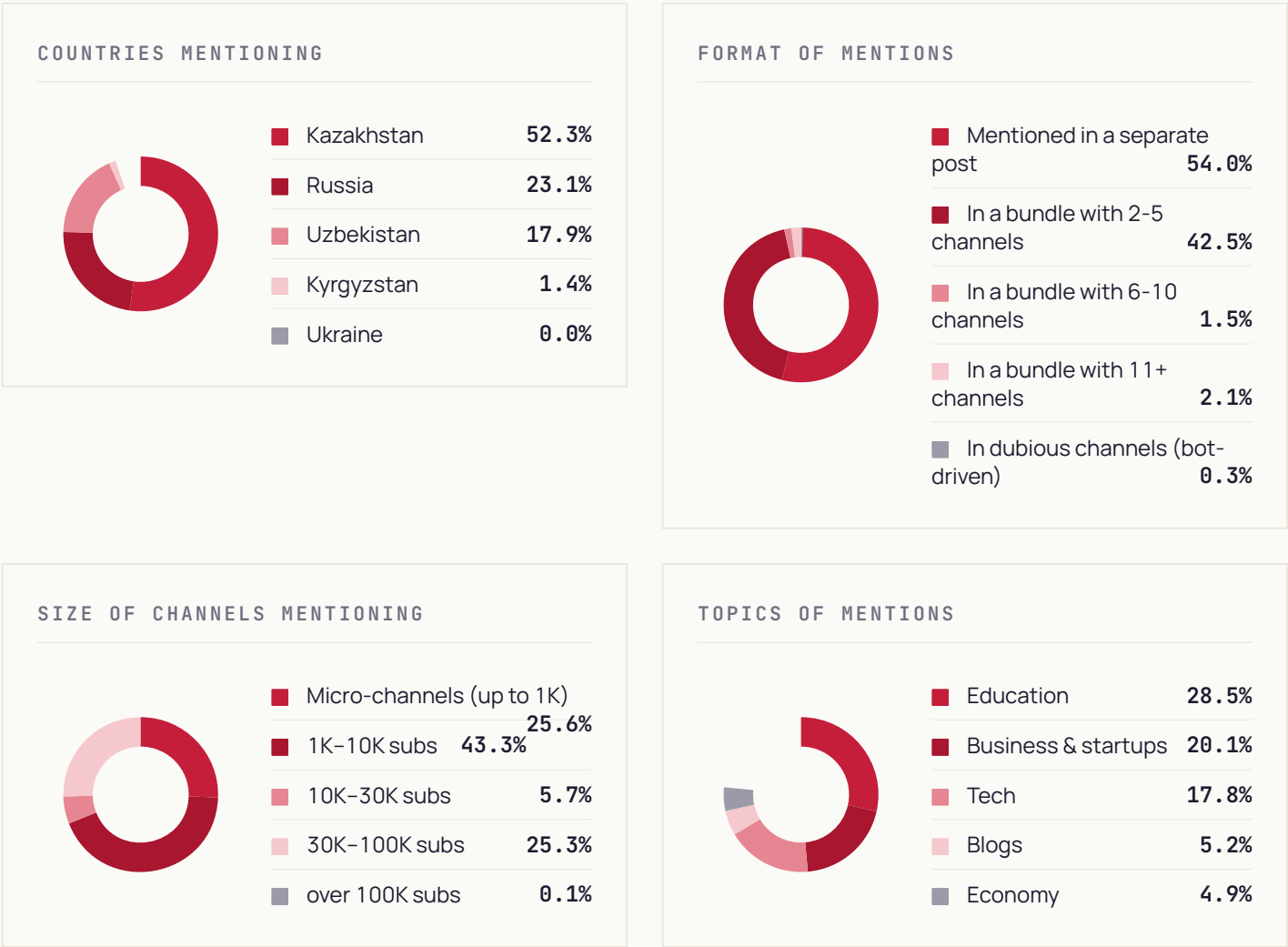
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

