

PUBLIC REPORT BY PROMTPRESS

Channel audit

Avito Career



@avito_career

Channel with Avito jobs for developers, designers, analysts, marketers, bizdevs and more! Search by hashtags among fields and programming languages. Channel about life at Avito:...

SUBSCRIBERS

60 069

+1328 per month

ERR (% SEE POSTS)

16.0%

daily 6.8%

REACH/POST

9.1K

ad reach 4K/24h

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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 60 069 —	 SUBS REACH 15.1% avg % of subs see post	 VIEWS/POST 9.1K median 10.1K · 29 days	 POSTS/WEEK 6.5 for the period
 7D TREND -8.5% vs previous week	 REACTIONS/POST 14.3 385 reactions, 752 reposts, 0 comments	 POST LENGTH 488 chars median 461 · 29 days	 POSTS ANALYZED 27 29 days
 AD REACH 4K 24h avg	 CHURN / MONTH +1328 last month	 QUOTABILITY 133 citation index · 270 channels mentioned all time	 CHANNEL AGE 4 years 6 months created 15.12.2021

AI EDITOR SUMMARY

Channel «Avito Career» — 60 069 subs. Each post averages 9.1K people (15% from subs), average reach — room to grow. Publishes 6 posts/week (~1/day) — infrequent. For week Jun 8–14, reach dropped -8.5% vs week Jun 1–7 — worth investigating causes.

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 27 posts in 29 days.
- 02 Dominant format — Photo (26/27 posts).
- 03 Avg post length — 488 chars (median 461).
- 04 Peak audience activity — Thu, 17:00 MSK.
- 05 Top posts get 2× more views than the weakest (11.4K avg top vs 6.6K worst) — among 27 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 12:01 PHOTO ☒ + (1) missed from Avito — don't miss the new job selection! ☒ Senior Go Developer for the analytics platform team...	VIEWS 11 826 REPOSTS 10	REACTIONS 13 ER 19.7%
Nº2 04.06 · 12:01 PHOTO Hi! I'm Olga Votintseva, head of small business sales at Avito Travel. Looking for a specialist in...	VIEWS 11 534 REPOSTS 48	REACTIONS 41 ER 19.2%
Nº3 01.06 · 12:01 PHOTO Today is Children's Day, so the visual for the post was drawn by a colleague's child. Looking for analysts as cool as in the picture ☒ ☒...	VIEWS 10 980 REPOSTS 66	REACTIONS 31 ER 18.3%

Nº4 28.05 • 14:05 VIDEO We want to see you more in stories ☒ To post more short news, internship invites, and announcements of our...	VIEWS 10 963 REPOSTS 5 REACTIONS 29 ER 18.3%
Nº5 28.05 • 12:01 PHOTO You can never have too many designers: one designed this post, another will apply for the job ☒ ☒ Lead Product Designer at Avito...	VIEWS 10 853 REPOSTS 40 REACTIONS 16 ER 18.1%

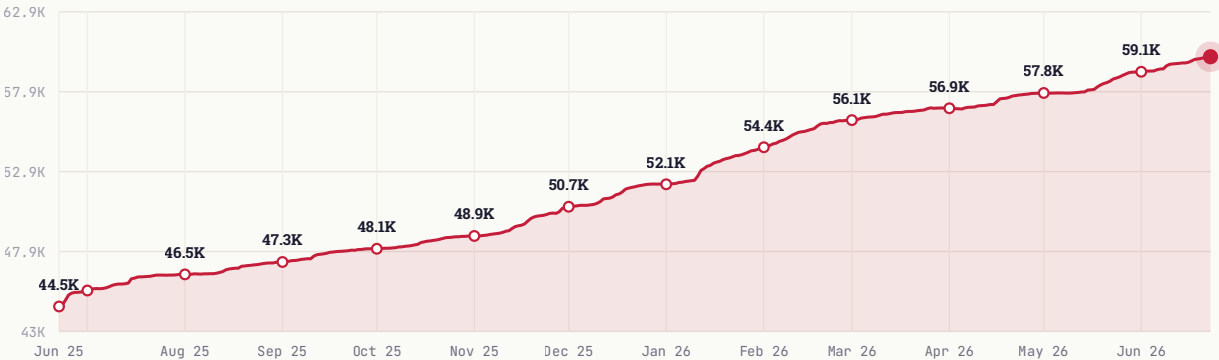
WORST 3

↓ 19.06 • 12:01 PHOTO Autohub — platform for developing key business processes for car dealers. Looking for a lead to monitor quality of developed...	VIEWS 6 656 REPOSTS 20 REACTIONS 3 ER 11.1%
↓ 17.06 • 12:01 PHOTO Ad moderation is an actively developing product. We still have to find and implement solutions for many business tasks...	VIEWS 6 637 REPOSTS 13 REACTIONS 3 ER 11.0%
↓ 19.06 • 14:01 PHOTO May a good story happen to us ♥ ☒ Industry business development manager Tasks: media strategy development, forming...	VIEWS 6 589 REPOSTS 15 REACTIONS 4 ER 11.0%

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 and loss.

