

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Boreiko.kz



@vboreiko

SUBSCRIBERS

28 040

+20451 per month

ERR (% SEE POSTS)

14.0%

in 24 hrs **13.8%**

REACH/POST

2.3K

ad reach **1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 28 040 —	 SUBSCRIBER REACH 8.32% avg % of subs see post	 VIEWS/POST 2.3K median 2.4K · 28 days	 POSTS/WEEK 6.2 over period
 7D TREND +5.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 233 chars median 125 · 28 days	 POSTS ANALYZED 25 28 days
 AD REACH 1K 24h avg	 CHURN / MONTH +20451 over last month	 CITATION RATE 86 citation index · 217 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 05.02.2018

AI EDITOR SUMMARY

Channel «Boreiko.kz» – 28 040 subs. Each post averages 2.3K people (8% of subs), reach is low – consider expanding audience. Publishes 6 posts per week (~1/day) – rare posts. For week July 6–12 reach grew by +5.6% by week June 29 – July 5 – positive trend.

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 HAVE IN COMMON

- 01 Analysis based on 25 posts in 28 days.
- 02 Dominant format – Text (16/25 posts).
- 03 Avg post length – 233 chars (median 125).
- 04 Peak audience activity – Sunday, 15:00 ALMT.
- 05 Top posts get 2× more views than the weakest (3.5K avg for top vs 1.9K for worst) – among 25 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 28.06 · 10:07 VIDEO Just got a video from Ulan Nusipkozha's wife, Sanzhar Bokayev's videographer: «Vadim Nikolaevich, hello! My name is Tolganay...	VIEWS 4 595 REPOSTS 15	REACTIONS — ER 16.4%
Nº2 13.07 · 12:56 VIDEO Investigation into Sanzhar Bokayev's case completed, his lawyer Radomir Utepov said on July 13.	VIEWS 3 074 REPOSTS 10	REACTIONS — ER 11.0%
Nº3 10.07 · 07:54 TEXT Article of the Criminal Code of the Republic of Kazakhstan named after Orazaly YERZHANOV. Appeal decision on the referendum boycott case. HYPERBOREAN https://youtu.be/A9aGlcmaSYI	VIEWS 2 707 REPOSTS 2	REACTIONS — ER 9.7%

Nº4 25.06 • 08:05 VIDEO Just now an entrepreneur from Aktobe, Radim Gabitov, whose case we're following, wrote to me. Today he has a cassation hearing...	VIEWS 2 590 REPOSTS 3 REACTIONS — ER 9.2%
Nº5 13.07 • 09:41 TEXT Who WON'T make it to ҚҰРЫЛТАЙ? Sanzhar BOKAYEV's sanction extended. DEMOLITIONS and compensation - Biz birgemiz https://youtu.be/X0qs9HZuBcA	VIEWS 2 542 REPOSTS 1 REACTIONS — ER 9.1%

