

— PROMTPRESS PUBLIC REPORT

Channel audit

Yerzhan

Yessimkhanov



@yerzhany

Books, movies, people

SUBSCRIBERS

32 584

-359 per month

ERR (% SEE POSTS)

25.0%

in 24 hrs 11.0%

REACH/POST

7.9K

ad reach 3.6K/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 mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Blogs» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 32 584 -	 SUBS REACH 24.14% avg % subs see post	 VIEWS/POST 7.9K median 7K · 27 days	 POSTS/WEEK 3.0 over period
 7D TREND -4.1% vs previous week	 REACTIONS/POST 120.0 only 1,440 reactions, 183 reposts, 0 comments	 POST LENGTH 756 chars median 1000 · 27 days	 POSTS ANALYZED 12 27 days
 AD REACH 3.6K avg per 24h	 CHURN / MONTH -359 last month	 CITATION RATE 26 citation index · 138 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 10.12.2017

AI EDITOR SUMMARY

Channel «Yerzhan Yessimkhanov» – 32 584 subs. Each post avg views 7.9K people (24% of subs), avg reach – room to grow. Publishes 3 posts/week (~0/day) – rare. Week Jun 22–28 reach stable (-4.1% vs week 15–21 Jun).

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 12 posts over 27 days.
- 02 Dominant format – Text (10/12 posts).
- 03 Avg post length – 756 chars (median 1000).
- 04 Peak audience activity – Wed, 20:00 ALMT.
- 05 Top posts get 2x more views than the weakest (10.4K avg for top vs 6.6K for worst) – among 12 posts in 27 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 05.06 · 07:09 POLL (post without caption – poll)	VIEWS 10 686 REPOSTS 2	REACTIONS 35 ER 32.8%
Nº2 03.06 · 15:09 TEXT There's a great series 'The Terror'. Its first season was excellent, based on Dan Simmons' book, and...	VIEWS 10 586 REPOSTS 25	REACTIONS 193 ER 32.5%
Nº3 05.06 · 07:07 POLL (post without caption – poll)	VIEWS 9 958 REPOSTS 4	REACTIONS 12 ER 30.6%

Nº4 12.06 • 14:17 TEXT New 'Cape Fear' out — remake of Scorsese's 1991 classic, now a series. Some Hollywood greats...	VIEWS 9 537 REPOSTS 16 REACTIONS 79 ER 29.3%
Nº5 05.06 • 07:05 TEXT Long time no polls. I want to know how the tax reform we discussed last year is actually...	VIEWS 9 169 REPOSTS — REACTIONS 41 ER 28.1%
WORST 3	
↓ 24.06 • 14:08 TEXT I once mentioned the series 'Industry' after the first season in this channel. On my last trip I decided to watch it all, and...	VIEWS 6 714 REPOSTS 49 REACTIONS 98 ER 20.6%
↓ 22.06 • 13:00 TEXT https://www.bcc.kz/business/payments/ecom/online/	VIEWS 6 595 REPOSTS 3 REACTIONS 8 ER 20.2%
↓ 22.06 • 13:00 TEXT Speaking at New Vision forum last week, the shift in the country's agenda was clear. Last New Vision, fall...	VIEWS 6 352 REPOSTS 16 REACTIONS 60 ER 19.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

