

— PROMTPRESS PUBLIC REPORT

Channel audit

Your Almaty



@youralmaty

SUBSCRIBERS

10 087

-323 per month

ERR (% SEE POSTS)

16.0%

in 24 hrs 5.6%

REACH/POST

1.6K

ad reach 570/24h

— CONTENT · 2026

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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 10 087 —	 SUBS REACH 15.51% avg % of subs see post	 VIEWS/POST 1.6K median 1.3K · 27 days	 POSTS/WK 14.2 over period
 7D TREND -62.1% vs previous week	 REACTIONS/POST 5.5 only 309 reactions, 228 reposts, 140 comments	 POST LENGTH 838 chars median 1K · 27 days	 POSTS ANALYZED 56 27 days
 AD REACH 570 24h avg	 CHURN / MONTH -323 last month	 CITATION RATE 33 citation index · 53 channels mentioned all time	 CHANNEL AGE 1 year 3 months created 13.03.2025

AI EDITOR SUMMARY

Channel «Your Almaty» — 10 087 subs. Each post averages 1.6K people (16% of subs), avg reach — room to grow. Publishes 14 posts/week (~2/day) — consistent. For week Jun 22–28 reach dropped -62.1% by week Jun 15–21 — 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **56** posts in 27 days.
- 02 Dominant format — **Photo** (45/56 posts).
- 03 Avg post length — **838** chars (median 1K).
- 04 Peak audience activity — **Thursday**, 10:00 ALMT.
- 05 Top posts get **5x** more views than the weakest (3.8K avg for top vs 776 for worst) — among 56 posts in 27 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 05:45 PHOTO Bus lane to appear on Sain in Almaty Starting June 20, a dedicated bus lane will operate on Sain Street in Almaty...	VIEWS 5 819 REPOSTS 31	REACTIONS 23 ER 57.7%
Nº2 08.06 · 14:41 PHOTO Әділет party supports Just Kazakhstan course Әділет party held a Political Council meeting, during which...	VIEWS 2 801 REPOSTS 4	REACTIONS 13 ER 27.8%
Nº3 15.06 · 07:28 PHOTO Filming of "Armor of God 4" started in western Kazakhstan — the movie will feature Jackie Chan First shots of the project have been made...	VIEWS 2 748 REPOSTS 7	REACTIONS 12 ER 27.2%

Nº4 06.06 · 11:29 PHOTO Gaziz Abishev: Even 5 years ago, this whole story about 'eating up' ENPF funds seemed dubious ENPF again raises thresholds...	VIEWS 2 520 REPOSTS 3	REACTIONS 6 ER 25.0%
Nº5 19.06 · 04:48 PHOTO UAE bans social media for children under 15 UAE officially banned social media use by children under 15...	VIEWS 2 482 REPOSTS 3	REACTIONS 20 ER 24.6%

WORST 3

↓ 25.06 · 11:21 PHOTO President praised journalists' role in adopting new Constitution According to Kassym-Jomart Tokayev, there is every reason to call...	VIEWS 813 REPOSTS 1	REACTIONS — ER 8.1%
↓ 25.06 · 11:22 PHOTO The head of state focused on the role of journalists in combating disinformation – Modern technologies have spawned...	VIEWS 807 REPOSTS 2	REACTIONS — ER 8.0%
↓ 01.07 · 05:30 TEXT Қазақстан Республикасының Конституциясы 2026 жылғы 1 шілдеден бастап күшіне енді ҚҰРМЕТТІ ҚАЗАҚСТАНДЫҚТАР! 2026 жылғы 15 наурызда...	VIEWS 709 REPOSTS —	REACTIONS 2 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