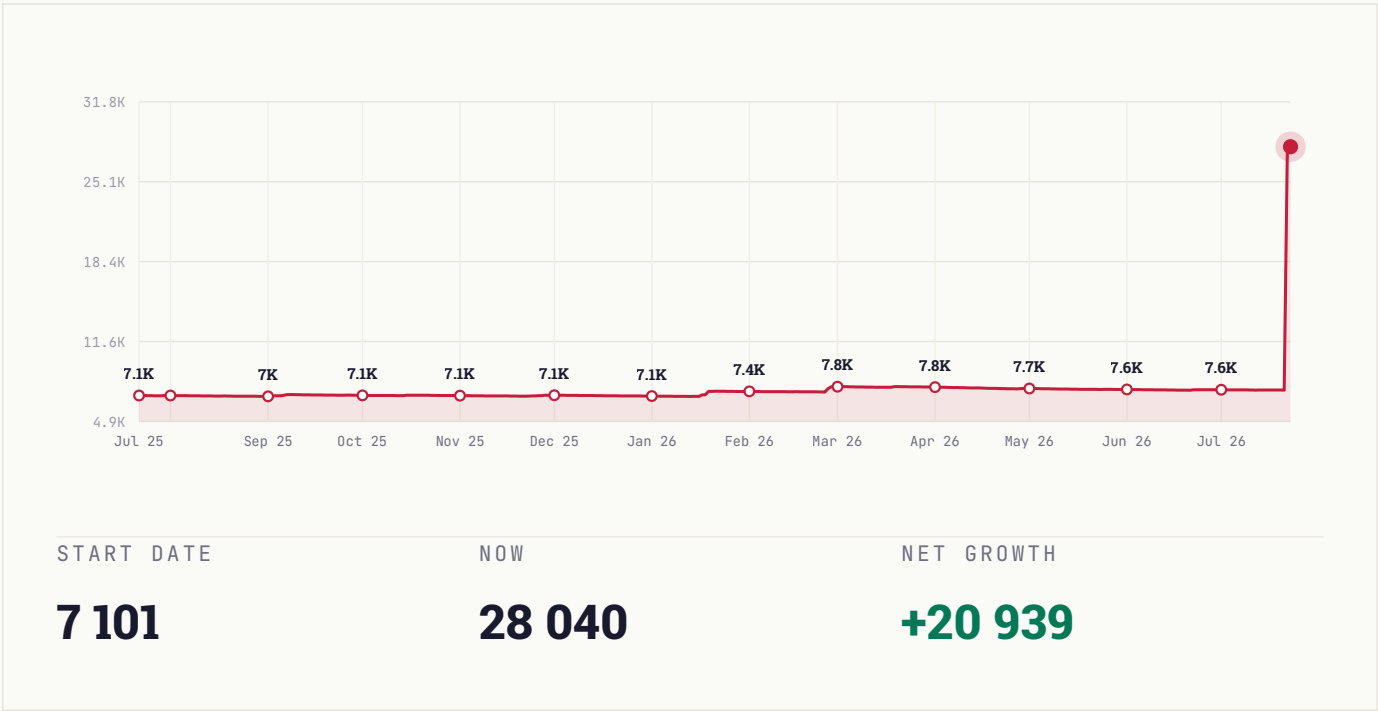
WORST 3

↓ 03.07 • 06:49 TEXT TRIAL STARTED for Gulnar BAZHKENOVA, ex-editor-in-chief of ORDA.KZ 02.06.2026 - HYPERBOREAN https://youtu.be/ZpzxqeQzNLY	VIEWS 2 115 REPOSTS 1 REACTIONS — ER 7.5%
↓ 17.07 • 07:12 TEXT https://youtu.be/BFGCWmtR6zY	VIEWS 1 821 REPOSTS 2 REACTIONS — ER 6.5%
↓ 18.07 • 06:28 TEXT A CENTURY AGO – A YEAR. Our channel's oldest subscriber is 99! – Biz birgemiz https://youtu.be/3JVvI62RNfc	VIEWS 1 796 REPOSTS 1 REACTIONS — ER 6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

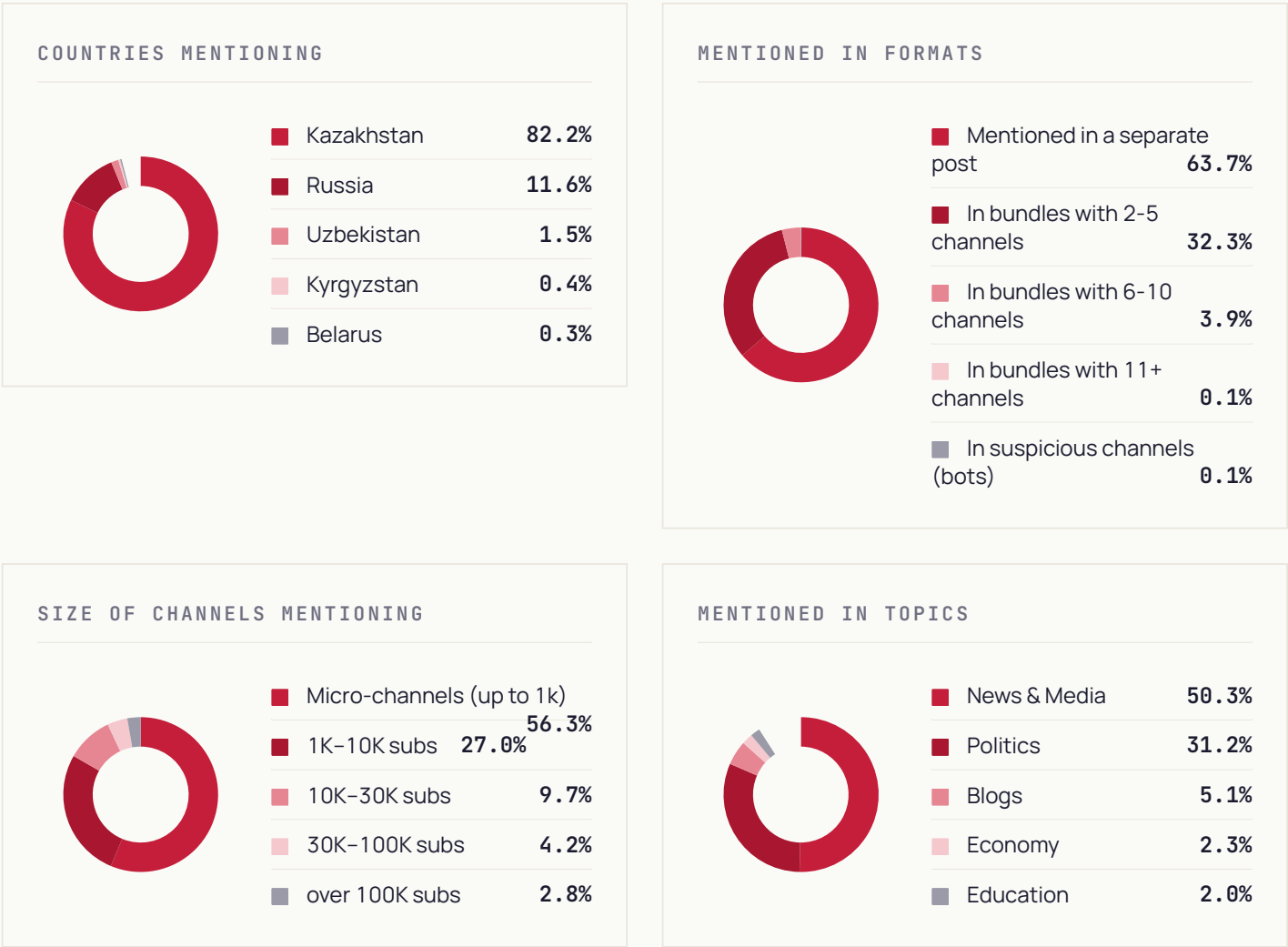
Subscriber growth chart for the year. Key months show exact sub count. Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

