

PUBLIC REPORT BY PROMTPRESS

Channel audit

Creative Asia



@we_project

Largest Telegram channel about career and education in Central Asia Channel for uniting IT leaders @thetechkz For placements: @weprojectpr Info for advertisers:...

SUBSCRIBERS

70 464

+2328 per month

ERR (% SEE POSTS)

6.0%

in 24 hrs **3.5%**

REACH/POST

3.6K

ad reach **2.4K**/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 and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Education» category

09 Strategy

5 priority actions

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 70 464 —	 SUBSCRIBER REACH 5.09% avg % subs see post	 VIEWS/POST 3.6K median 3.5K · 29 days	 POSTS/WEEK 30.9 over period
 7D TREND -11.2% vs previous week	 REACTIONS/POST 25.8 total 3,322 reactions, 5,765 reposts, 38 comments	 POST LENGTH 811 chars median 999 · 29 days	 POSTS ANALYZED 129 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +2328 last month	 CITATION RATE 68 citation index · 400 channels mentioned all time	 CHANNEL AGE 9 years 9 months created 14.09.2016

AI EDITOR SUMMARY

Channel «Creative Asia» – 70 464 subs. Avg views per post: 3.6K people (5% of subs), reach is low – consider expanding audience. Publishes 31 posts per week (~4/day) – active posting. For week 22–28 Jun reach dropped -11.2% by week 15–21 Jun – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **129** posts over 29 days.
- 02 Dominant format — **Text** (81/129 posts).
- 03 Avg post length — **811** chars (median 999).
- 04 Peak audience activity — **Monday**, 19:00 ALMT.
- 05 Strongest posts gather **4×** more views than the weakest (9K avg top vs 2.1K worst) — among 129 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

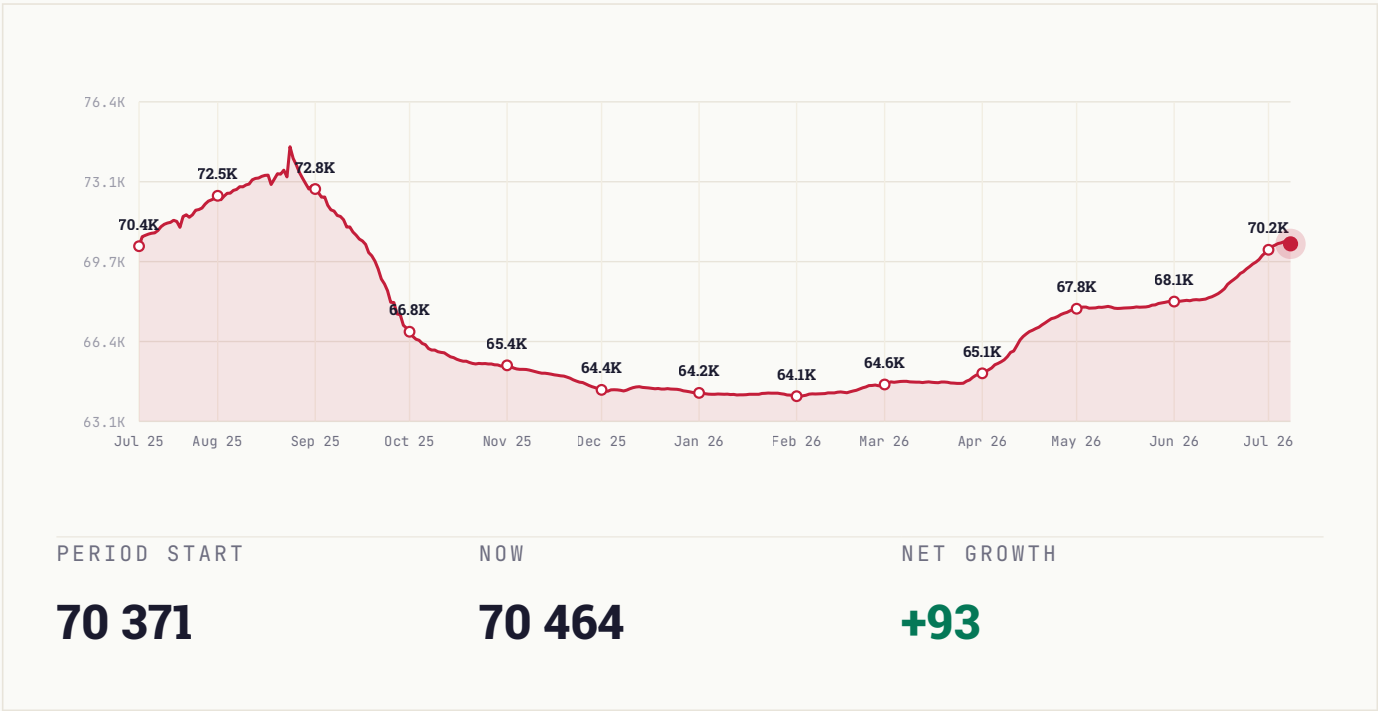
Nº1 15.06 · 14:00 PHOTO Kimyo International University in Tashkent has started accepting documents for 2026/2027 academic year. Applicants can choose from 38 majors...	VIEWS 15 936 REPOSTS 33	REACTIONS 14 ER 22.6%
Nº2 19.06 · 13:01 PHOTO Learn to speak fluently and argue your position in English for free. Debate club Inviting everyone to an open...	VIEWS 5 736 REPOSTS 24	REACTIONS 25 ER 8.1%
Nº3 26.06 · 11:01 PHOTO  Boston University from the inside: honest talk with a BU student  Together with Zere, a journalism student at Boston...	VIEWS 5 239 REPOSTS 15	REACTIONS 29 ER 7.4%

