

PROMTPRESS PUBLIC REPORT

Channel audit

TESTCENTERKZ



@uto92

ҚР ҒЖБМ Ұлттық тестілеу орталығы

SUBSCRIBERS

149 244

-574 per month

ERR (% SEE POSTS)

18.0%

in 24 hrs **8.9%**

REACH/POST

26.7K

ad reach **13.3K**/24h

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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.

 SUBSCRIBERS 149 244 —	 SUBS REACH 17.86% avg % subs see post	 VIEWS/POST 26.7K median 26.7K · 29 days	 POSTS/WEEK 15.9 for the period
 7D TREND -3.5% vs previous week	 REACTIONS/POST 114.5 total 7,557 reactions, 4,079 reposts, 0 comments	 POST LENGTH 827 chars median 999 · 29 days	 POSTS ANALYZED 66 29 days
 AD REACH 13.3K 24h avg	 CHURN / MONTH -574 for the last month	 CITATION RATE 122 citation index · 299 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 26.03.2021

AI EDITOR SUMMARY

Channel «TESTCENTERKZ» — 149 244 subs. Each post averages 26.7K people (18% of subs), average reach — room to grow. Publishes 16 posts/week (~2/day) — steady pace. Week of Jun 22–28 reach stable (-3.5% vs week Jun 15–21).

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 SHARE

- 01 Analysis based on 66 posts over 29 days.
- 02 Dominant format – Photo (42/66 posts).
- 03 Avg post length – 827 chars (median 999).
- 04 Audience peak – Tuesday, 17:00 ALMT.
- 05 Top posts get 2× more views than the weakest (42K avg for top vs 20.6K for worst) – among 66 posts in 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

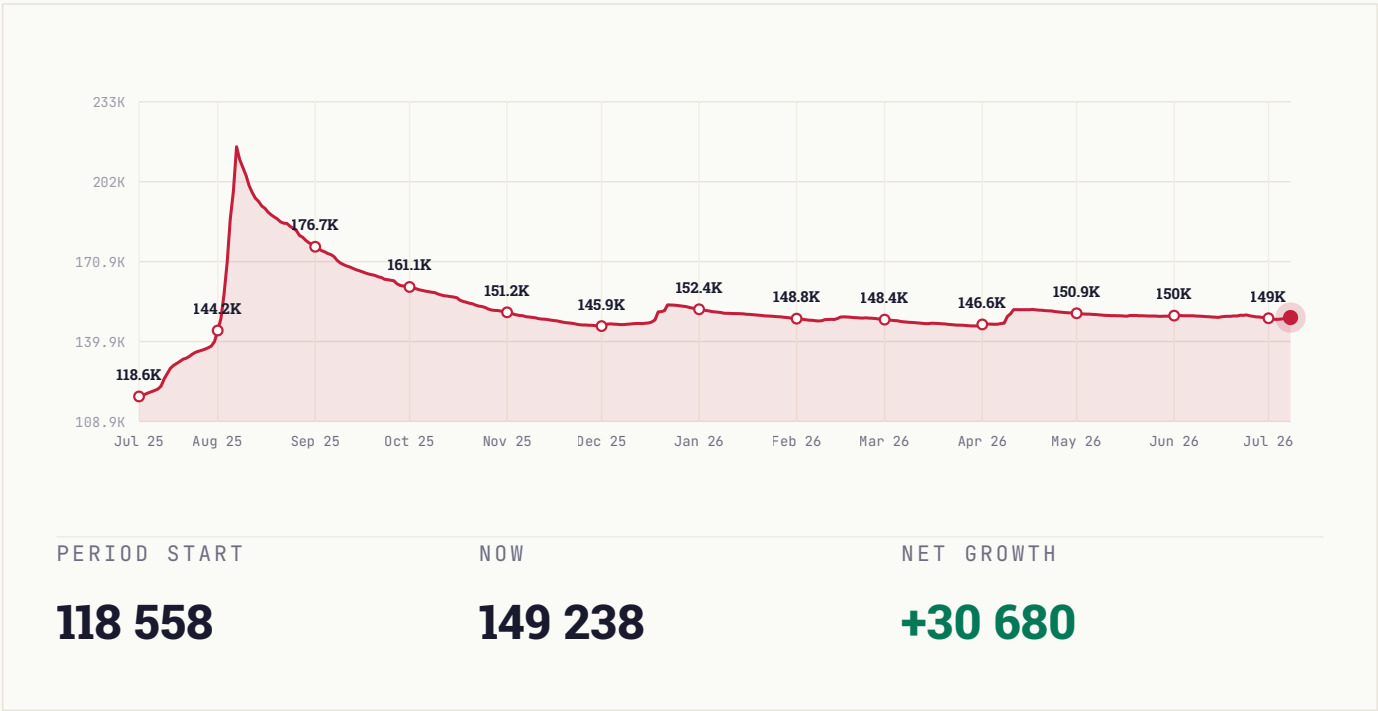
Nº1 16.06 · 12:53 TEXT (post without caption – text)	VIEWS 46 607 REPOSTS 1 406	REACTIONS 189 ER 31.2%
Nº2 16.06 · 12:33 VIDEO 👋 Dear applicants to 'PEDAGOGICAL SCIENCES' & 'HEALTHCARE' fields! July 17 Special exams June 20 - Aug 20...	VIEWS 41 762 REPOSTS 265	REACTIONS 170 ER 28.0%
Nº3 12.06 · 10:00 PHOTO 🧵 Continuing 'Interesting Threads' series ❤️ Today: a touching story of a young couple who met while prepping for the UNT...	VIEWS 37 549 REPOSTS 24	REACTIONS 459 ER 25.2%

