

PROMTPRESS PUBLIC REPORT

Channel audit

TRENDSHOP

CАТАЛОГ

ОПТОМ



@trendshopkatalog

PRICE DIRECTLY DEPENDS ON QUANTITY!!! 📍 Address: New Yalyan
Severnoye Koltso Highway, 9/2a Almaty ▪ Sector-A ▪ 70/71/72
boutique Phone: 📞 8 778 531 16 42 wa.me/77785311642 📞 8
778 531 16...

SUBSCRIBERS

18 665

05.07.2026
-343 per month

ERR (% SEE POSTS)

7.0%

HTTPS://PROMTPRESS.COM/AUDIT/TRENDSHOPKATALOG
daily 2.7%

REACH/POST

1.1K

ad reach 500/24h

— 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 & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 18 665 —	 SUBS REACH 5.99% avg % subs see post	 VIEWS/POST 1.1K median 1.1K · 28 days	 POSTS/WEEK 25.3 for period
 7D TREND -34.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 97 chars median 91 · 28 days	 POSTS ANALYZED 103 28 days
 AD REACH 500 24h avg	 CHURN / MONTH -343 last month	 CITATION RATE 0 citation index · 3 channels mentioned ever	 CHANNEL AGE 6 years 9 months created 13.09.2019

AI EDITOR SUMMARY

Channel «TRENDSHOP КАТАЛОГ ОПТОМ» — 18 665 subs. Each post avg views 1.1K people (6% from subs), low reach — need to grow audience. Publishes 25 posts/week (~4/day) — active publishing. For week Jun 22–28 reach dropped -34.2% to week Jun 15–21 — worth analyzing 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 103 posts in 28 days.
- 02 Dominant format – Video (52/103 posts).
- 03 Avg post length – 97 chars (median 91).
- 04 Audience peak – Wed, 18:00 ALMT.
- 05 Top posts get 3x more views than weakest (2.4K avg top vs 871 worst) – among 103 posts in 28 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 07:24 PHOTO Inflatable mattress chair Color: blue, dark blue, gray 📦:5500тг Order: Wa.me/77785311682 Wa.me/77785311642	VIEWS 2 469 REP. 4	REACTIONS — ER 13.2%
Nº2 05.06 · 05:48 PHOTO Kids bath balloon 📦:1500 KZT To order: Wa.me/77470410732 Wa.me/77785311682 Wa.me/77785311642	VIEWS 2 401 REP. 7	REACTIONS — ER 12.9%
Nº3 10.06 · 13:10 PHOTO Mini Washing Machine 18L 📦:14500тг Order: Wa.me/77785311682 Wa.me/77785311642	VIEWS 2 213 REP. 1	REACTIONS — ER 11.9%

Nº416.06 · 07:11 **VIDEO**
(post without caption – video)

VIEWS	REACTIONS
2 158	—
REP.	ER
2	11.6%

Nº510.06 · 13:08 **PHOTO**
Mini Washing Machine 📦:5900 Order: Wa.me/77785311682
Wa.me/77785311642

VIEWS	REACTIONS
2 058	—
REP.	ER
3	11.0%

WORST 3

↓ 01.07 · 17:43 **PHOTO**
(post without caption – photo)

VIEWS	REACTIONS
891	—
REP.	ER
1	4.8%

↓ 30.06 · 08:16 **PHOTO**
Garden Hose 60m-3000tg 45m-2500tg To order Wa.me/
77785311642 Wa.me/77785311682