Nº4 13.06 • 13:00 TEXT  Studying in Hungary, English programs & admission to the country's largest private university – live stream soon! 📌 Why...	VIEWS 4 995 REACTIONS 23 REPOSTS 42 ER 7.1%
Nº5 11.06 • 12:02 PHOTO Free English speaking club with a native speaker Want more English practice and live conversation? Join us for English...	VIEWS 4 928 REACTIONS 22 REPOSTS 38 ER 7.0%
WORST 3	
↓ 04.07 • 07:02 POLL (post without caption – poll)	VIEWS 2 373 REACTIONS 11 REPOSTS 4 ER 3.4%
↓ 10.06 • 10:01 PHOTO  Live stream announcement: “HR Tech in Practice: How Tech Helps Retain & Develop Talent at Big4” 📅 June 12 at 18:00 📌 Telegram channel The...	VIEWS 2 193 REACTIONS 17 REPOSTS 4 ER 3.1%
↓ 17.06 • 09:04 PHOTO  Live stream announcement Road to TechCrunch Startup Battlefield 2026: contest breakdown & entry requirements In this stream, we'll cover...	VIEWS 1 853 REACTIONS 9 REPOSTS 3 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

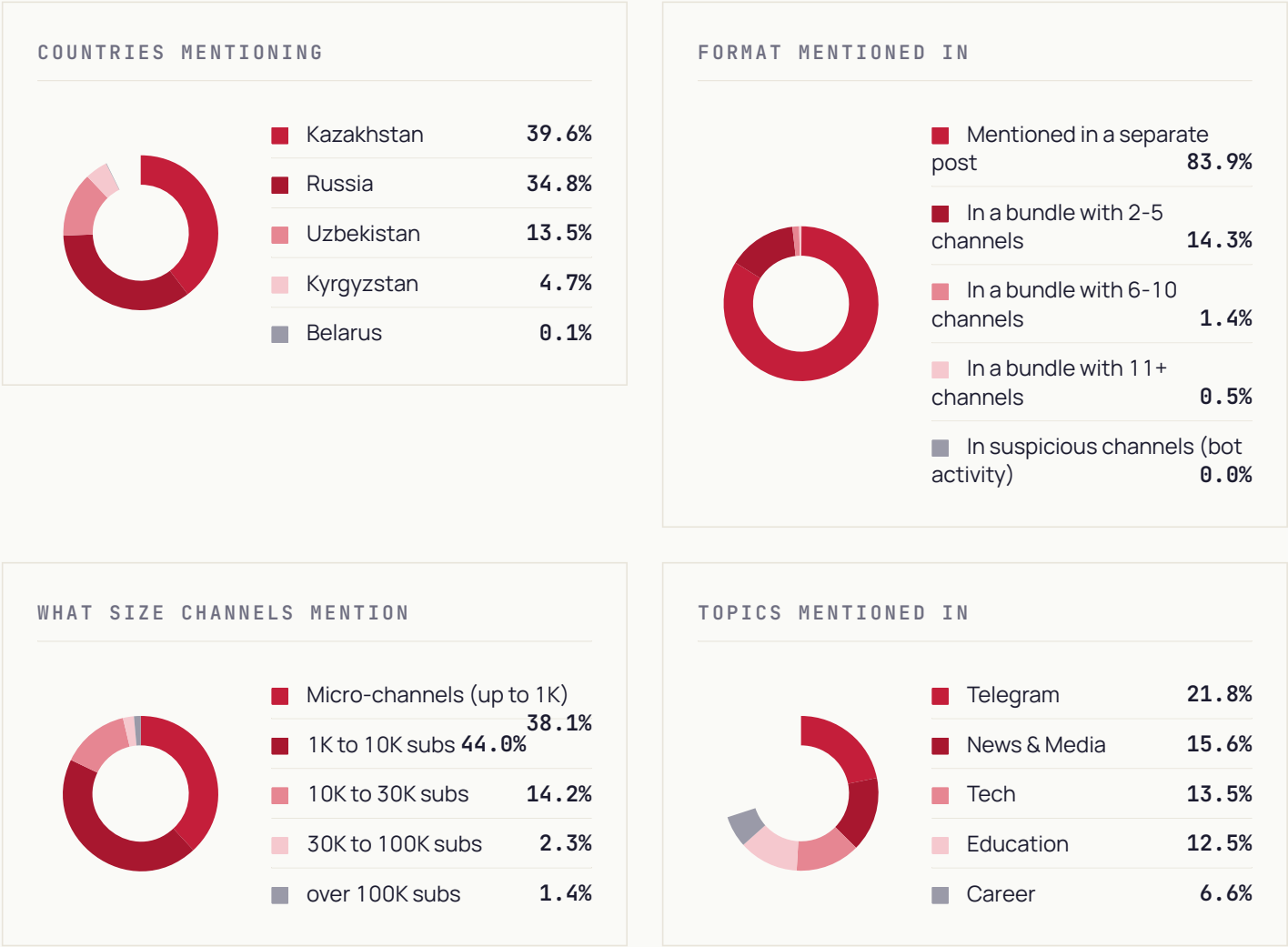
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

