

PROMTPRESS PUBLIC REPORT

Channel audit

Сабақ жоспарлары | Көрнекіліктер



@ustaz_test

«Ustaz tilegi» Republican scientific-methodological center official Telegram channel [Official site link - https://ust.kz/](https://ust.kz/) [Instagram page link - ...](#)

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
11 616	3.0%	337
08.07.2026 -160 per month	per day 1.0%	ad reach 118/24h
HTTPS://PROMTPRESS.COM/AUDIT/USTAZ_TEST		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 11 616 —	 SUBSCRIBER REACH 2.9% avg % subs see post	 VIEWS/POST 337 median 341 · 21 days	 POSTS/WEEK 9.3 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPProto only	 POST LENGTH 337 chars median 314 · 21 days	 POSTS ANALYZED 28 21 days
 AD REACH 118 24h avg	 CHURN / MONTH -160 over last month	 CITATION RATE 22 citation index · 29 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 10.09.2018

AI EDITOR SUMMARY

Channel «Сабақ жоспарлары | Көрнекіліктер» — 11 616 subs. Each post averages 337 people (3% from subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts over 21 days.
- 02 Dominant format – **Photo** (13/28 posts).
- 03 Avg post length – **337** chars (median 314).
- 04 Peak audience activity – **Tuesday**, 11:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (459 avg for top vs 301 for worst) – among 28 posts over 21 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 06:37 PHOTO  25 Summer Card Index for Kindergarten 🎉🔗 All materials are taken from the 'Ustaz tilegi' website. Get 400,000+ more materials like this for just...	VIEWS 497 REACTIONS — REPOSTS — ER 4.3%
Nº2 16.06 · 10:24 PHOTO  "Find the Profession" educational game 🎉🔗 All materials are from the "Ustaz tilegi" website. There are 400,000+ more materials like this...	VIEWS 482 REACTIONS — REPOSTS 1 ER 4.1%
Nº3 26.06 · 14:10 PHOTO  DOCUMENTS YOU NEED FOR YOUR PORTFOLIO !! COURSE CERTIFICATE – 100% valid for attestation 🎓 80–108 hour courses ⚡ Get your certificates instantly...	VIEWS 399 REACTIONS — REPOSTS 1 ER 3.4%

Nº4 02.07 • 14:30 PHOTO Publish an article in Ustaz Tilegi magazine and get an attestation-valid certificate! Fill your portfolio the easy way: ...	VIEWS 385 REACTIONS — REPOSTS — ER 3.3%
Nº5 20.06 • 14:34 PHOTO Title: 'PLAY AS A TOOL FOR EARLY CHILDHOOD DEVELOPMENT' VISUALS & PRESENTATIONS – IN ONE CLICK! Standard tariff gives you 400...	VIEWS 384 REACTIONS — REPOSTS — ER 3.3%

