

PROMTPRESS PUBLIC REPORT

Channel audit

YO'L-YO'LAKAY



@yolyolakayuz

Kun davomida eng sara va so'nggi yangiliklar tafsiloti bilan YO'L-YO'LAKAY tanishtirib boramiz. Voqea va hodisaga guvoh bo'ldingizmi, voqealikni bizga yuboring: @yyuzbot Reklama bo'yicha:...

SUBSCRIBERS

208 649

-27 per month

ERR (% SEE POSTS)

19.0%

per day **17.8%**

REACH/POST

40.8K

ad reach **34.4K**/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 208 649 —	 SUBS REACH 19.54% avg % subs see post	 VIEWS/POST 40.8K median 41.2K · 29 days	 POSTS/DAY 13.5 ~95 per week
 7D TREND -1.7% vs previous week	 REACTIONS/POST 0.0 6 reactions, 102,646 reposts, 0 comments	 POST LENGTH 359 chars median 328 · 29 days	 POSTS ANALYZED 405 29 days
 AD REACH 34.4K 24h avg	 CHURN / MONTH -27 last month	 QUOTE RATE 1 031 citation index · 1,265 channels mentioned all time	 CHANNEL AGE 6 years 2 months Created 01.04.2020

AI EDITOR SUMMARY

Channel «YO'L-YO'LAKAY» – 208 649 subs. Each post averages 40.8K people (20% of subs), average reach – room to grow. Publishes 95 posts/week (~14/day) – very active. Week of May 25–31 reach stable (-1.7% vs week of May 18–24).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **405** posts over 29 days.
- 02 Dominant format — **Photo** (240/405 posts).
- 03 Avg post length — **359** chars (median 328).
- 04 Peak audience activity — **Friday, 13:00** UZT.
- 05 Top posts get **2x** more views than the weakest (56.1K avg top vs 25.8K worst) — among 405 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 15:35 VIDEO O'ynayotganlar alohida, tabiat alohida mavzu Videoga qo'yilgan musiqaga bizning aloqamiz yo'q) @YOL_YOLAKAY	VIEWS 57 760 REPOSTS 1 465	REACTIONS — ER 27.7%
Nº2 16.05 · 09:36 PHOTO O'zbekistonliklar Qurbon hayiti munosabati bilan ketma-ket 5 kun dam oladi Bu yil Qurbon hayiti 27-may — chorshanba kuniga to'g'ri...	VIEWS 55 565 REPOSTS 200	REACTIONS — ER 26.6%
Nº3 13.05 · 09:22 PHOTO 😊😊😊😊😊😊😊😊 Qozog'istonda o'zbek haydovchisining yo'lini to'sib, pul talab qilgan erkak ushlendi Qozog'iston va O'zbekiston chegarasidagi...	VIEWS 55 114 REPOSTS 14	REACTIONS — ER 26.4%

Nº4 25.05 • 05:26 PHOTO Qirg'izistonda Starlink interneti rasman ishga tushdi SpaceX'ning sun'iy yo'ldosh internet xizmati Starlink Qirg'iziston hududida rasman...	VIEWS 53 665 REACTIONS — REPOSTS 12 ER 25.7%
Nº5 20.05 • 16:33 PHOTO Rasman. O'zbekistonda Qurbon hayiti 27-may kuni nishonlanadi O'zbekiston musulmonlari idorasining 2026- yilda muborak Qurbon hayitining...	VIEWS 53 587 REACTIONS — REPOSTS 759 ER 25.7%