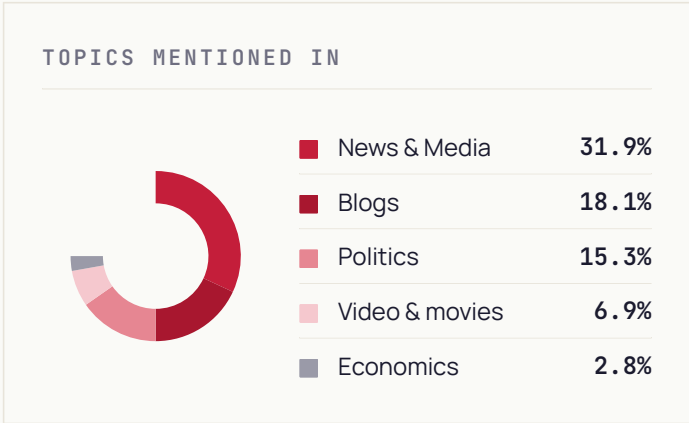
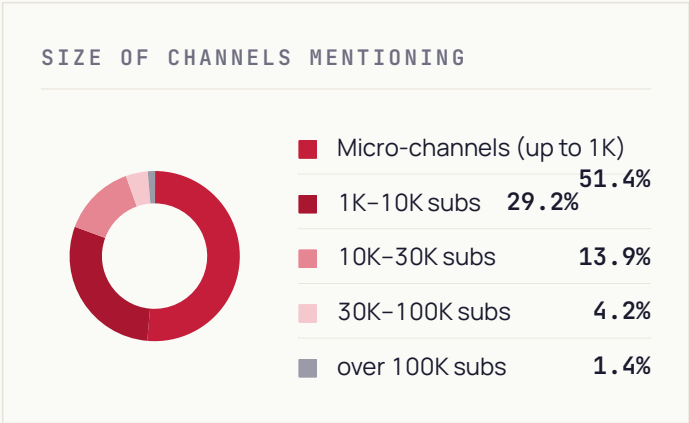
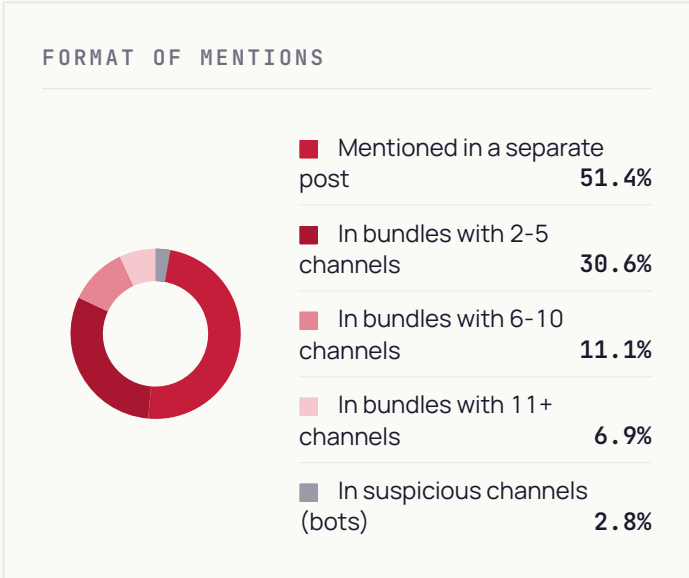
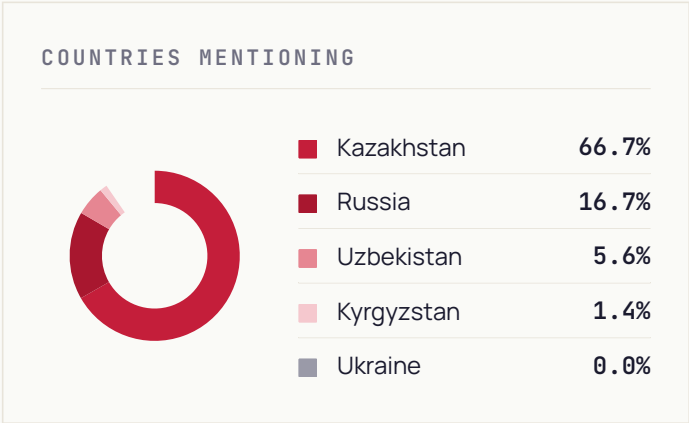
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

