

March 2023

Website Analysis

● tengrines.kz

● nur.kz

● zakon.kz

● informburo.kz



View the full analysis at:
pro.similarweb.com

Global rank ⓘ

Nov 2022 - Jan 2023 Worldwide

Domain	Rank
tengrinews.kz	#2,642
nur.kz	#5,037
zakon.kz	#4,814
informburo.kz	#20,301

Country rank ⓘ

Nov 2022 - Jan 2023 Kazakhstan

Domain	Rank
tengrinews.kz	#11
nur.kz	#30
zakon.kz	#20
informburo.kz	#67

Industry rank ⓘ

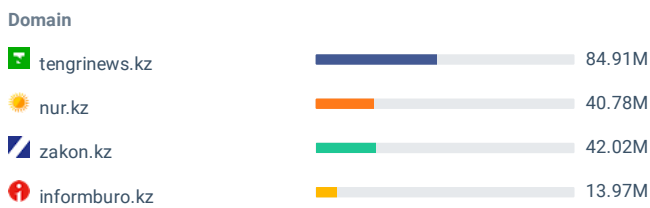
In News and Media

Domain	Rank
tengrinews.kz	#398
nur.kz	#666
zakon.kz	N/A
informburo.kz	#2,096

Traffic & Engagement

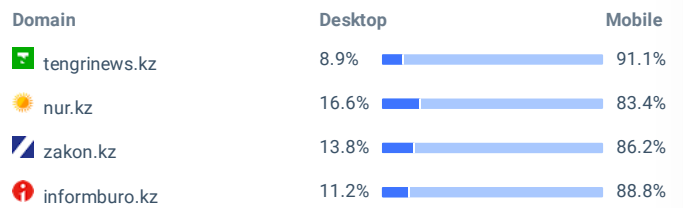
Total visits ⓘ

Nov 2022 - Jan 2023 Worldwide



Device distribution ⓘ

Nov 2022 - Jan 2023 Worldwide



Engagement ⓘ

Nov 2022 - Jan 2023 Worldwide All traffic

Metric	tengrinews.kz	nur.kz	zakon.kz	informburo.kz
Monthly visits	28.30M 🏆	13.59M	14.00M	4.658M
Monthly unique visitors	N/A	N/A	N/A	N/A
Visits / Unique visitors	N/A	N/A	N/A	N/A
Visit duration	00:02:48	00:02:37	00:05:17 🏆	00:01:25
Pages per visit	2.91	3.25	3.83 🏆	1.77
Bounce rate	56.48%	59.8%	53.43% 🏆	70.24%

Deduplicated audience BETA

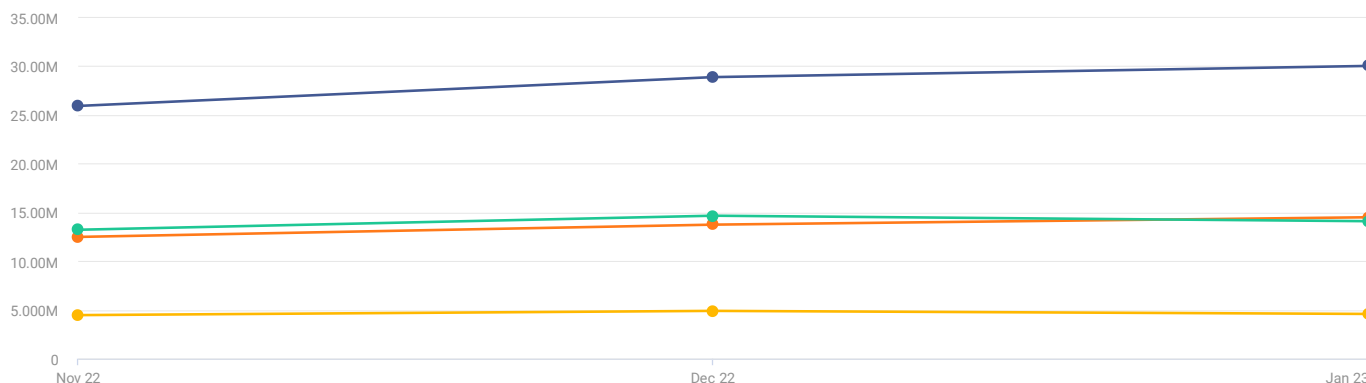
Gain access to more insights

Visits Over Time ⓘ

Nov 2022 - Jan 2023 🌐 Worldwide 📄 All traffic

tengrinews.kz nur.kz zakon.kz informburo.kz

84.91M 40.78M 42.02M 13.97M



Geography

Top countries ⓘ

Nov 2022 - Jan 2023 📄 All traffic



Country	Traffic Share	Group traffic share split
Kazakhstan	86.65%	49.6% 19.1% 23.5%
Russia	5.31%	19.8% 52.7% 20.8%
Ukraine	1.63%	18.5% 67.3%
Uzbekistan	0.92%	35.8% 28.9% 27.8%
Germany	0.80%	37.2% 42.4% 16.8%