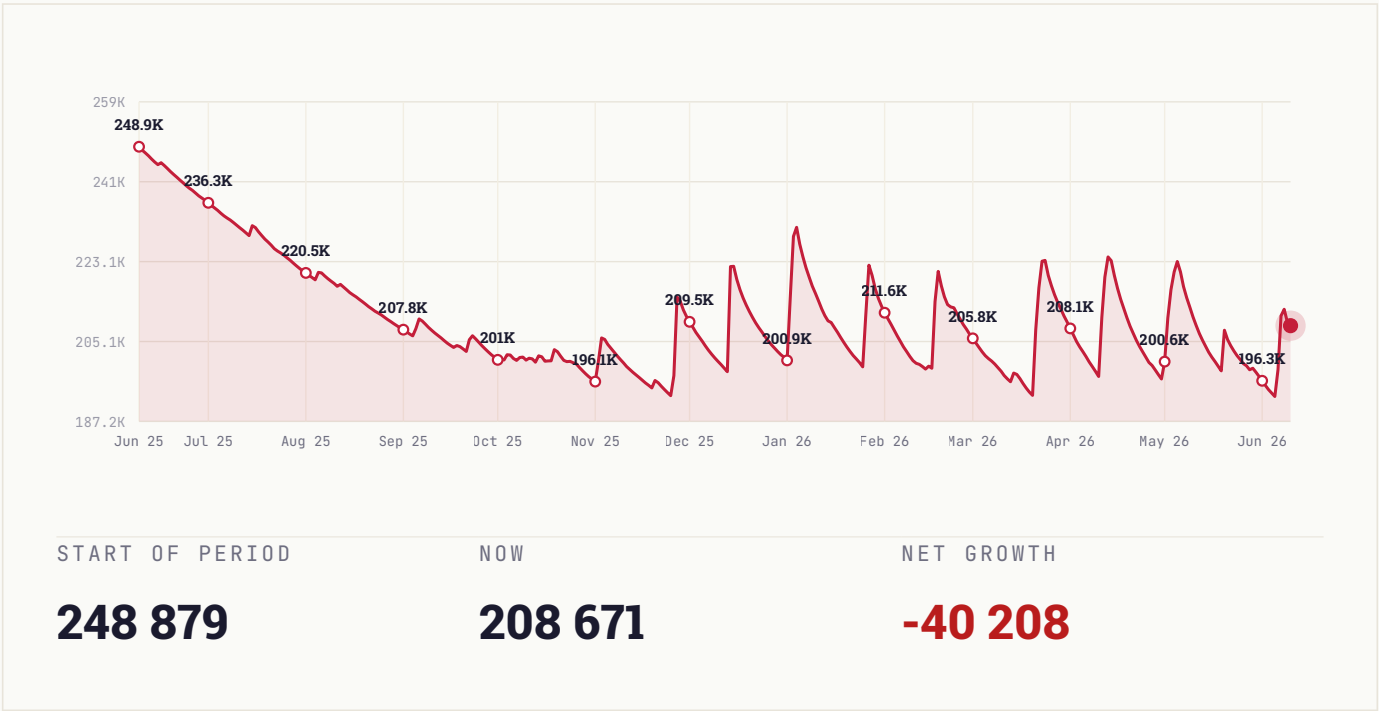
WORST 3

↓ 01.06 • 12:34 VIDEO Click taqdim etadi: kichik bolakaylar bilan "Katta gap" Bolalarni himoya qilish kuni munosabati bilan Click bolalar bilan odatda...	VIEWS 27 787 REACTIONS — REPOSTS 3 ER 13.3%
↓ 30.05 • 14:28 PHOTO Uyda gilar bilan pult talashishga chek qo'yamiz! ☒ Xarid sizdan — Hayitlik bizdan! ☒ Bayram munosabati bilan: IMKON savdo markazi, siz...	VIEWS 26 023 REACTIONS — REPOSTS 1 ER 12.5%
↓ 21.05 • 06:21 VIDEO Baribir katta o'g'il boshqachada! ☹ Katta o'g'illar mehnatkashmi yoki kichkina o'g'illar!? Batafsil ma'lumot uchun...	VIEWS 23 718 REACTIONS — REPOSTS 157 ER 11.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