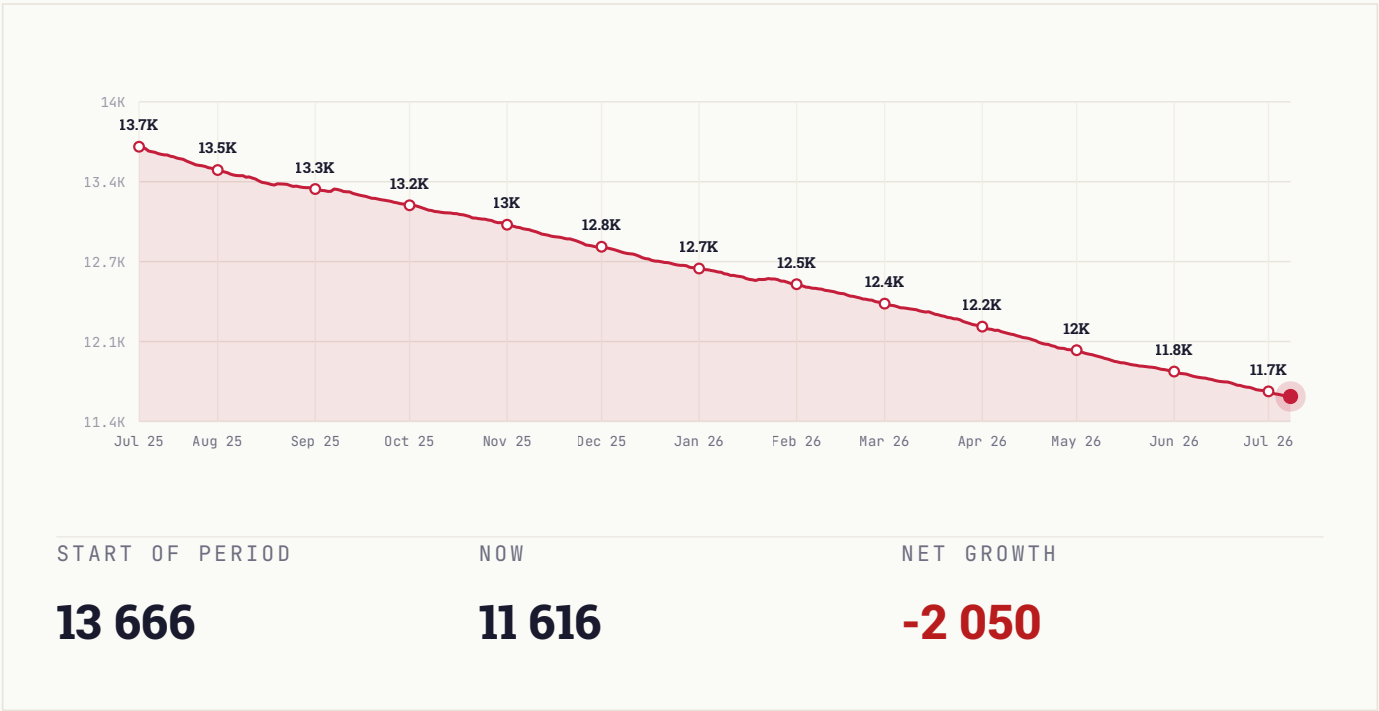
WORST 3

02.07 • 07:42 TEXT Consultation for parents of preschoolers «How to teach a child to speak correctly» Bugingi belisken fayl – merkelik is-sharalarga...	VIEWS 304 REACTIONS — REPOSTS — ER 2.6%
24.06 • 08:20 TEXT lesson plan "Wild Animals" kindergarten Many teachers have been looking for ready-made material – today we share it with you! Topic: KMZH, TZhB, open...	VIEWS 301 REACTIONS — REPOSTS — ER 2.6%
30.06 • 08:15 TEXT Basics of writing a methodological guide on 'Improving speech skills of children in a preparatory group through play' READY LESSON PLANS –...	VIEWS 300 REACTIONS — REPOSTS — ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

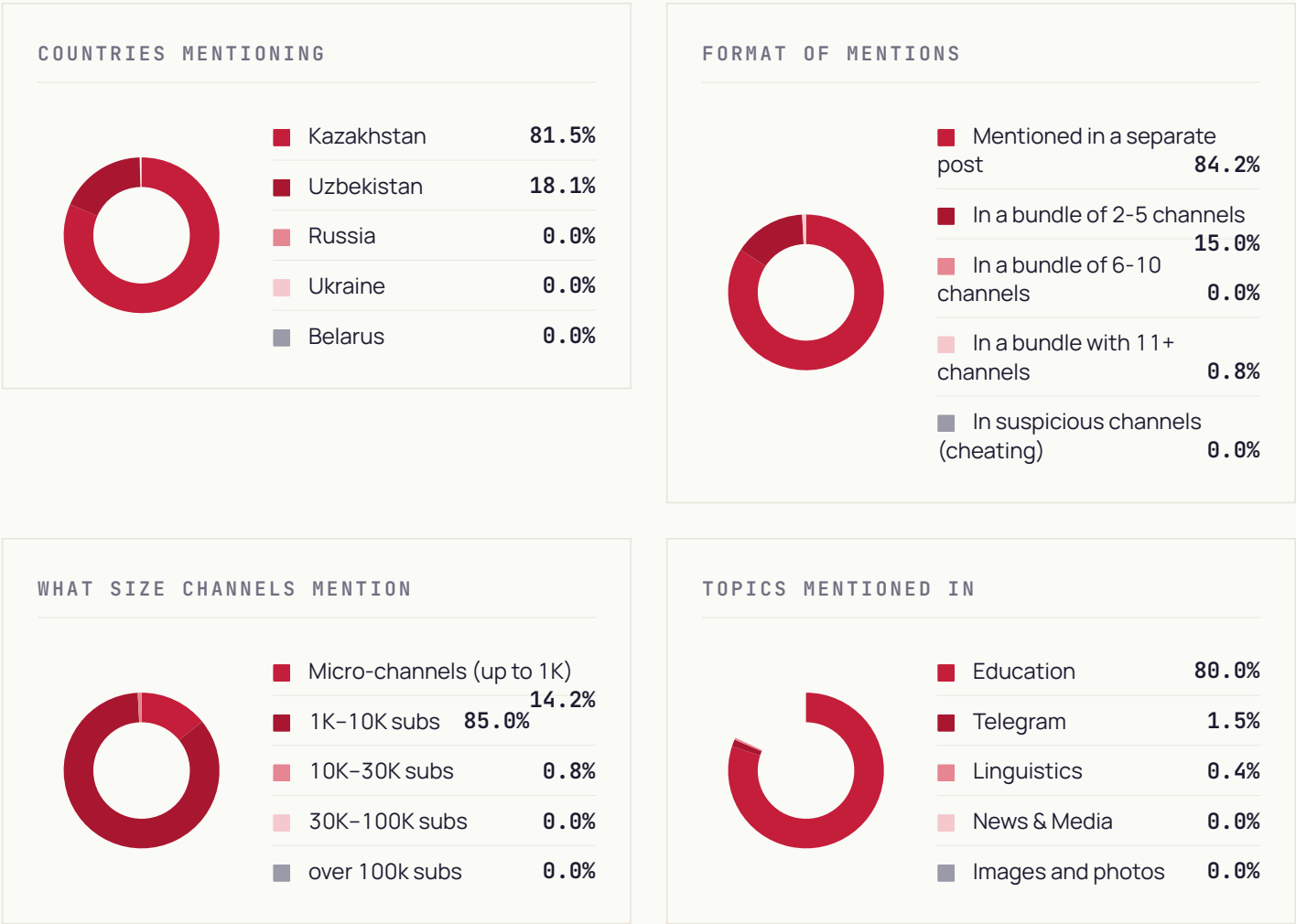
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

