

PROMTPRESS PUBLIC REPORT

Channel audit

TRUE STORY KZ



@truestorykz

Only the truth Feedback/ads/collab: @tg1admin

SUBSCRIBERS

14 111

-83 per month

ERR (% SEE POSTS)

14.0%

per day 9.5%

REACH/POST

2K

ad reach 1.3K/24h

— CONTENT · 2026

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below number shows the period it covers.

 SUBSCRIBERS 14 111 —	 SUBS REACH 13.94% avg % subs see post	 VIEWS/POST 2K median 1.7K · 29 days	 POSTS/WEEK 29.6 over period
 7D TREND +25.0% vs previous week	 REACTIONS/POST 79.2 total 9,737 reactions, 458 reposts, 637 comments	 POST LENGTH 616 chars median 605 · 29 days	 POSTS ANALYZED 123 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -83 last month	 QUOTE RATE 131 citation index · 303 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 18.03.2020

AI EDITOR SUMMARY

Channel «TRUE STORY KZ» – 14 111 subs. Each post averages 2K people (14% from subs), reach is low – consider expanding audience. Publishes 30 posts/week (~4/day) – active posting. For week 22–28 Jun reach grew by +25.0% to week 15–21 Jun – positive trend.

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 123 posts over 29 days.
- 02 Dominant format — Text (103/123 posts).
- 03 Avg post length — 616 chars (median 605).
- 04 Peak audience activity — Tuesday, 13:00 ALMT.
- 05 Top posts get 7x more views than the weakest (9.7K avg for top vs 1.4K for worst) — among 123 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 07:01 TEXT Al-Farabi accident case nearing end !! In Almaty, trial continues for high-profile accident where three died in spring 2026...		VIEWS 9 971	REACTIONS 5
		REPOSTS 5	ER 70.7%
Nº2 08.06 · 08:14 TEXT Zeekr driver who caused fatal accident on Al-Farabi forgiven by all victims 🤔 Today in Almaty court third...		VIEWS 9 662	REACTIONS 2
		REPOSTS 18	ER 68.5%
Nº3 23.06 · 09:59 PHOTO Pine forest near Zerenda Lake drying up In Akmola region, pines near popular Zerenda Lake are dying...		VIEWS 9 344	REACTIONS 4
		REPOSTS 12	ER 66.2%

Nº4

30.06 · 08:56

TEXT

In the new Constitution of Kazakhstan, the spelling of the national currency in the Russian text has changed !! Now the official version is...

VIEWS

8 093

REPOSTS

26

REACTIONS

ER

168

57.4%

Nº5

19.06 · 11:51

TEXT

National Bank to clarify currency purchase rules The National Bank of Kazakhstan has drafted a resolution amending acts on...