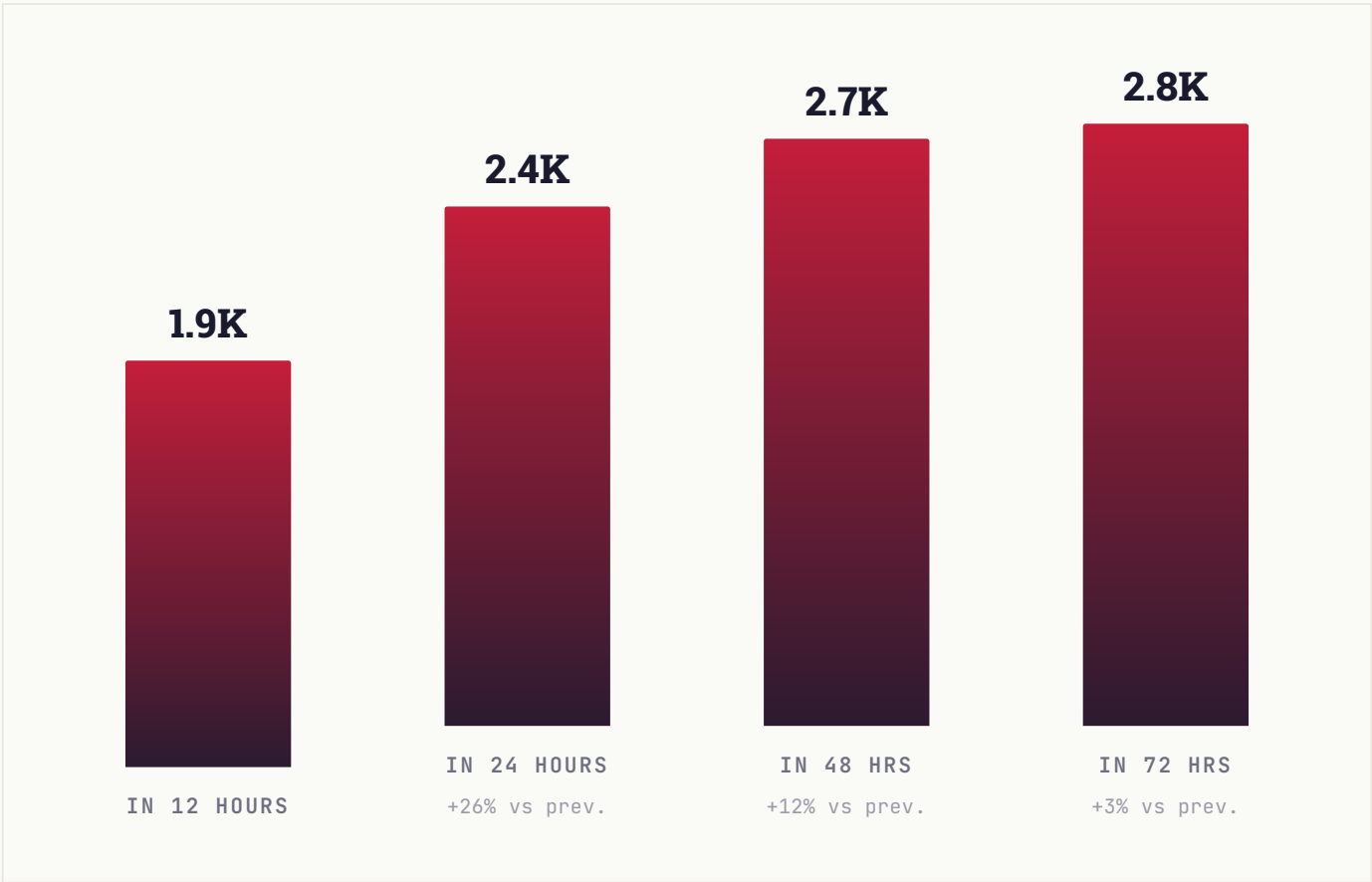
Citation index **68** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **400** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TE TESTCENTERKZ	149.2K
CI Visual aids didactic materials	75.7K
KA KarGOO	74.3K
CA Creative Asia YOU	70.5K
JO JUZ40 ONLINE ҰБТ	56.1K
GR grants.kz	48K
ҚҒ ҚР Ғылым және жоғары білім министрлігі	46.5K
MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN	44.7K
KK Kornekilikter_kaz(Free channel)	29.2K
CI Free visual aids & methods	27.9K
MM Materials for teachers	26.1K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#4 of 99). Strong position. Niche leader — TESTCENTERKZ (149.2K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We record posts in other channels that mention your channel monthly. Over the last **6 months** such mentions occurred **109**, they brought **3 593** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	11	4	105
December 2025	18	10	264
Nov 2025	11	6	31
Oct 2025	13	6	33
September 2025	15	7	8
August 2025	41	16	3 152