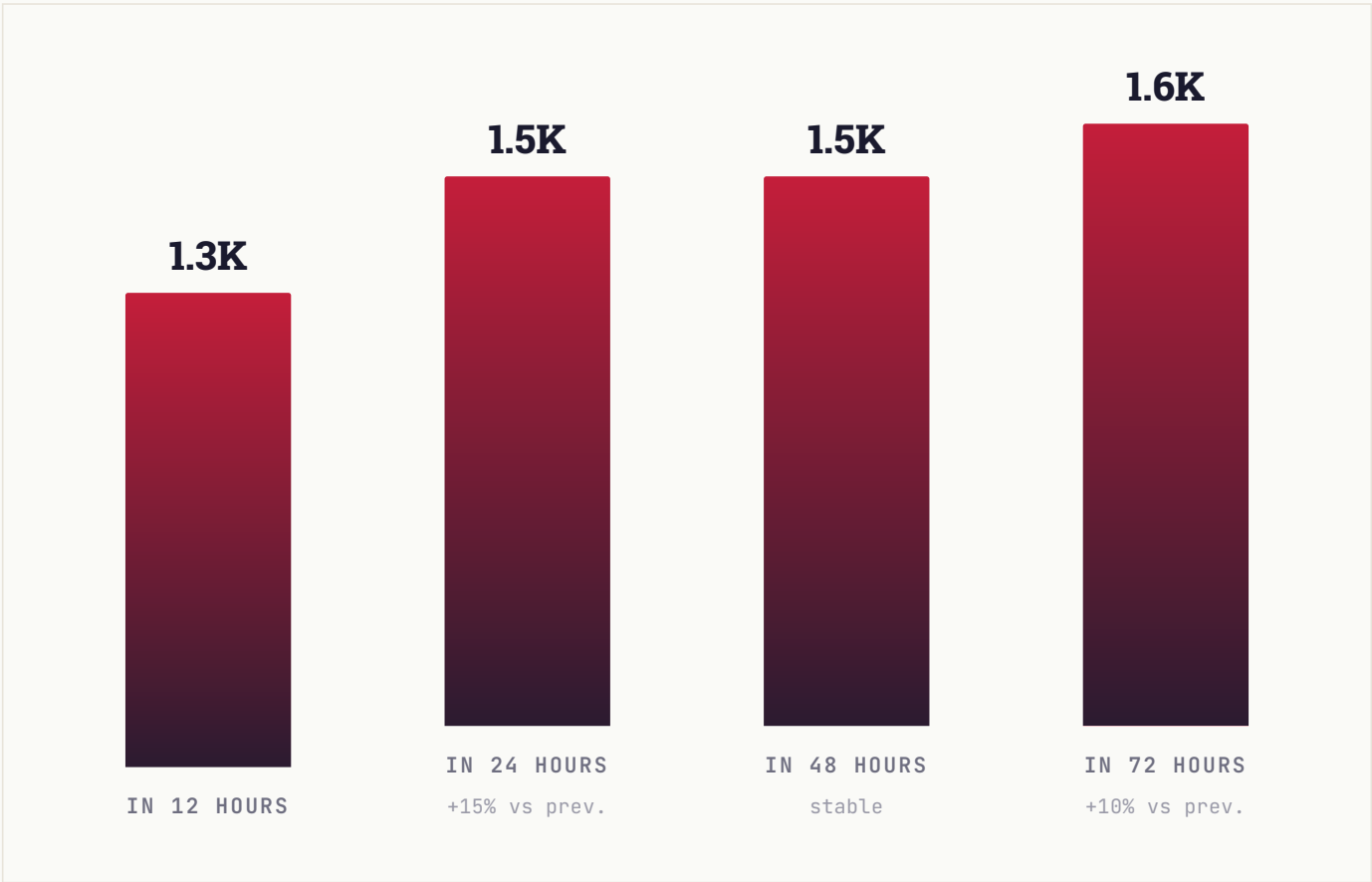
Citation index **73** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **348** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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 peers.

CHANNEL	SUBSCRIBERS
TT Tim Wallpapers & Techno Time	120.9K
AB Alisher Beisebay	53.5K
TT The Tech YOU	26.1K
BJ BlueScreen Digital Kazakhstan	25.2K
CI Kazakhstan remote work	20.9K
AP AI Prompt Office	15.2K
AH Astana Hub	13.2K
AB Alisher Beisebay IT	10.9K
DE Devs.kz	10.2K
SE SecuriXy.kz	9.8K
N1 N1CASES	9.3K

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 93 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **189**, they brought **4 751** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	13	7	292
December 2025	35	17	374
November 2025	19	9	1 544
October 2025	32	13	512
September 2025	41	13	603
August 2025	49	18	1 426