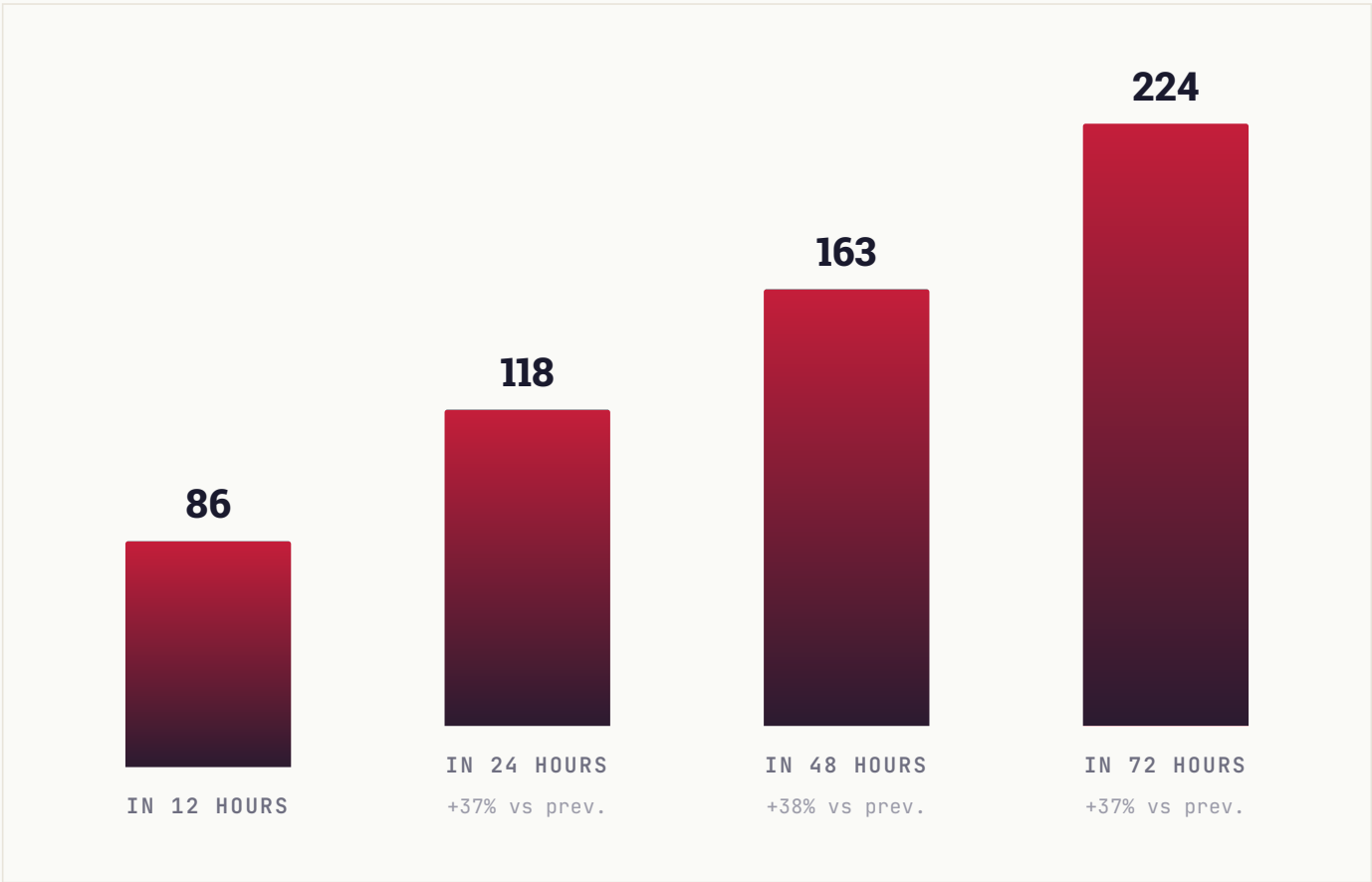
Citation index **22** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **29** different channels.