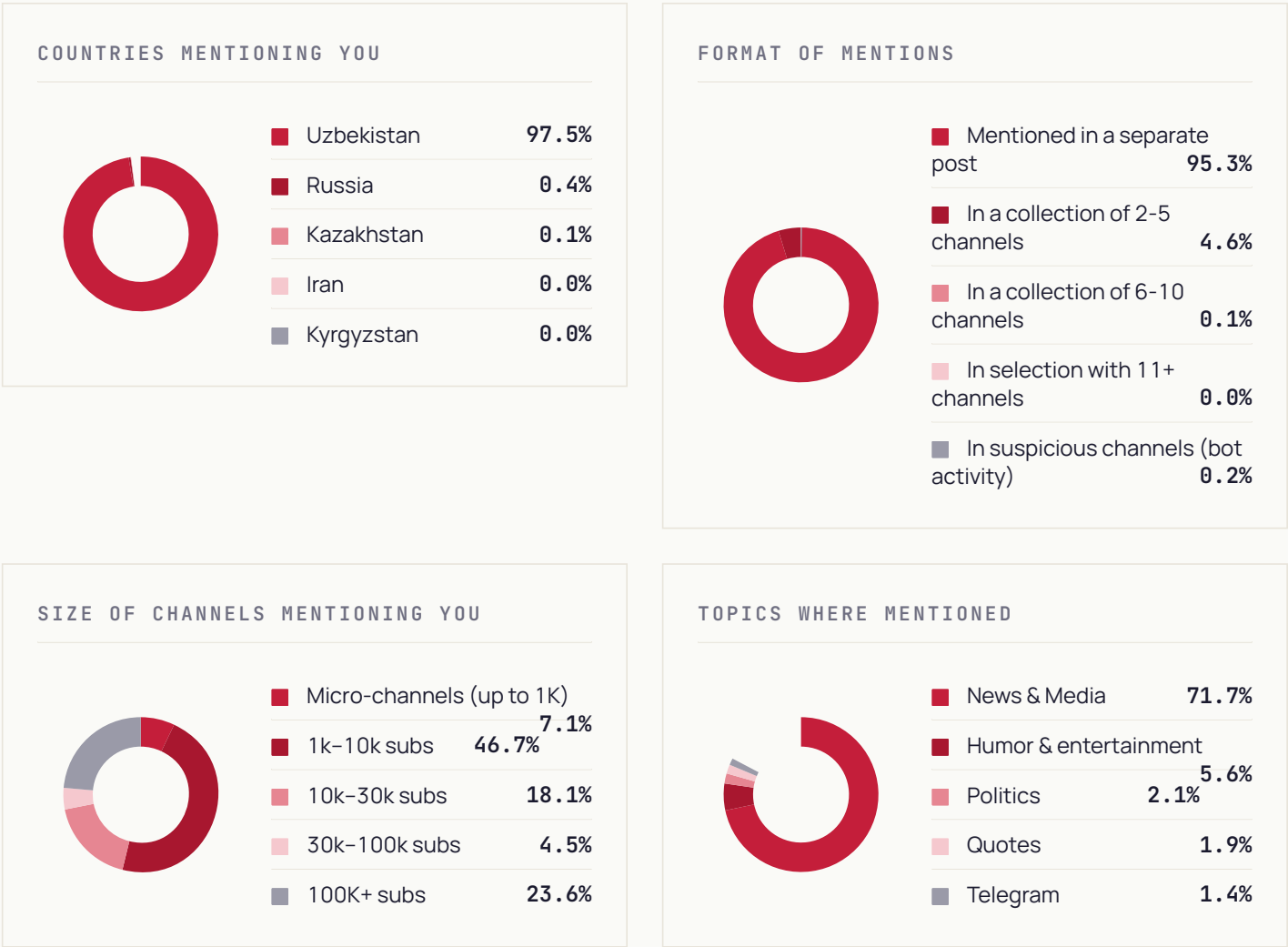
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