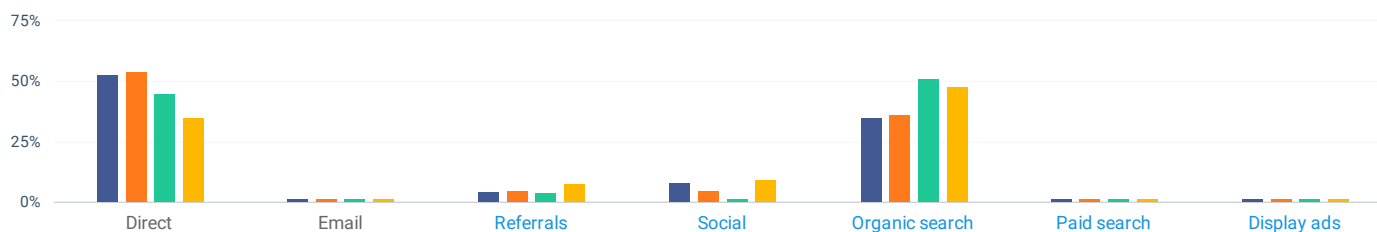
Marketing Channels

Channels overview ⓘ

Nov 2022 - Jan 2023 🌐 Worldwide 📄 All traffic

tengrinews.kz nur.kz zakon.kz informburo.kz

84.74M 40.63M 41.97M 13.87M








Organic Search

zakon.kz is in the lead with 56.11% organic search

Top organic search terms

Nov 2022 - Jan 2023 Worldwide Desktop

tengrinews.kz nur.kz zakon.kz informburo.kz

Search Term	Traffic Share	Group Share Split	Volume	CPC
новости казахстана	0.14%	 39.0% 21.9% 33.8%	238,020	\$0.11
женские имена	0.11%	 100%	48,620	\$0.39
тенгриныйюс	0.11%	 100%	88,390	\$0.63
анекдоты	0.07%	 100%	245,940	\$0.18
экибастуз	0.06%	 89.5%	19,520	-

Paid Search

nur.kz is in the lead with <1% paid search

Top paid search terms

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tengrinews.kz nur.kz zakon.kz informburo.kz

Search Term	Traffic Share	Group Share Split	Volume	CPC
Upgrade your Account	99.90%	 100%	720	\$0.19

Referrals

informburo.kz is in the lead with 10.5% referrals traffic

Top Referring Websites ⓘ

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Domain	Website Categories	Traffic Share	Group Traffic Share Split
dzen.ru	Community and Society	49.05%	
news.mail.ru	News and Media	6.48%	
clck.idealmedia.io	News and Media	5.41%	
smi24.kz	News and Media	4.69%	
yandex.kz	TV Movies and Streaming	3.27%	

Ad Monetization

Top Ad Destinations ⓘ

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Domain	Traffic share	Group Traffic Share Split
1xbet.kz	39.12%	
absoluteroute.com	8.80%	
dsp.zog.link	5.55%	
lamoda.kz	5.11%	
candidvideoshub.com	3.25%	

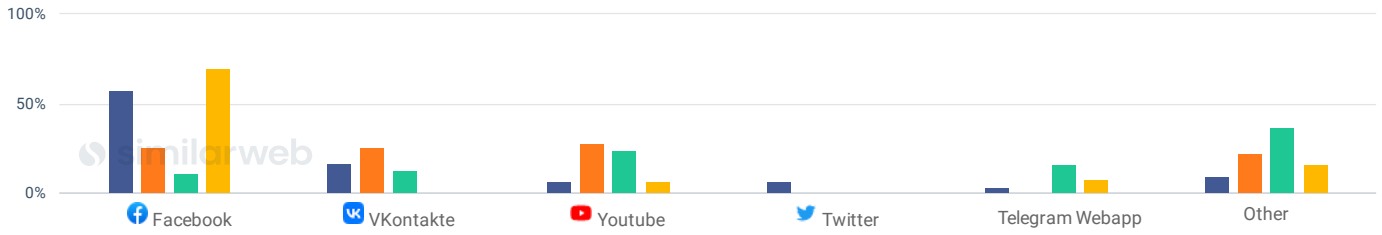
Social

informburo.kz is in the lead with 3.84% social traffic

Social Traffic

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tengrinews.kz nur.kz zakon.kz informburo.kz



Display Advertising

zakon.kz is in the lead with <1% display ads traffic

Top publishers

Nov 2022 - Jan 2023 Worldwide Desktop



No results

Try a different website, date range or country

Display Ad Network

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Ad Network

Total Group Traffic Share

Group Traffic Share Split

Unidentified Networks

100%

100%