Nº4 17.06 • 08:07 VIDEO  Hi, applicants!  Grant competition docs accepted July 13-20.  Submit docs to universities...	VIEWS 37 242 REACTIONS 212 REPOSTS 378 ER 25.0%
Nº5 11.06 • 14:20 PHOTO  What helps you stay confident before the UNT?  We polled in stories & got top answers: favorite pen...	VIEWS 36 129 REACTIONS 312 REPOSTS 34 ER 24.2%
WORST 3	
↓ 02.07 • 15:21 PHOTO  ДОКТОРАНТУРАҒА ТҮСУ ЕМТИХАНЫНА ҚАТЫСУ ҮШІН ӨТІНІШТЕРДІ ҚАБЫЛДАУ БАСТАЛАДЫ 3 шілдеде докторантураға түсу емтиханына (ДТЕ) қатысуға...	VIEWS 21 937 REACTIONS 35 REPOSTS 13 ER 14.7%
↓ 21.06 • 13:35 PHOTO (post without caption – photo)	VIEWS 20 700 REACTIONS 11 REPOSTS 1 ER 13.9%
↓ 21.06 • 13:35 PHOTO  Kazakhstan's Ministry of Science & Higher Ed publishes infographics with key info for applicants on...	VIEWS 19 251 REACTIONS 30 REPOSTS 19 ER 12.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