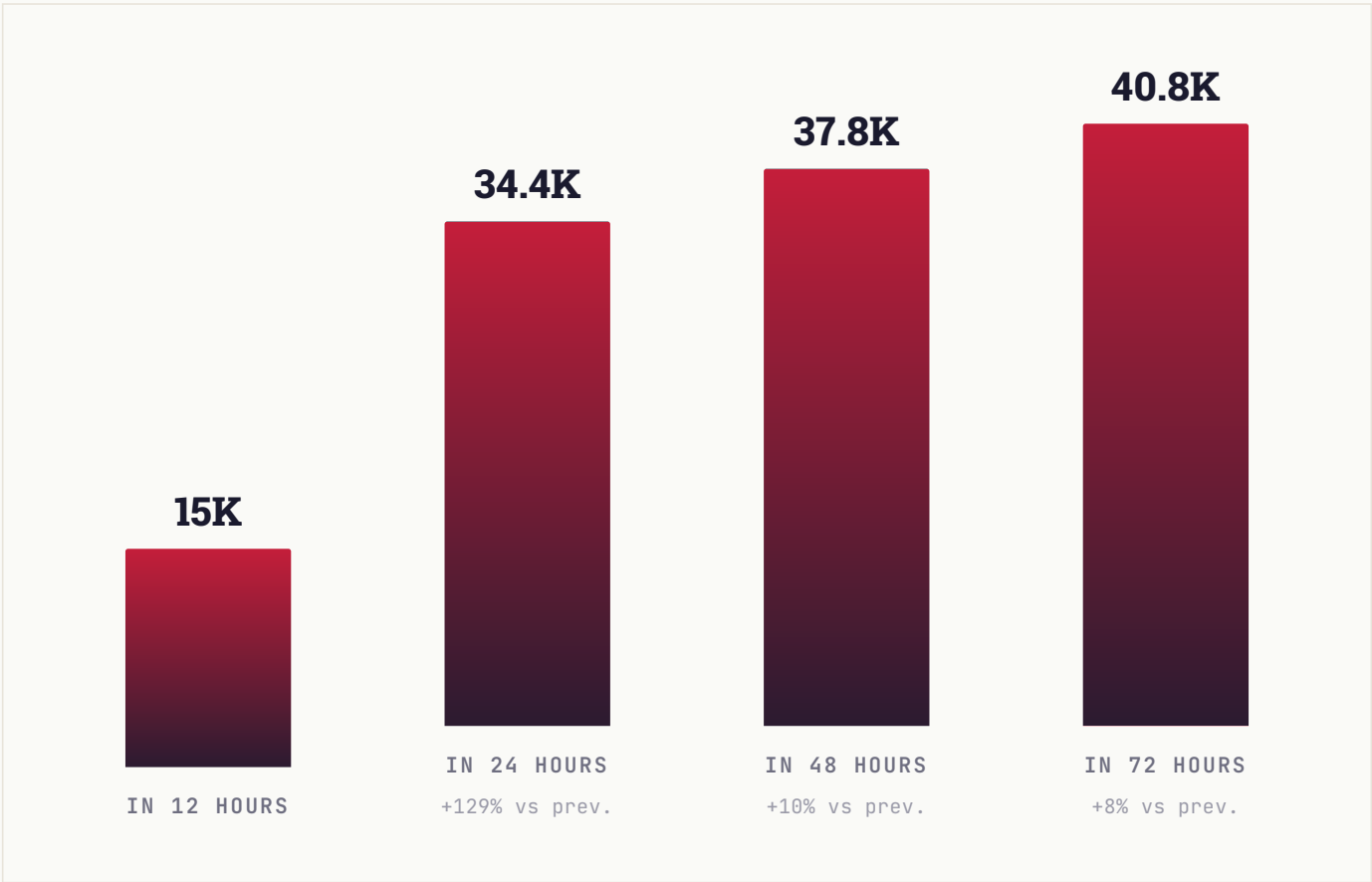
Citation index **1 031** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs one. All-time channel was mentioned **1 265** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
O2 O'zbekiston 24	25M
K Kun.uz Official channel	1.1M
TP Telegram_Yulduzlari Official channel	1M
OU OPER UZ Official channel	1M
WB Water market	951.6K
PU PATRUL UZ OFFICIAL CHANNEL	951.3K
Q- QORAXABAR - Tezkor xabarlar Rasmiy kanal	805K
UR Uzbekistanofficial Rasmiy Tezkor Xabarlar va Yangiliklar	732.5K
MU MILITSIYA UZB Official channel	553.2K
BG Bor gap! Official channel	376.1K
YO YO'L-YO'LAKAY YOU	208.6K

COMPARATIVE INSIGHT

Channel in bottom third of the selection (11th out of 11). Larger — 10 channels (leader: O'zbekiston 24, 25M); these are growth targets, reach them via paid placements or partnerships. No one smaller in the selection — all others are larger.

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 **302**, they brought **76 003** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	26	7	23 651
November 2025	37	30	33 615
October 2025	108	51	6 655
September 2025	68	31	7 752
August 2025	36	25	2 098
July 2025	27	25	2 232

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
302	6	76 003

— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday
 Audience is most active on this day at 13:00 UZT.

EFFECT
Best window for an important post
- 02

Systematic traffic buying
 3 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
 Exchange posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search looks at descriptions. Add 3-5 niche keywords — that's organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us & hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