VIEWS	REACTIONS
877	—
REP.	ER
2	4.7%

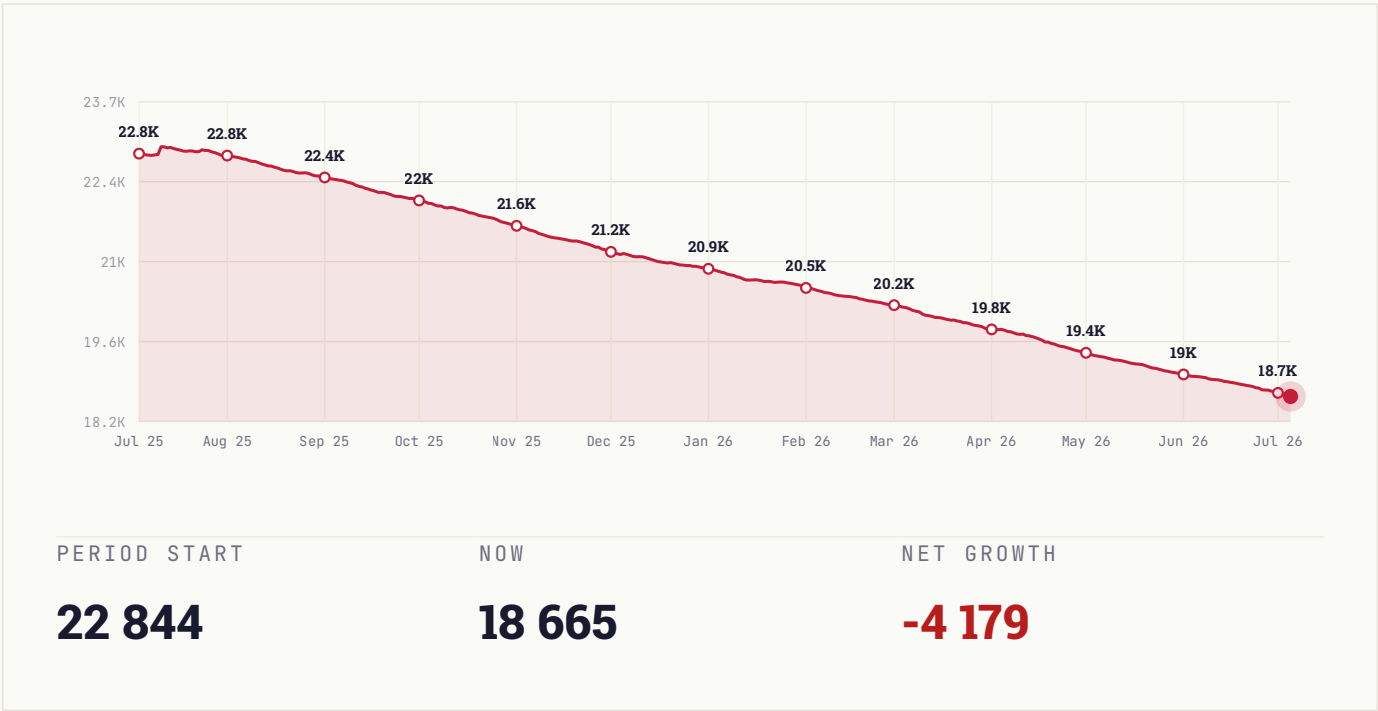
↓ 30.06 · 08:16 **VIDEO**
(post without caption – video)

VIEWS	REACTIONS
845	—
REP.	ER
—	4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