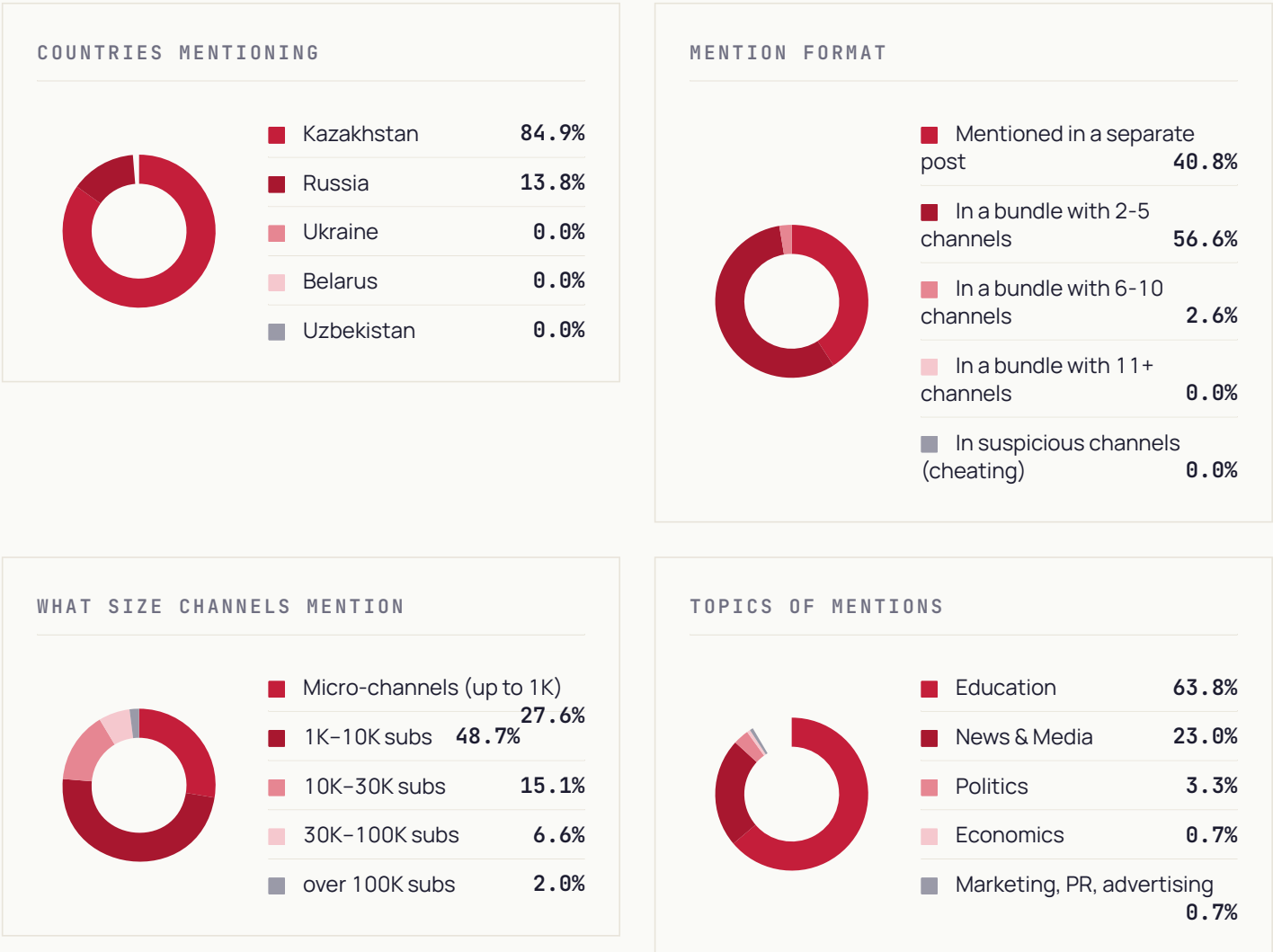
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