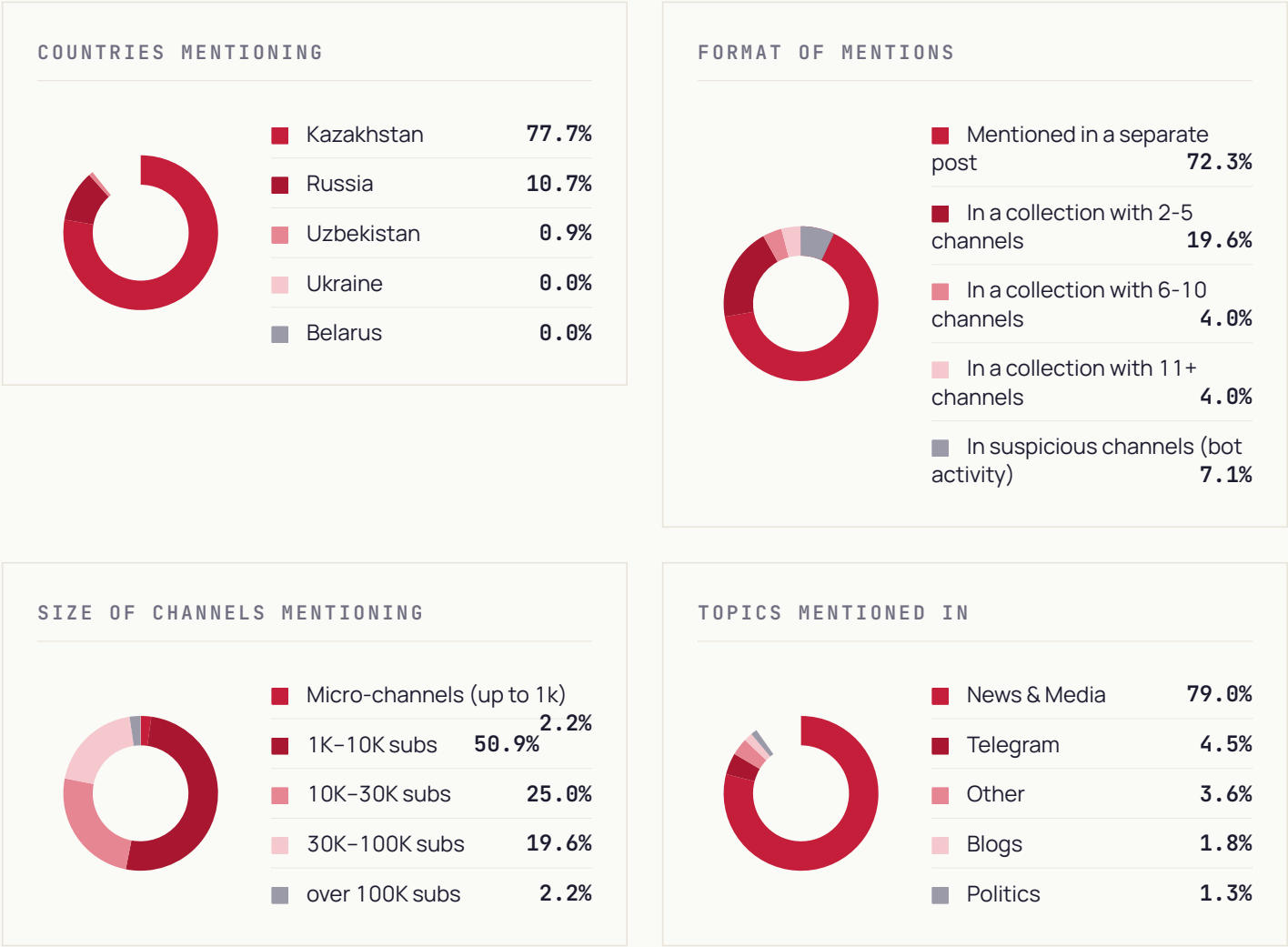
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

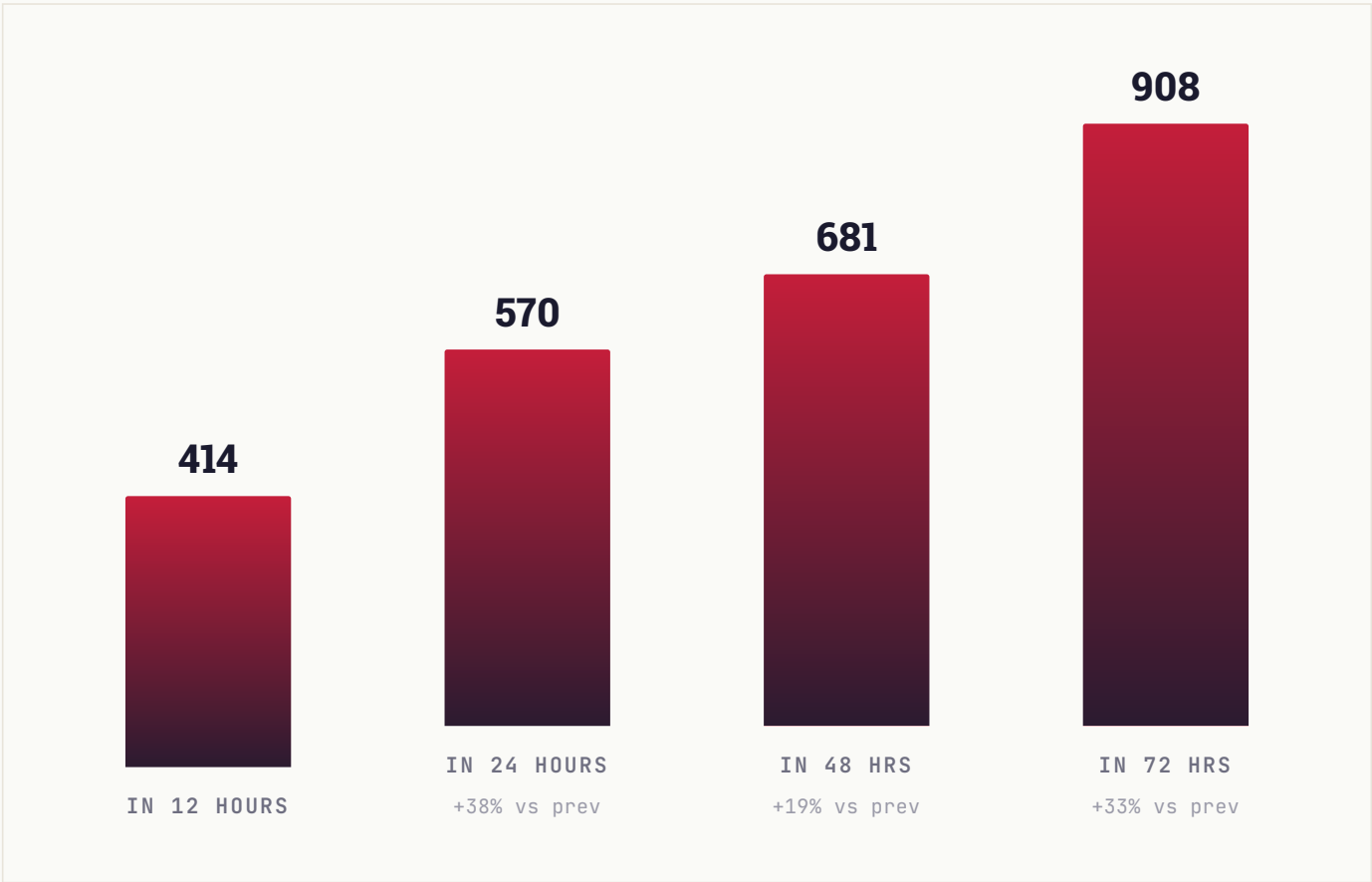
Citation index **33** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **53** different channels.