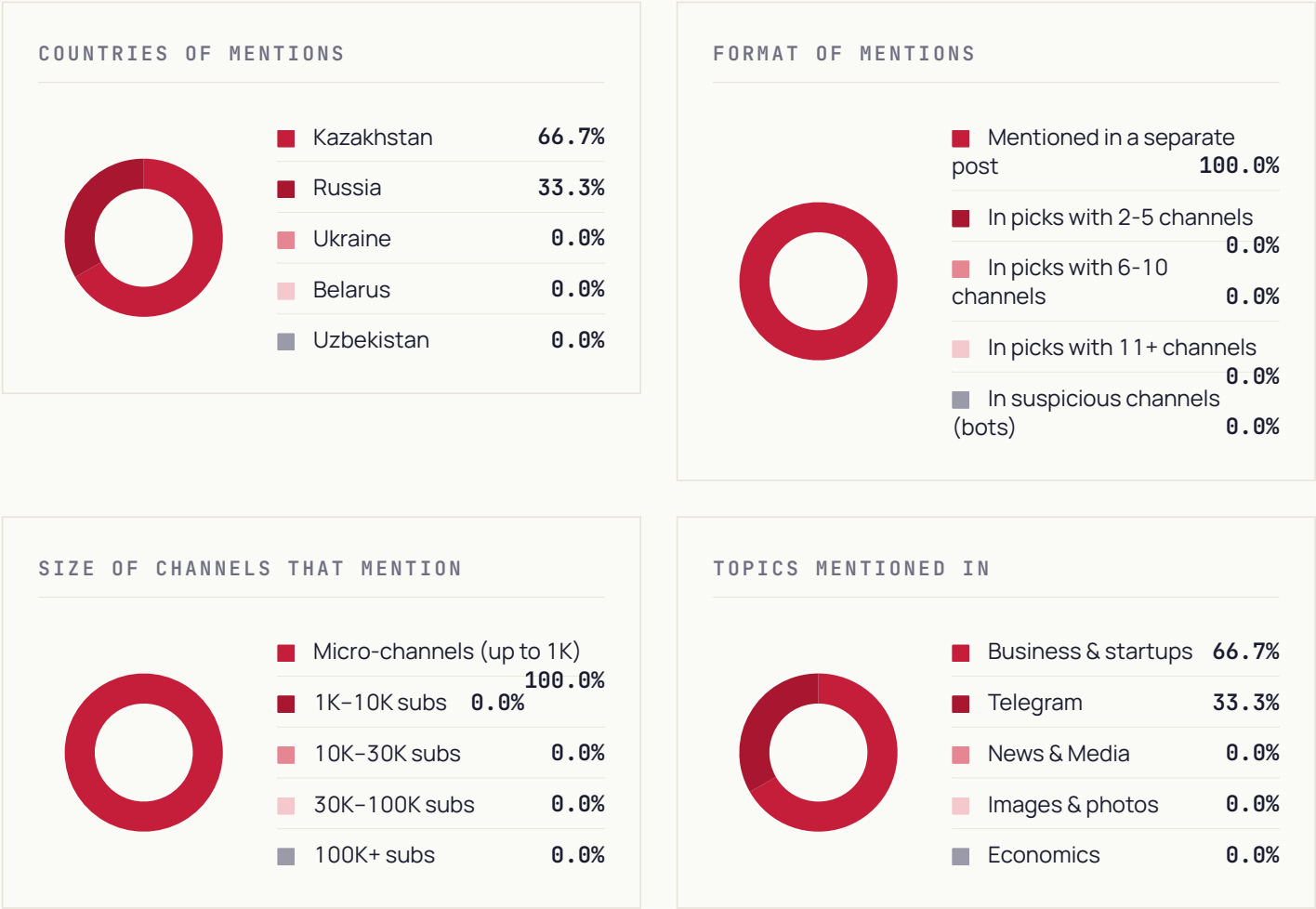
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who & how mentions the channel