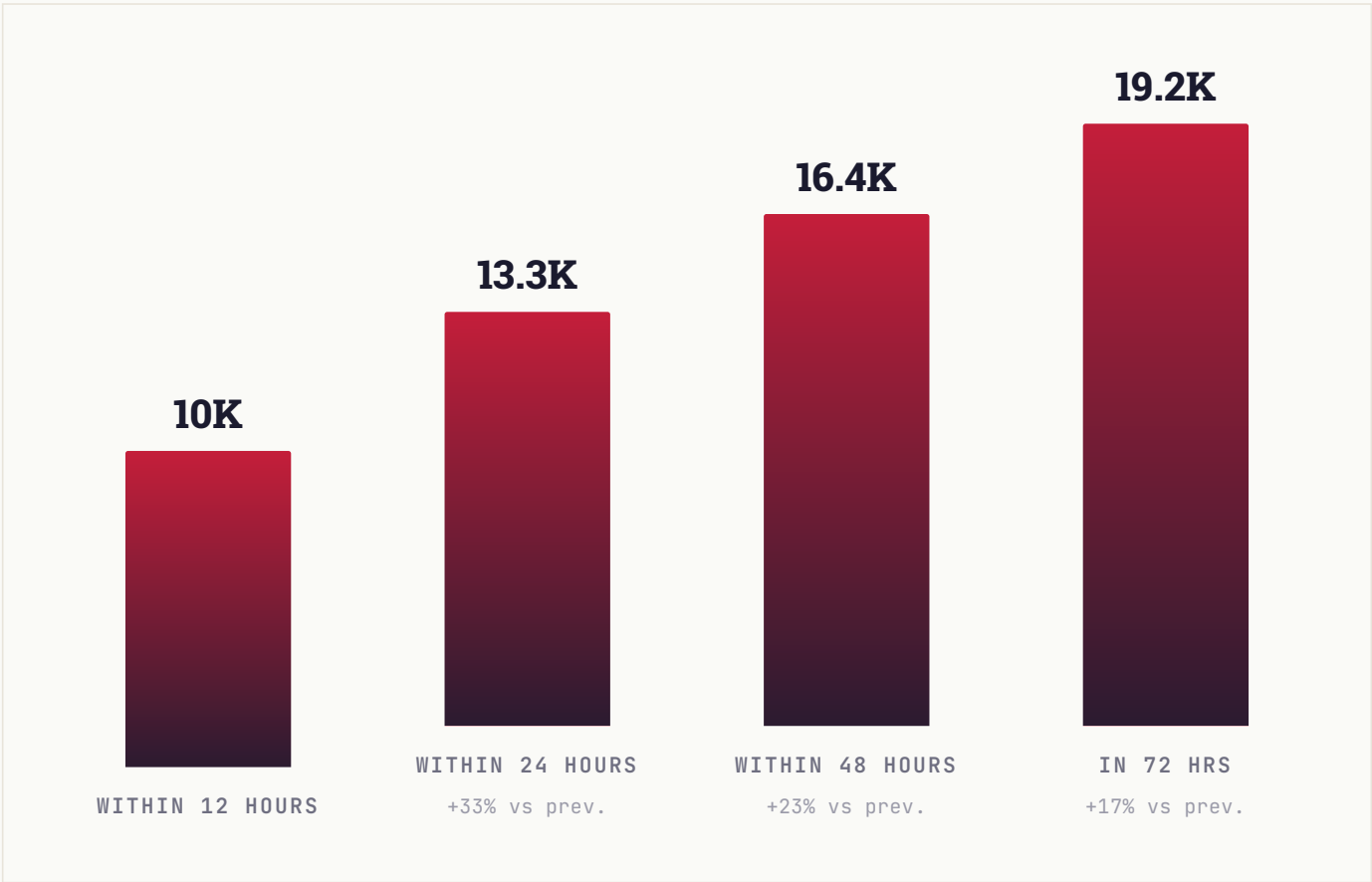
Citation index **122** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel mentioned **299** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TE TESTCENTERKZ YOU	149.2K
KD Visuals didactic materials	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-АҒАРТУ МИНИСТРЛІГІ	44.7K
KK Kornekilikter_kaz(Free channel)	29.2K
КӘ Visuals methods techniques Free visuals	27.9K
MM Materials for teachers	26.1K

COMPARATIVE INSIGHT

Channel in top-1 niche (#1 of 99 category channels). One of the leaders — client-partners can go for cross-promo with peers; 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 **29**, they brought **84 203** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1	1	14
December 2025	0	0	8 542
Nov 2025	0	0	3
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	28	22	75 644

