

PROMTPRESS PUBLIC REPORT

Channel audit

Типичный Павлодар - шок tipavlo



@tipavlo

Here's Pavlodar content you won't see on other socials

SUBS	ERR (% SEE POSTS)	REACH/POST
37 013	40.0%	14.2K
04.07.2026 -158 per month	per day 17.0%	ad reach 6.3K/24h
HTTPS://PROMTPRESS.COM/AUDIT/TIPAVLO		

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «News & Media» category

09 Strategy

5 priority actions

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 37 013 —	 SUB REACH 38.26% avg % subs see post	 VIEWS/POST 14.2K median 13.3K · 27 days	 POSTS/WK 4.4 for the period
 7D TREND -4.2% vs previous week	 REACTIONS/POST 148.0 only 2,516 reactions, 0 reposts, 1,095 comments	 POST LENGTH 317 chars median 95 · 27 days	 POSTS ANALYZED 17 27 days
 AD REACH 6.3K 24h avg	 CHURN / MONTH -158 for the last month	 CITATION RATE 25 citation index · 75 channels mentioned all time	 CHANNEL AGE 7 years 21 days created 13.06.2019

AI EDITOR SUMMARY

Channel «Типичный Павлодар - шок tipavlo» — 37 013 subs. Each post averages 14.2K people (38% of subs), good reach. Posts 4 posts/week (~1/day) — rare. Week Jun 22–28 reach stable (-4.2% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 17 posts over 27 days.
- 02 Dominant format – Video (9/17 posts).
- 03 Avg post length – 317 chars (median 95).
- 04 Peak audience activity – Saturday, 19:00 ALMT.
- 05 Top posts get 2× more views than the weakest (20.3K avg for top vs 9.6K for worst) – among 17 posts in 27 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 14:39 PHOTO Useful link: https://t.me/PoolQueueBot	VIEWS 22 475 REPOSTS —	REACTIONS 86 ER 60.7%
Nº2 06.06 · 03:13 VIDEO  A Constructor Museum opens in Pavlodar! Kids and adults are invited to an exciting exhibition featuring dozens...	VIEWS 19 257 REPOSTS —	REACTIONS 45 ER 52.0%
Nº3 12.06 · 10:37 VIDEO  call the police when you see this	VIEWS 19 160 REPOSTS —	REACTIONS 169 ER 51.8%

Nº4

11.06 · 15:18

PHOTO

Weather in Pavlodar gives phone wallpaper shots

VIEWS

18 175

REPOSTS

—

REACTIONS

290

ER

49.1%

Nº5

18.06 · 07:04

PHOTO

🔥 NEED GAS? CONTACT LLP «INTERSNAB GAS»! 🔥 We provide reliable gas supplies for home, business, and industry in...