VIEWS

2 237

REPOSTS

3

REACTIONS

ER

111

15.9%

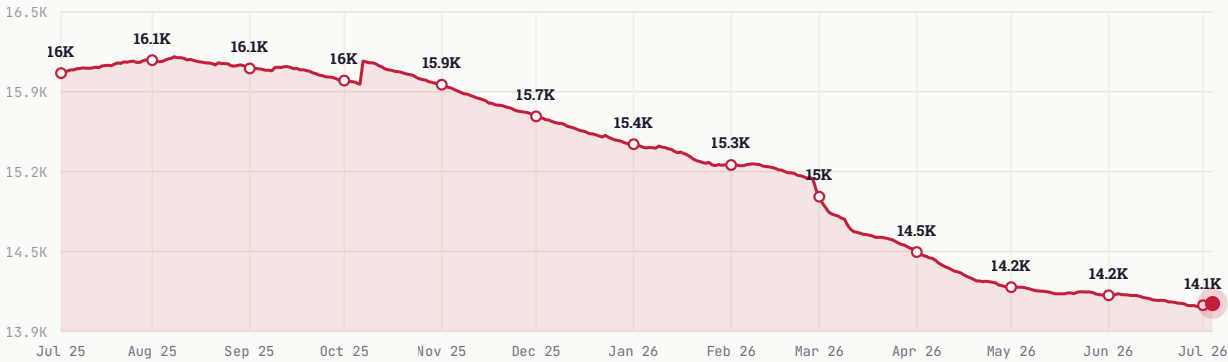
WORST 3

↓ 10.06 · 13:40 TEXT "Holes" in ENPF don't exist - Suleimenov Head of the National Bank Timur Suleimenov commented on raising the sufficiency thresholds for early withdrawal...	VIEWS 1 448 REPOSTS 2 REACTIONS ER 163 10.3%
↓ 10.06 · 12:21 TEXT Kazakhstan won't feel gasoline shortage from Russia Energy Minister Yerlan Akkenzhenov stated that fuel shortage in Russia does not...	VIEWS 1 430 REPOSTS — REACTIONS ER 201 10.1%
↓ 01.07 · 06:59 TEXT Almaty Emergency Department warns against hiking in mountains Residents and tourists of Almaty urged to avoid mountain areas. According to...	VIEWS 1 415 REPOSTS 3 REACTIONS ER 111 10.0%

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 the channel gained or lost subs.