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
189	6	4 751

SECTION 08 · NICHE COMPARISON

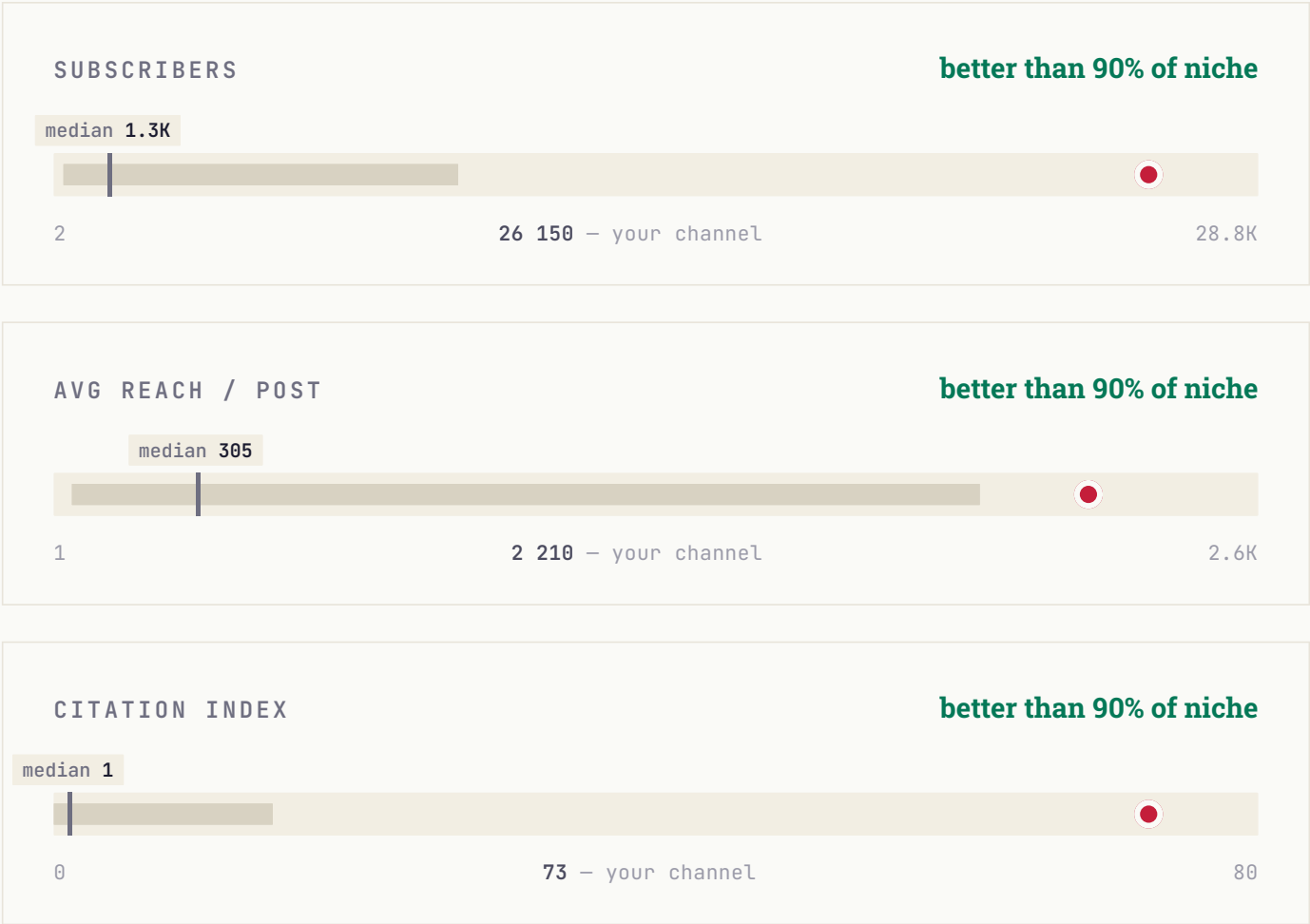
Where the channel stands in its league

Took top-93 channels in category "Tech» and saw how your channel compares.
Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
Red dot — your channel.

#3/93

RANK IN NICHE

Channel in top 3% tech



— 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

Best post day — Thursday

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

EFFECT

**Best window
for important
posts**

02

Increase video posts share

Video in Telegram retains 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 give +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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