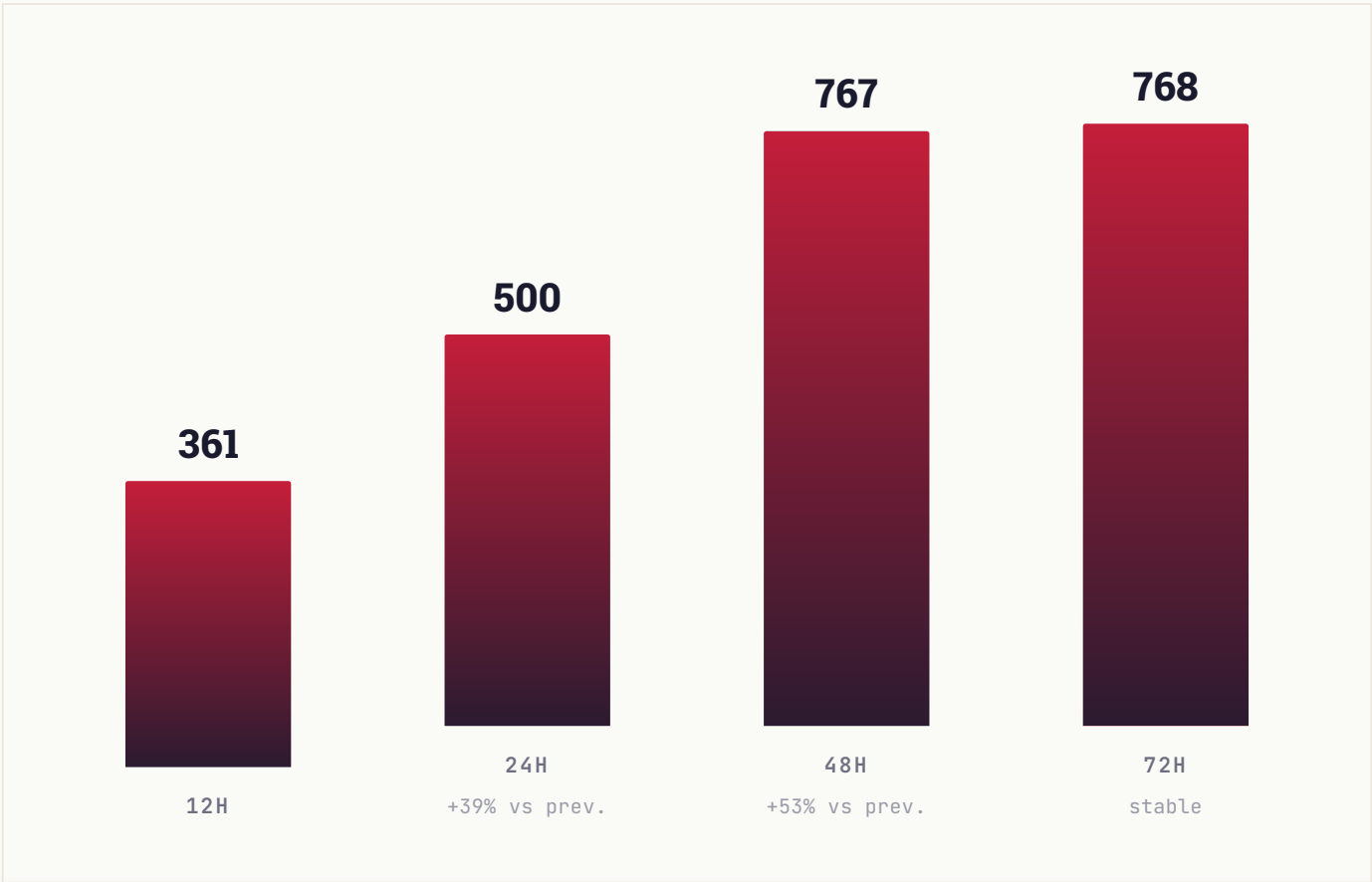
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 3 different channels.



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 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	SUBSCRIBERS
CP Kazakhstan Cheaper	206K
AK Rent apartment Almaty Roommate	77.3K
JA Janapost.kz	33.2K
АП Almaty Roommates Apartments Apartment	29.4K
S- Discounts.live - Discounts in Kazakhstan	24.1K
TK TRENDSHOP КАТАЛОГ ОПТОМ YOU	18.7K
CA Almaty apartments Apartment rental Almaty Find roommates Almaty	17.4K
AK Rent Apartment Almaty Roommate Housemate	16.8K
MO Model3D_stl	13.2K
AC Amway Central Asia	13.1K
QO QMARKET ОПТОМ КАТАЛОГ	13K

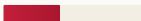
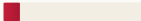
COMPARATIVE CONCLUSION

Channel inniche top-10 (#6 of 100). Strong position. Niche leader — Kazakhstan Cheaper (206K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **64** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	13 
December 2025	0	0	31 
Nov 2025	0	0	4 
Oct 2025	0	0	8 
Sep 2025	0	0	1 
August 2025	0	0	7 

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	64

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-**100** channels in category "**Sales**" 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.

#6

/100

RANK IN NICHE

Channel in top 6% sales

SUBSCRIBERS

top 90% of niche

median 2.8K

388

18 665 — your channel

20.5K

AVG REACH / POST

top 70% of niche

median 417

8

1 119 — your channel

2.4K

CITATION INDEX

worse than median by 99%

median 0

0

0 — your channel

9

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 18:00 ALMT.

EFFECT

**Best time for
important
posts**

02

Systematic traffic buying

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 similar channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs bring 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 us to do this **PromptPress?**

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

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