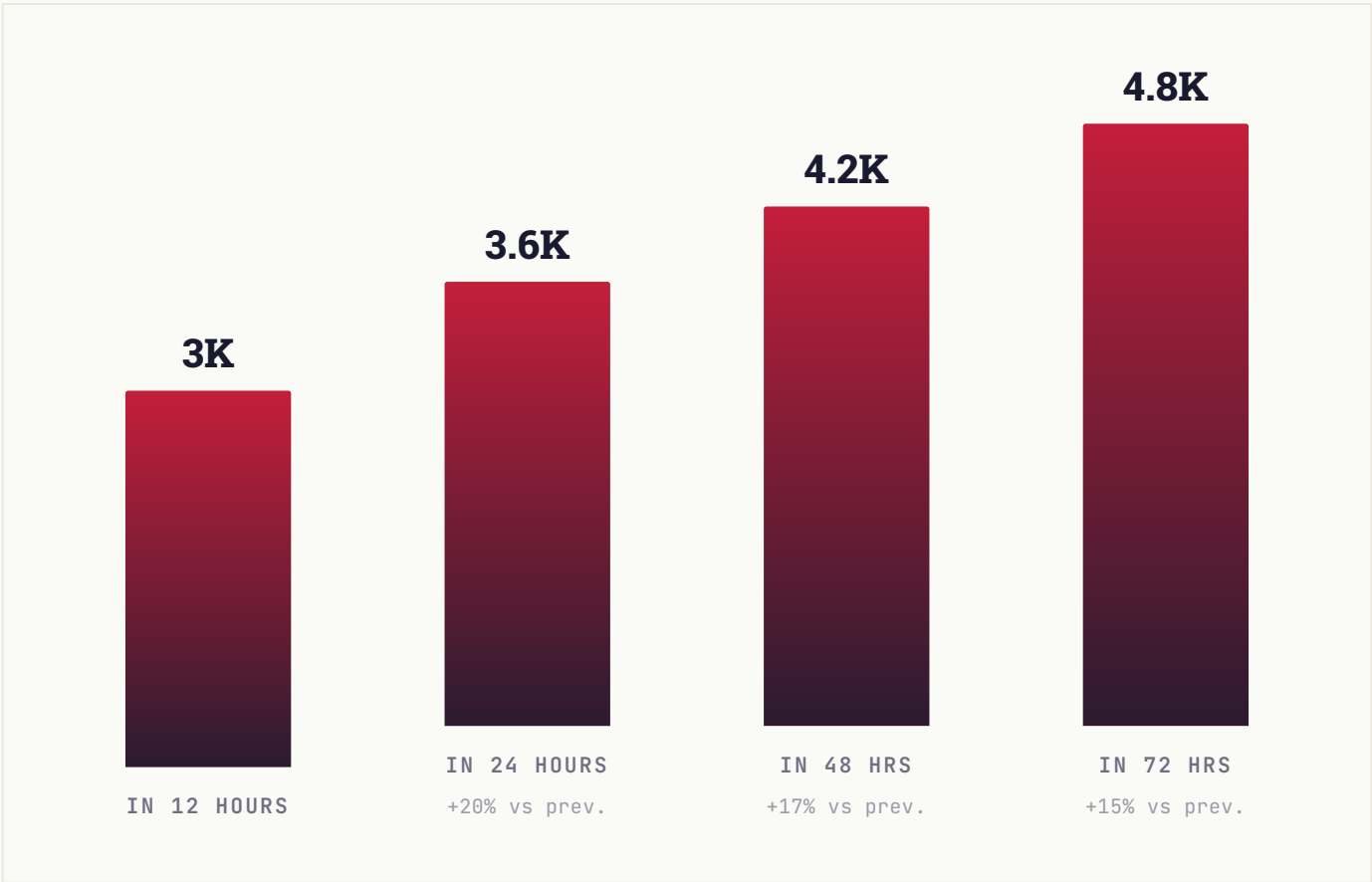
Citation index **26** – channel popularity score based on mentions. Considers both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **138** different channels.



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 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	212.9K
AL ALIBEKOV	56.3K
SI Syrym Itkulov	50K
SA SADRADDIN	48.8K
IS ISKONYA	35.5K
YY Yerzhan Yessimkhanov YOU	32.6K
AI Aissaule	24.4K
GU Guzel Urazova	24.1K
ZA ZAKIROV.TAT	23.8K
ZT Call Thunberg!	22.1K
AL ALPHA	21.1K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#7 of 98). Strong position. Niche leader — Margulan Seisembay (212.9K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **3**, they brought **1 670** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1	1	904	
December 2025	1	1	14	
Nov 2025	0	0	160	
Oct 2025	1	1	168	
Sep 2025	0	0	164	
August 2025	0	0	260	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
3	6	1 670