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
29	6	84 203

SECTION 08 · NICHE COMPARISON

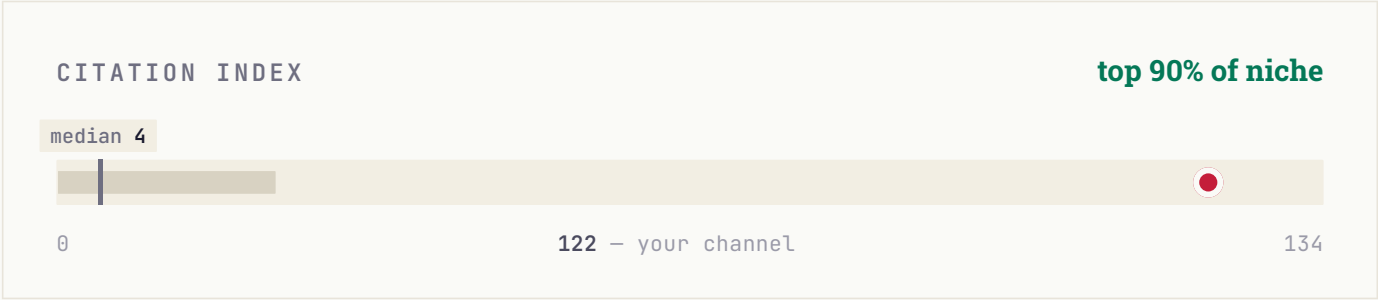
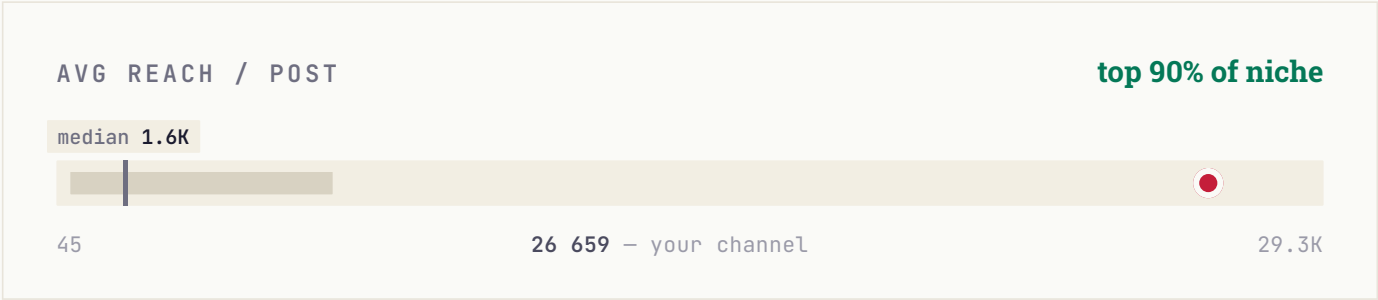
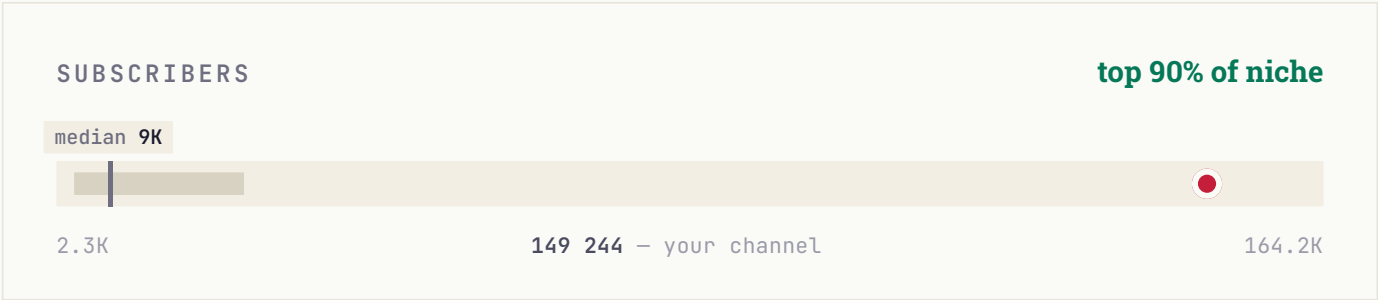
Where channel ranks in its league

Took top-100 channels in category «Education» 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.

#1/100

RANK IN NICHE

Channel in top 1% education



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01**Best post of the week — on Tuesday**

On this day at 17:00 ALMT audience is most active.

EFFECT

**Best window
for an
important post****02****System 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****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give 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 this done by **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 close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