PERIOD START

16 035

NOW

14 111

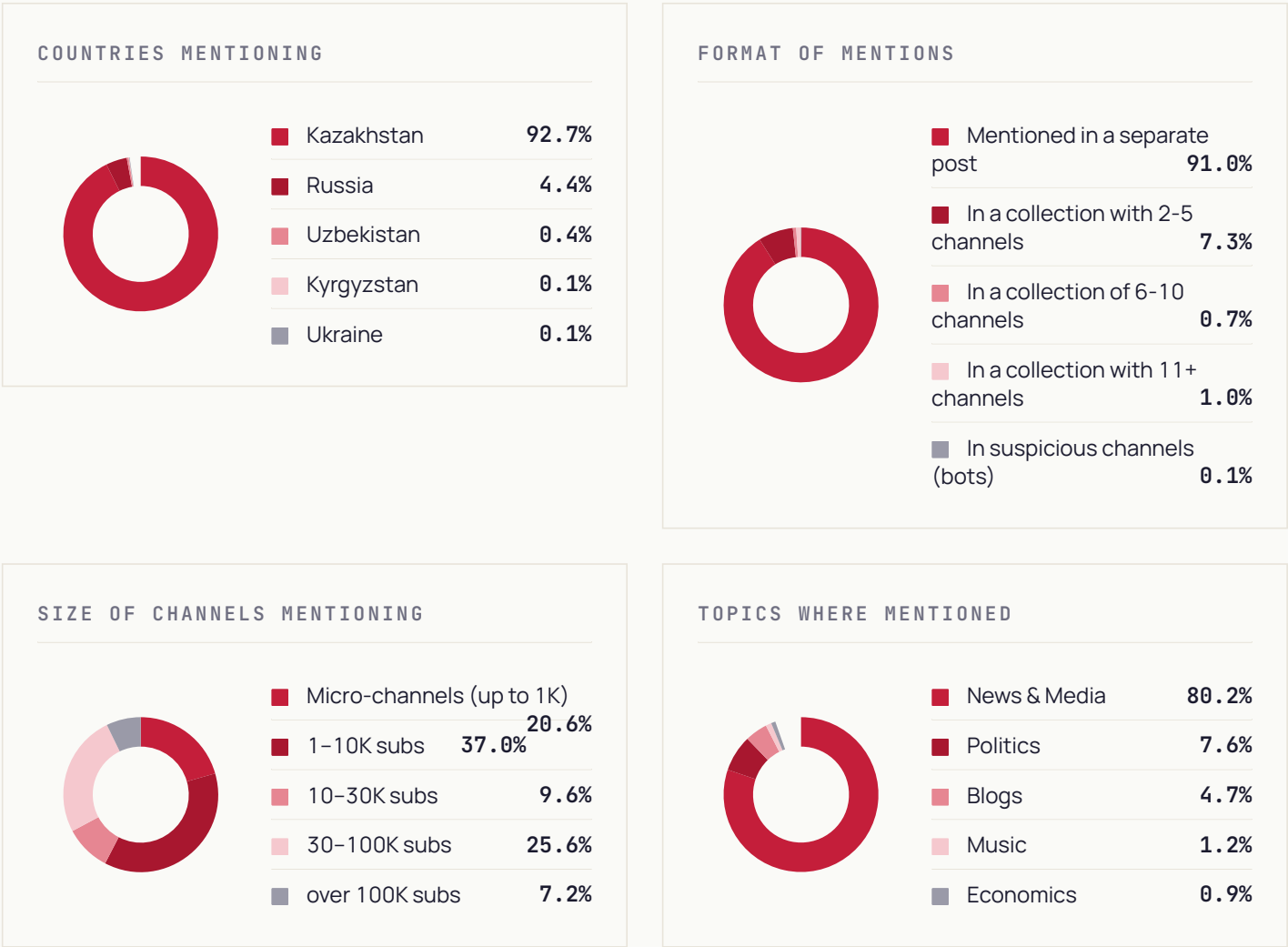
NET GROWTH

-1 924

SECTION 04 · MENTIONS

Who and how mentions the channel

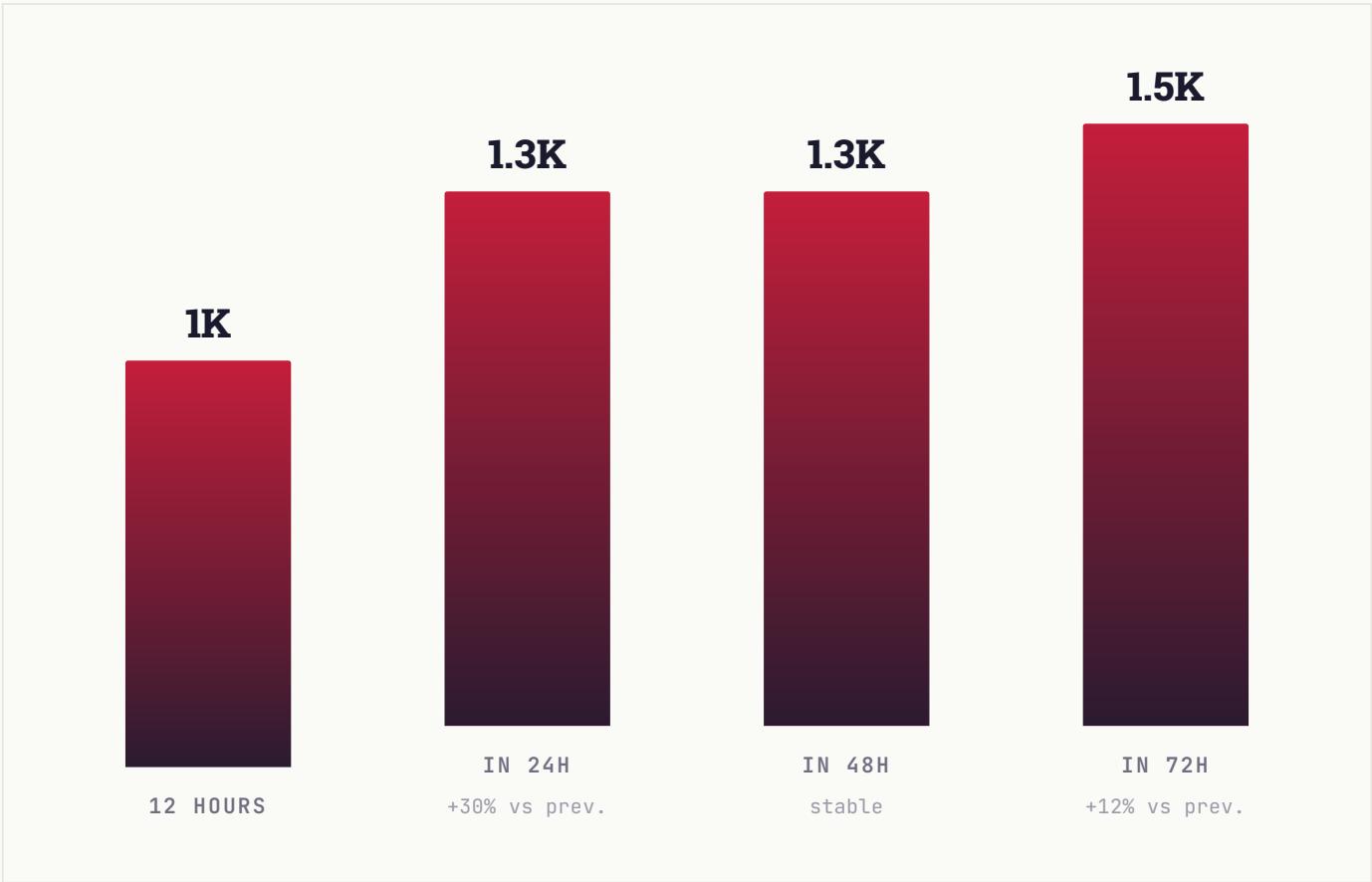
Citation index **131** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. Over all time, the channel was mentioned **303** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and 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 Not Habar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
TS TRUE STORY KZ YOU	14.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#76 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