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

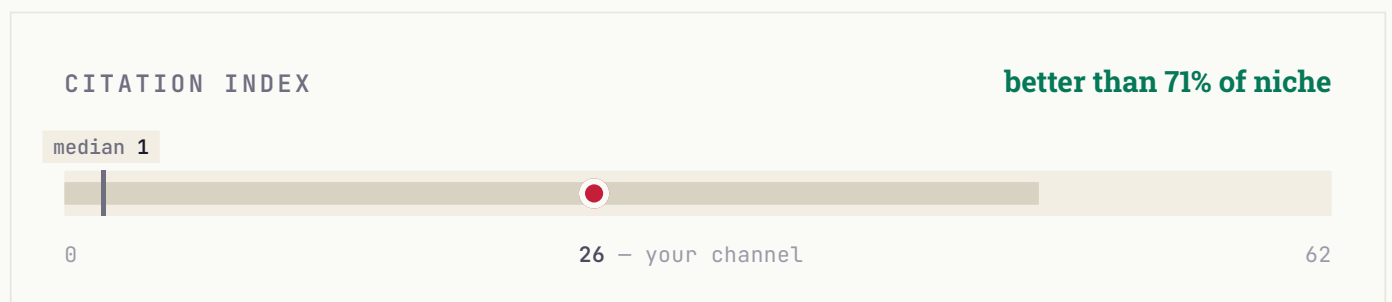
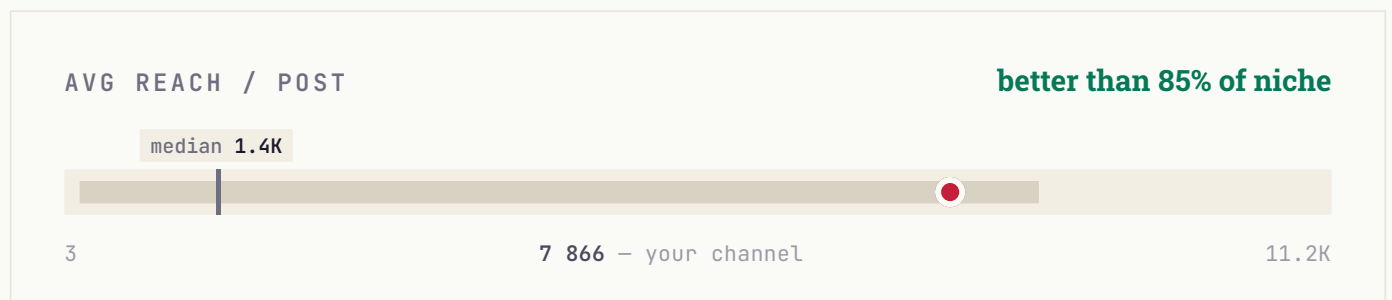
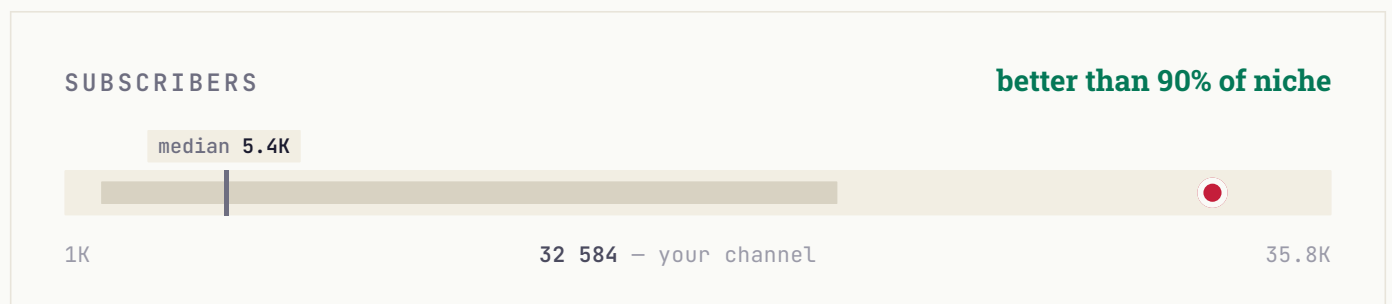
Took top-**100** channels in «**Blogs**» and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#7

/100

POSITION IN NICHE

Channel in top 7% blogs



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01**Increase posting frequency**

Now 3.0 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Wednesday**

Audience most active on this day at 20:00 ALMT.

EFFECT

**Best window
for important
posts****03****Increase share of video posts**

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****04****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****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. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
