

Global rank

Jul 2024 - Sep 2024 Worldwide

Domain	Rank
tengriauto.kz	#54,591
newauto.kz	#113,824
aster.kz	#111,674

Country rank

Jul 2024 - Sep 2024 Kazakhstan

Domain	Rank
tengriauto.kz	#233
newauto.kz	#548
aster.kz	#562

Industry rank

In News and Media

Domain	Rank
tengriauto.kz	#4,120
newauto.kz	N/A
aster.kz	N/A

Traffic & Engagement

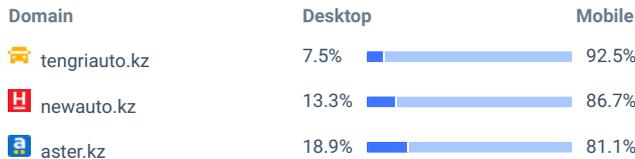
Total visits

Jul 2024 - Sep 2024 Worldwide



Device distribution

Jul 2024 - Sep 2024 Worldwide



Engagement

Metric	tengriauto.kz	newauto.kz	aster.kz
Monthly visits	1.587M 🏆	391,138	385,679
Monthly unique visitors	N/A	N/A	N/A
Visits / Unique visitors	N/A	N/A	N/A
Visit duration	00:01:02	00:03:45 🏆	00:01:44
Pages per visit	1.32	4.85 🏆	3.81
Bounce rate	75.69%	42.2%	39.19% 🏆
Page Views	2.088M 🏆	1.896M	1.470M

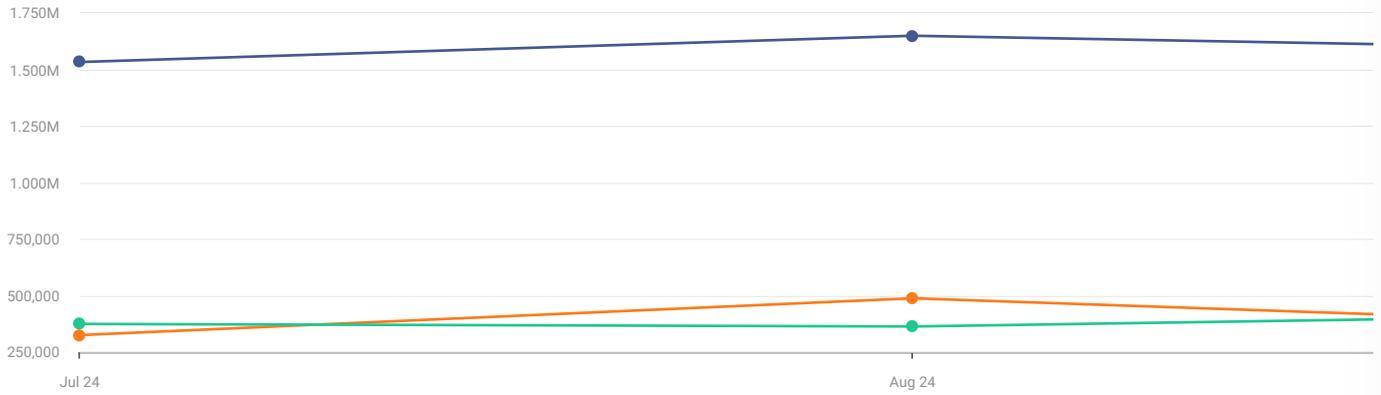
Deduplicated audience BETA

Gain access to more insights

Visits over time

Jul 2024 - Sep 2024 Worldwide All traffic

tengriauto.kz 4.763M newauto.kz 1.173M aster.kz 1.157M



Geography

Top Countries

Jul 2024 - Sep 2024 All traffic



Country	Traffic Share	Group traffic share split
Kazakhstan	90.96%	67.9% 16.2% 15.9%
Russia	5.27%	41.5% 30.7% 27.8%
Uzbekistan	0.92%	91.1%
Turkey	0.89%	79.7% 20.3%
Germany	0.44%	90.9%