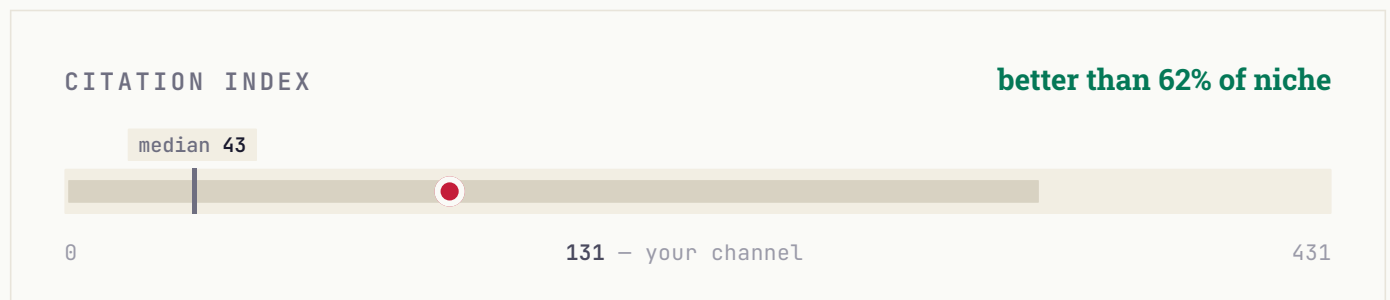
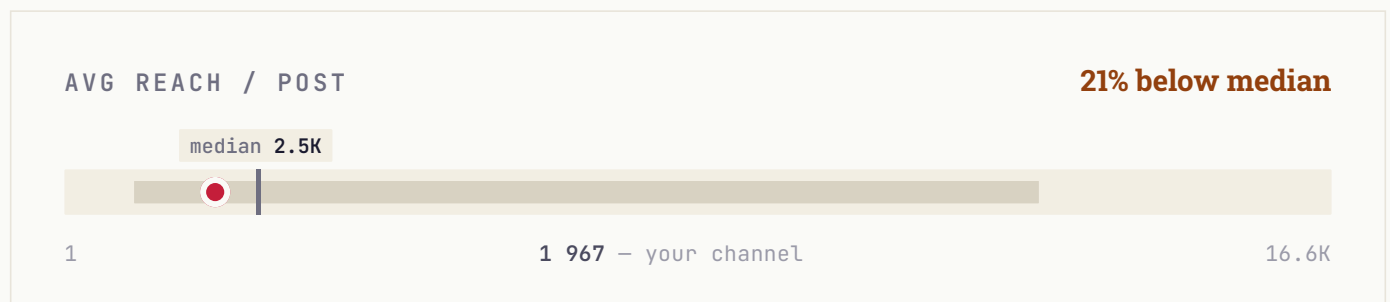
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **61**, they brought **378** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	16	5	45	
December 2025	19	4	13	
November 2025	3	2	0	
October 2025	8	4	195	
September 2025	10	4	46	
August 2025	5	3	79	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
61	6	378

Where channel stands in its league

#76 /100 RANK IN NICHE
Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions, ranked by expected impact. Can be checked off as a to-do list and revisited in a month.

01

Main post of the week — on Tuesday

On this day at 13:00 ALMT audience is most active.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

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 the 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 is an easy growth point.

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 us to do this **PromptPress?**

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