VIEWS

16 524

REPOSTS

—

REACTIONS

54

ER

44.6%

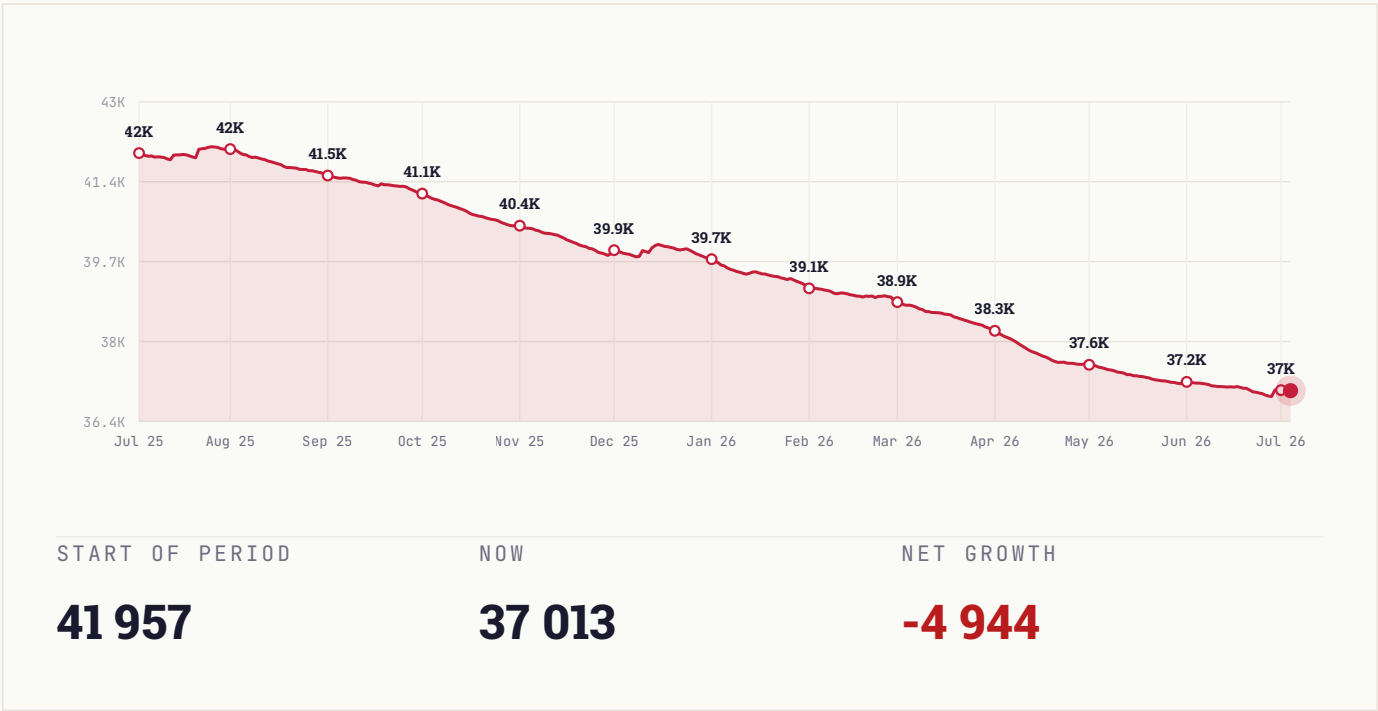
WORST 3

↓ 29.06 · 03:16 VIDEO Night police super action	VIEWS 10 261 REPOSTS —	REACTIONS 79 ER 27.7%
↓ 29.06 · 07:11 VIDEO By the way: Result of yesterday's chase, the stolen patrol car crashed head-on into a taxi driver's Cobalt who was driving with passengers, in...	VIEWS 9 463 REPOSTS —	REACTIONS 100 ER 25.6%
↓ 29.06 · 07:06 TEXT Comment from the Pavlodar region DP: Police opened criminal cases for theft from a store and theft of an official vehicle...	VIEWS 9 099 REPOSTS —	REACTIONS 50 ER 24.6%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

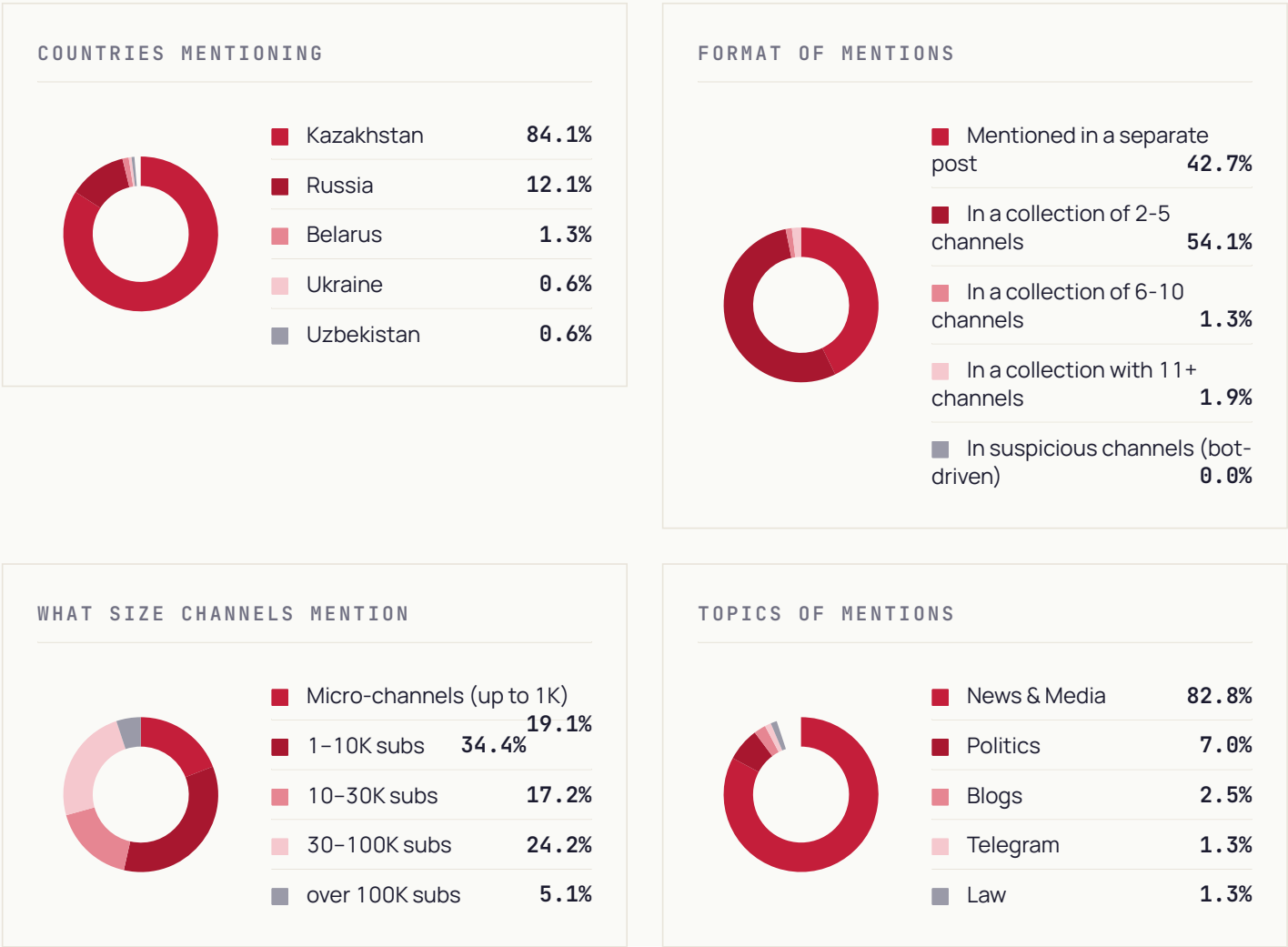
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