— 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 makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
TE TESTCENTERKZ	149.2K
CI Көрнекіліктер дидактикалық материалдар	75.7K
KA KarGOO	74.3K
CA Creative Asia	70.5K
JO JUZ40 ONLINE ҰБТ	56.1K
GR grants.kz	48K
ҚҒ ҚР Ғылым және жоғары білім министрлігі	46.5K
ҚО 🇰🇿 ҚР ОҚУ-АҒARTU МИНИСТРЛІГІ	44.7K
KK Kornekilikter_kaz(Free channel)	29.2K
CA Көрнекіліктер әдіс тәсілдер Тегін көрнекіліктер	27.9K
SJ Сабақ жоспарлары Көрнекіліктер YOU	11.6K

COMPARATIVE CONCLUSION

Channel in upper half of niche (#35 of 99). Niche leader — TESTCENTERKZ (149.2K), median subs 9K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **54** new subs.

PERIOD	MENTIONS	CHANNELS	NEW SUBS	
Jan 2026	0	0	17	
December 2025	0	0	3	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
Sep 2025	0	0	19	
August 2025	0	0	15	
TOTAL MENTIONS	0	MONTHS OF DATA	6	ACQUIRED SUBS
			54	

SECTION 08 · NICHE COMPARISON

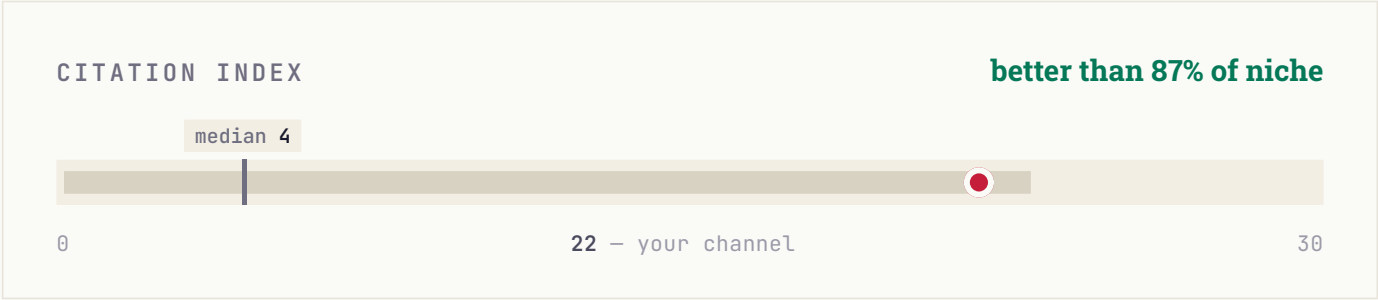
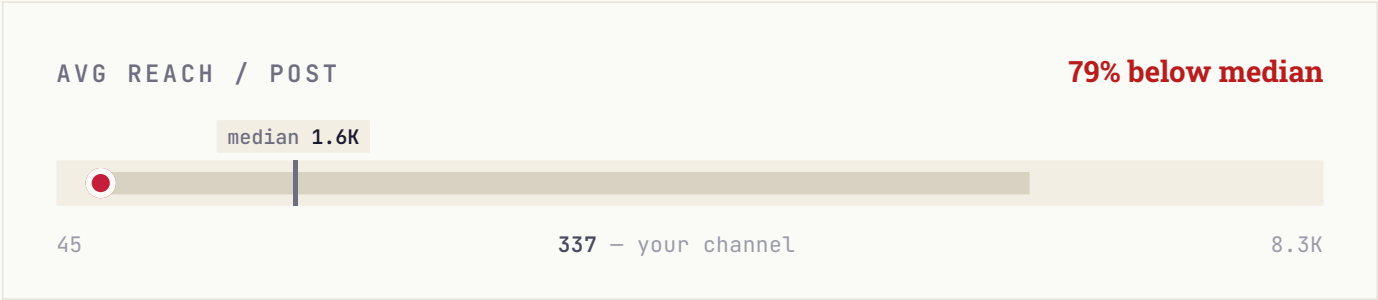
Where the channel is in its league

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

#35/100

RANK IN NICHE

Channel in top half of rating



— 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**Best post day — Tuesday**

On this day at 11:00 ALMT audience is most active.

EFFECT

**Best window
for important
post****02****Increase share of video posts**

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 2.9% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+5.1pp ER**04****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****05****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

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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