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 — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
TA Your Almaty YOU	10.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#100 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **48**, they brought **1 833** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	12	12	0	
December 2025	3	3	102	
Nov 2025	6	5	116	
Oct 2025	7	7	969	
Sep 2025	12	11	625	
August 2025	8	7	21	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
48	6	1 833

SECTION 08 · NICHE COMPARISON

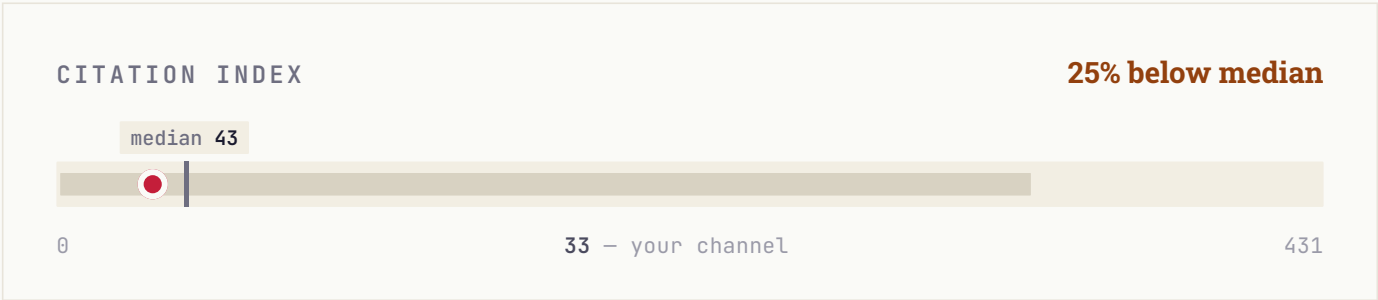
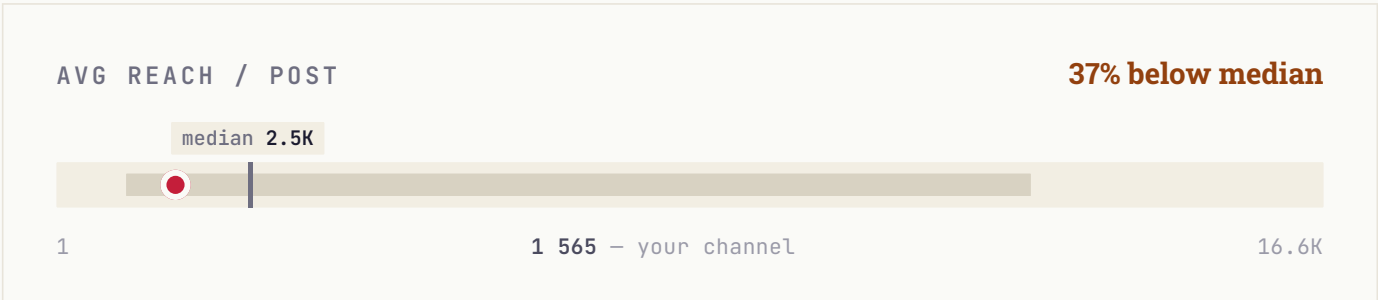
Where the channel stands in its league

Took top-100 channels in category «News & Media» 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.

#100/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · 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 Thursday

Audience is most active on this day at 10:00 ALMT.

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. 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