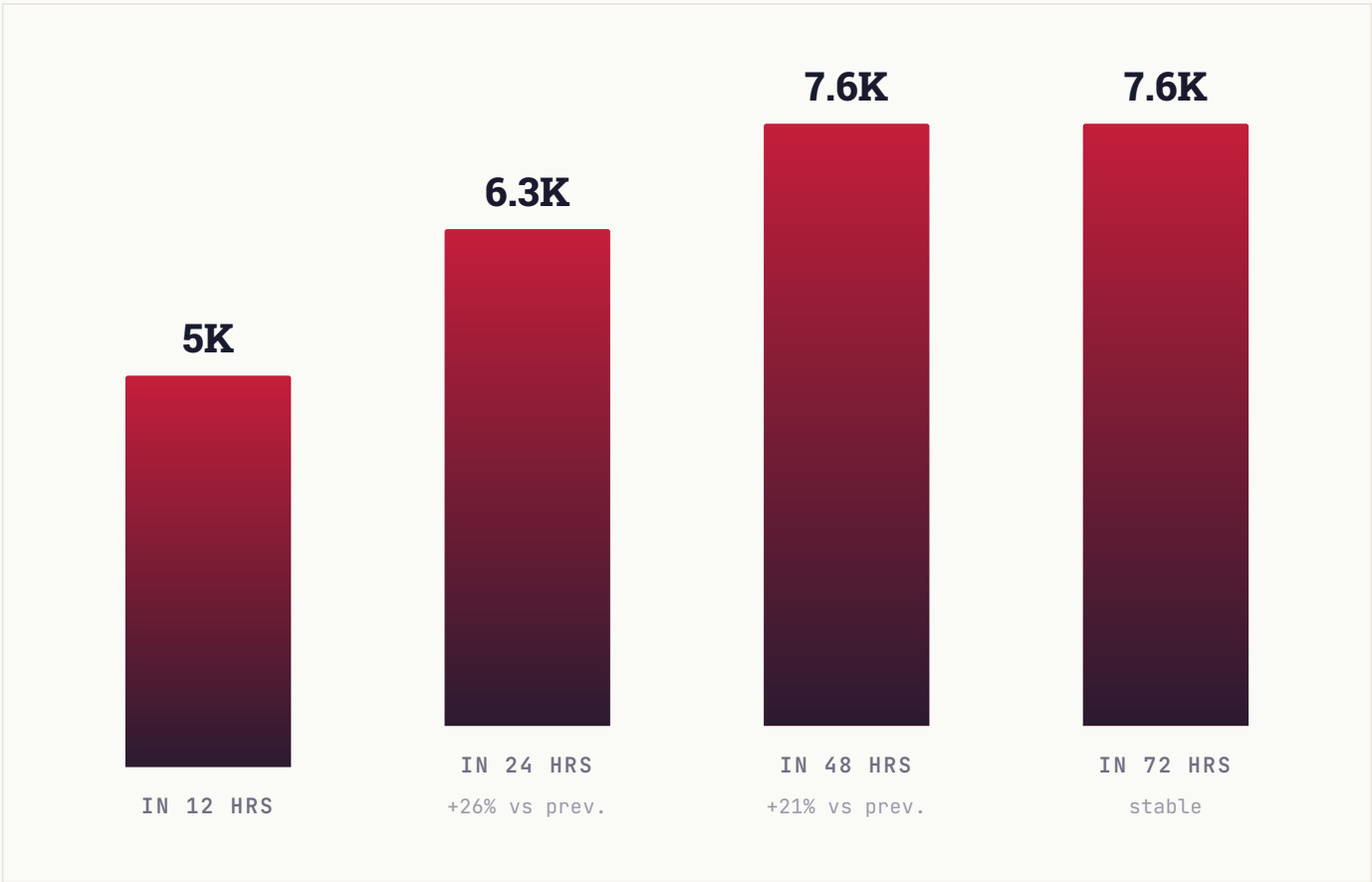
Citation index **25** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **75** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
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
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
TP Типичный Павлодар - шок tipavlo YOU	37K