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
109	6	3 593

SECTION 08 · NICHE COMPARISON

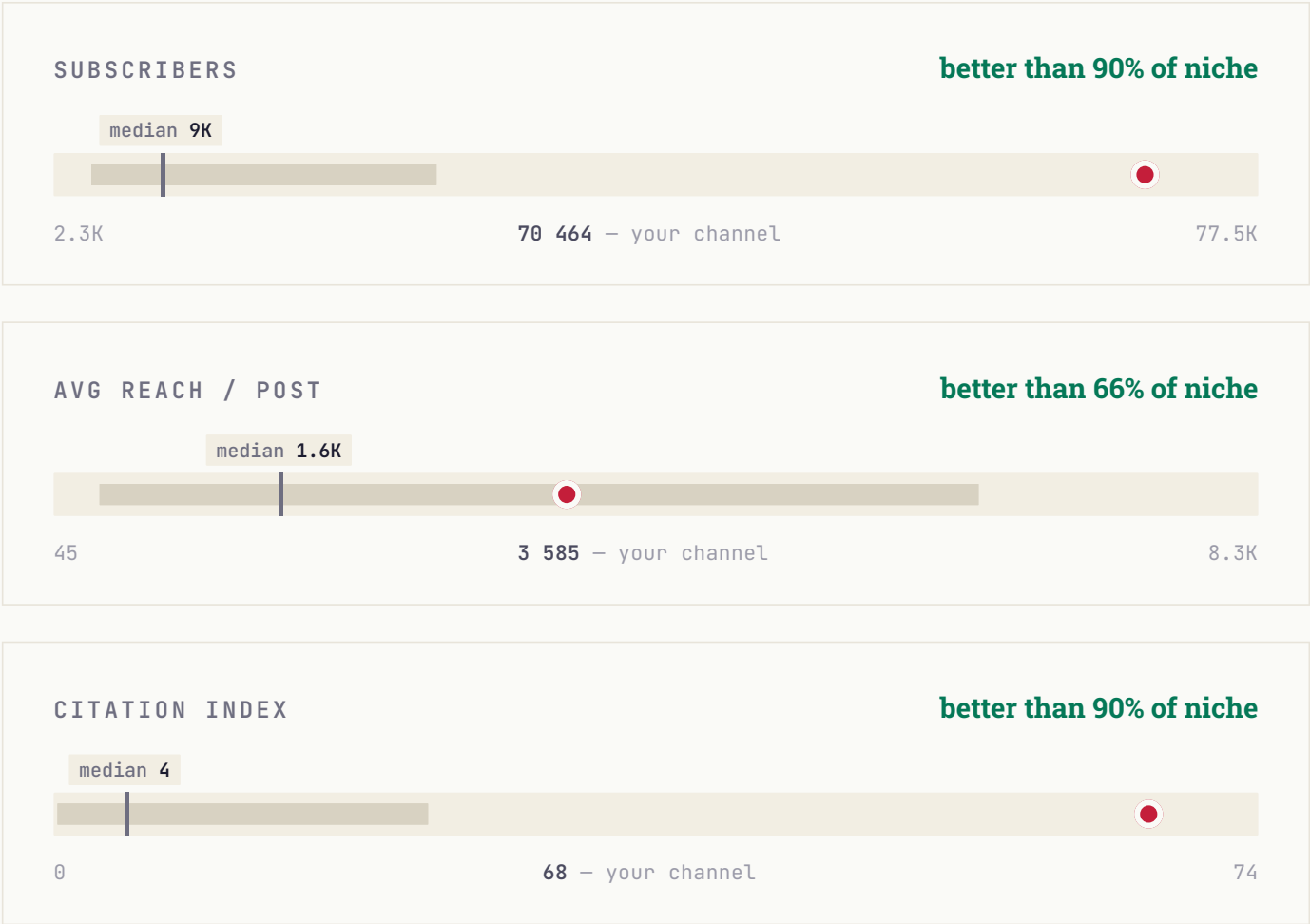
Where the channel stands in its league

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

#4/100

RANK IN NICHE

Channel in top 4% education



— 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

Main post of the week — on Monday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

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 5.09% vs norm 8.0%. Try polls and interactive formats.

EFFECT

+2.9pp ER

04

System traffic purchase

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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