Marketing Channels

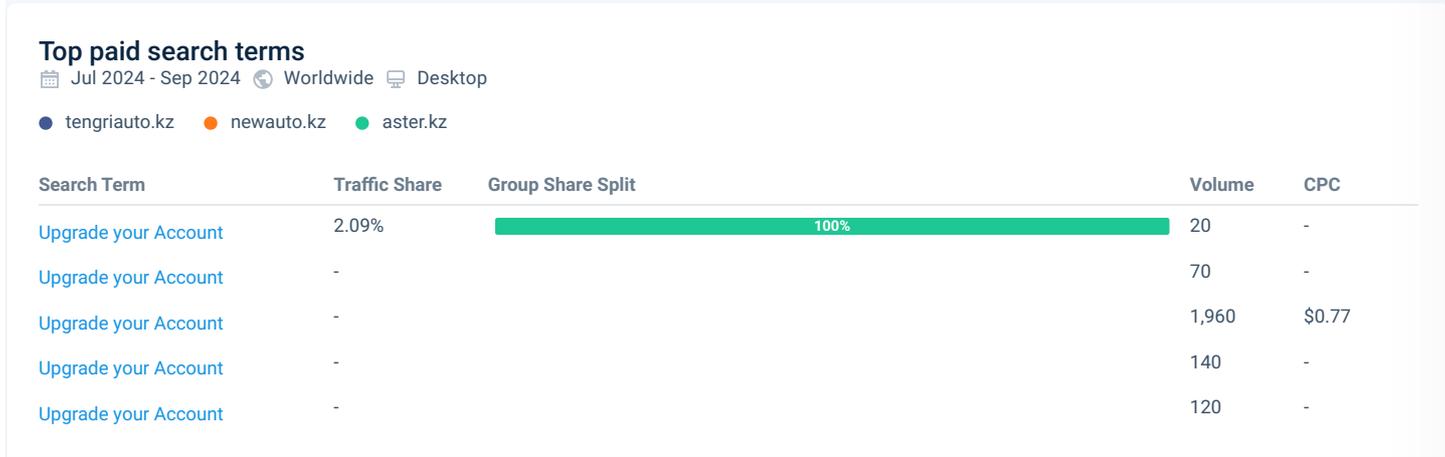
Channels overview

Jul 2024 - Sep 2024 Worldwide All traffic



Paid Search

● aster.kz is in the lead with 6.8% paid search



Referrals

tengriauto.kz is in the lead with 73.2% referrals traffic

Top referring websites

Jul 2024 - Sep 2024 Worldwide Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
tengriauto.kz	News and Media	92.32%	100%
yandex.kz	TV Movies and Streaming	2.58%	100%
mail.ru	Email	1.10%	100%
yandex.ru	Search Engines	0.63%	100%
drive2.ru	Vehicles	0.58%	100%

Ad Monetization

Top ad destinations

Jul 2024 - Sep 2024 Worldwide Desktop

Domain	Traffic share	Group Traffic Share Split
krisha.kz	82.55%	100%
haval-motor.kz	9.97%	50.0% 50.0%
changan-auto.kz	3.32%	100%
tank.com.kz	2.10%	100%
radiovolna.net	2.06%	100%

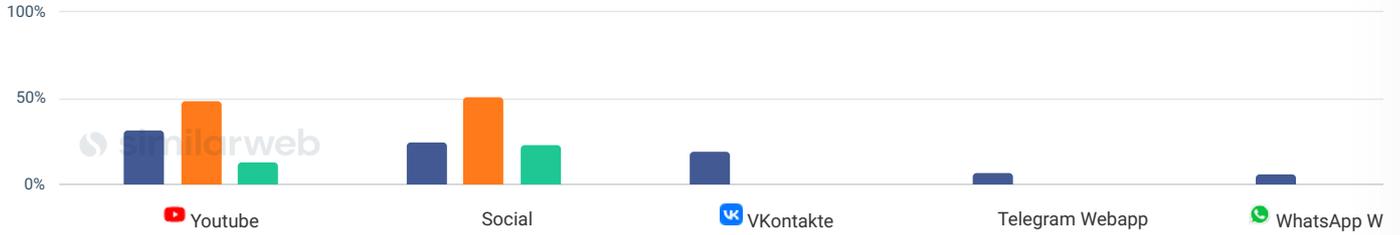
Social

● aster.kz is in the lead with <1% social traffic

Social traffic

Jul 2024 - Sep 2024 Worldwide Desktop

tengriauto.kz newauto.kz aster.kz



Display Advertising

● aster.kz is in the lead with 2.49% display ads traffic

Top publishers

Jul 2024 - Sep 2024 Worldwide Desktop

Publisher	Total Share	Group Traffic Share Split
youtube.com	28.21%	100%
flashscorekz.com	4.44%	100%
top-radio.ru	4.44%	100%
olx.kz	39.63%	100%
speedtest.net	1.58%	100%

Display ad network

Jul 2024 - Sep 2024 Worldwide Desktop

Ad Network	Total Group Traffic Share	Group Traffic Share Split
Unidentified Networks	4.94%	70.7% (Unidentified), 28.2% (Newauto.kz)
Google Display Network	95.06%	100%