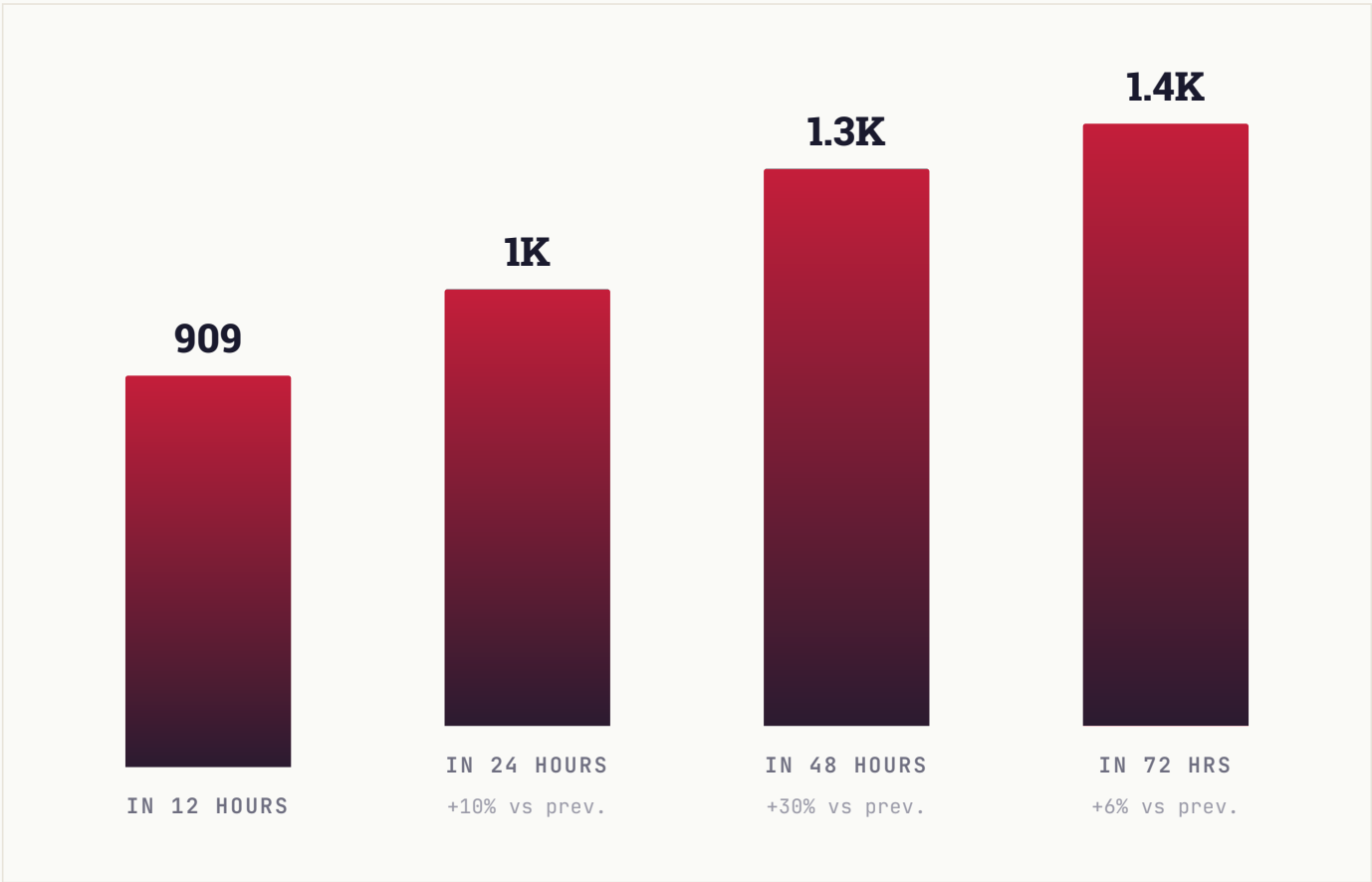
Citation index **86** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **217** different channels.