COMPARATIVE INSIGHT

Channel in top half of the niche (#29 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **7**, they brought **571** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	68
December 2025	2	2	398
Nov 2025	0	0	35
Oct 2025	2	2	6
Sep 2025	3	3	52
August 2025	0	0	12

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
7	6	571

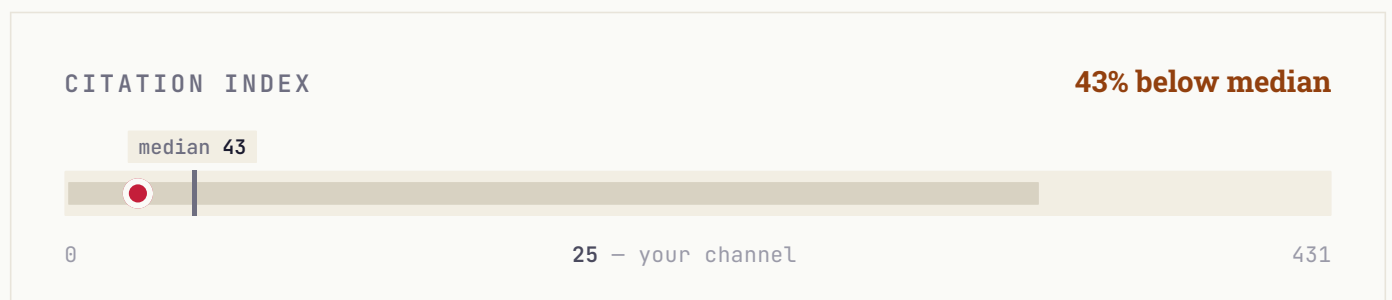
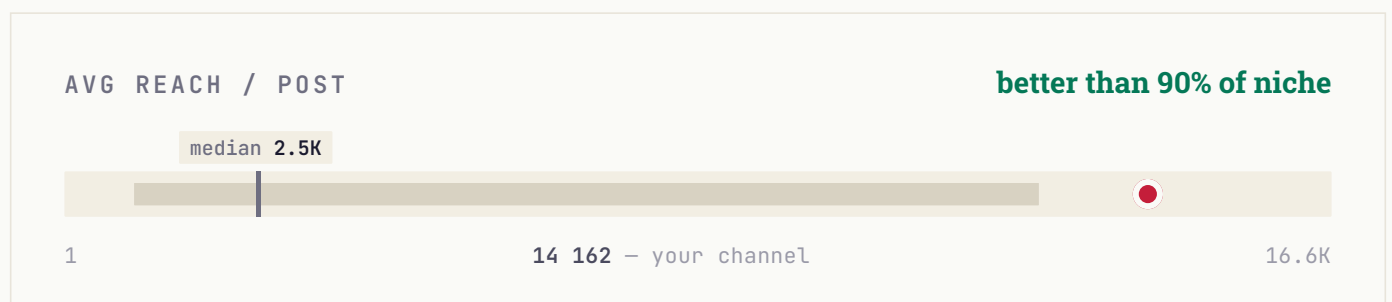
— SECTION 08 • NICHE COMPARISON

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.

#29 /100

RANK IN NICHE
Channel in the top 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

Increase posting frequency

Now 4.4 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Saturday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for an
important post**

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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