— 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MS Margulan Seisembay	212.3K
AL ALIBEKOV	55.7K
SA SADRADDIN	52.2K
NN NNNEWS	46.9K
SI Syrym Itkulov	40.2K
IS ISKONYA	34.4K
YY Yerzhan Yessimkhanov	32.5K
BO Boreiko.kz YOU	28K
ZT Call Thunberg!	28K
AI Aissaule	24.2K
GU Guzel Urazova	24K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#9 of 98). Strong position. Niche leader — Margulan Seisembay (212.3K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 were **11**, they brought **751** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	443
December 2025	3	3	5
Nov 2025	2	2	91
Oct 2025	1	1	42
Sep 2025	3	3	164
August 2025	2	1	6

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
11	6	751

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-**100** channels in category «**Blogs**» and saw how your channel compares.

Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.

Red dot — your channel.

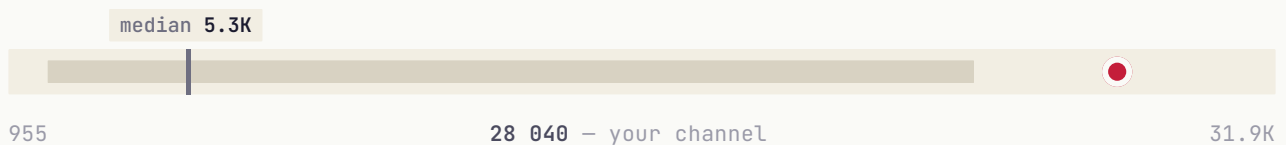
#9 /100

RANK IN NICHE

Channel in top 9% blogs

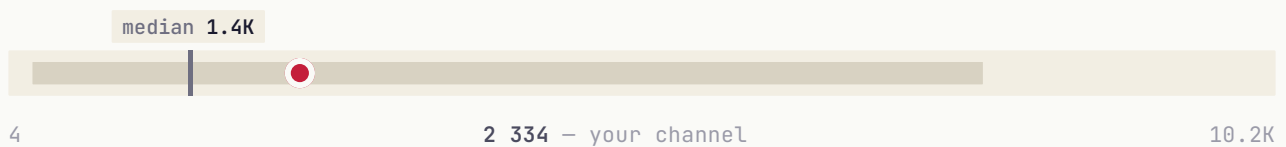
SUBSCRIBERS

better than 90% of niche



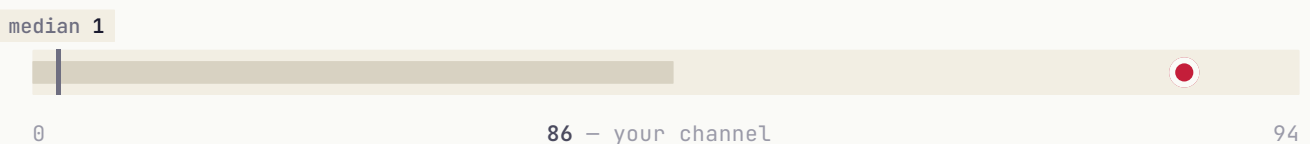
AVG REACH / POST

better than 55% of niche



CITATION INDEX

better than 90% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience most active on this day at 15:00 ALMT.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls and 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 neighboring channels

Cross-post with channels in the same segment 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 — organic traffic source.

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 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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