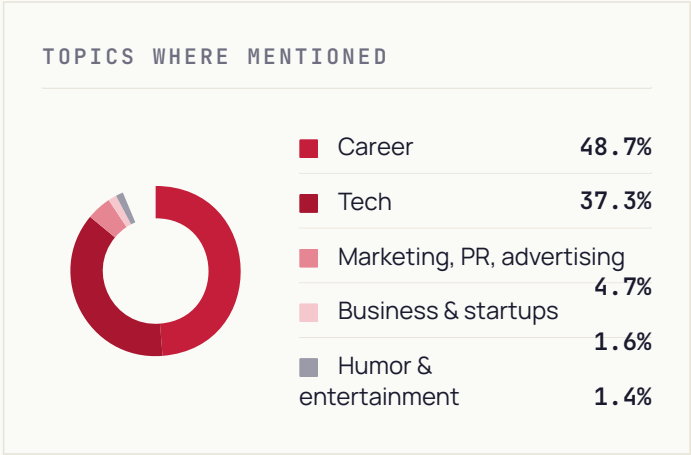
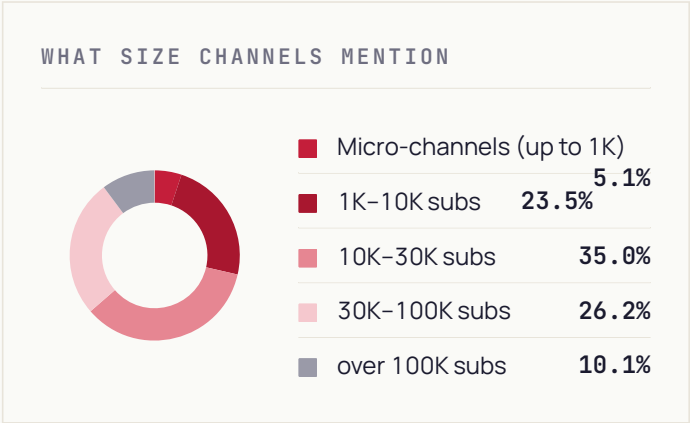
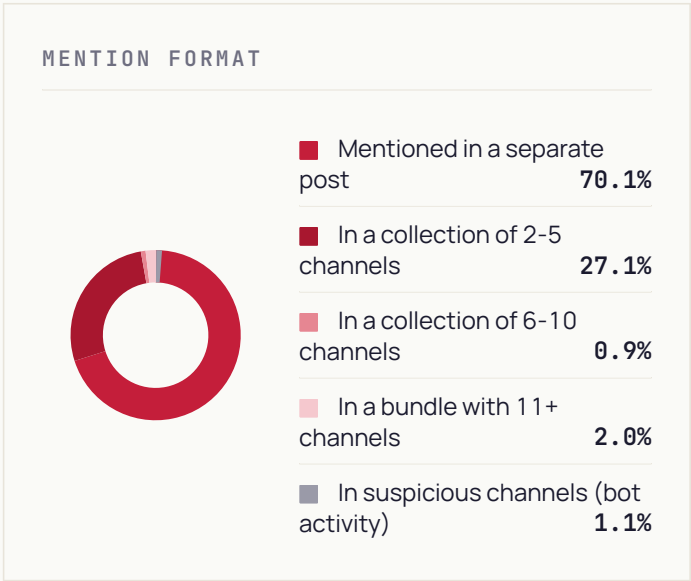
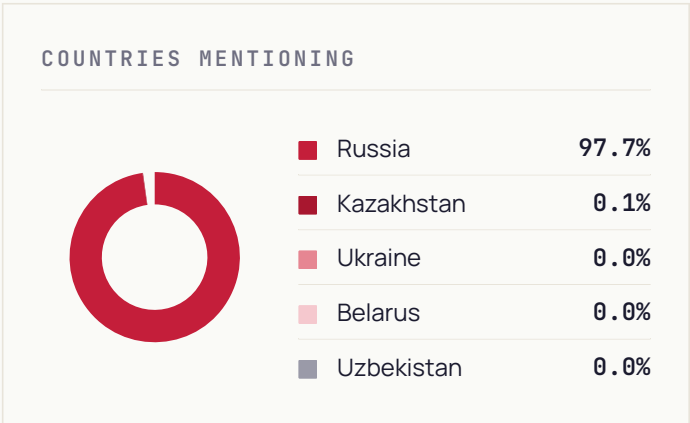


PERIOD START	NOW	NET GROWTH
44 525	60 059	+15 534

SECTION 04 · CITATIONS

Who and how mentions the channel

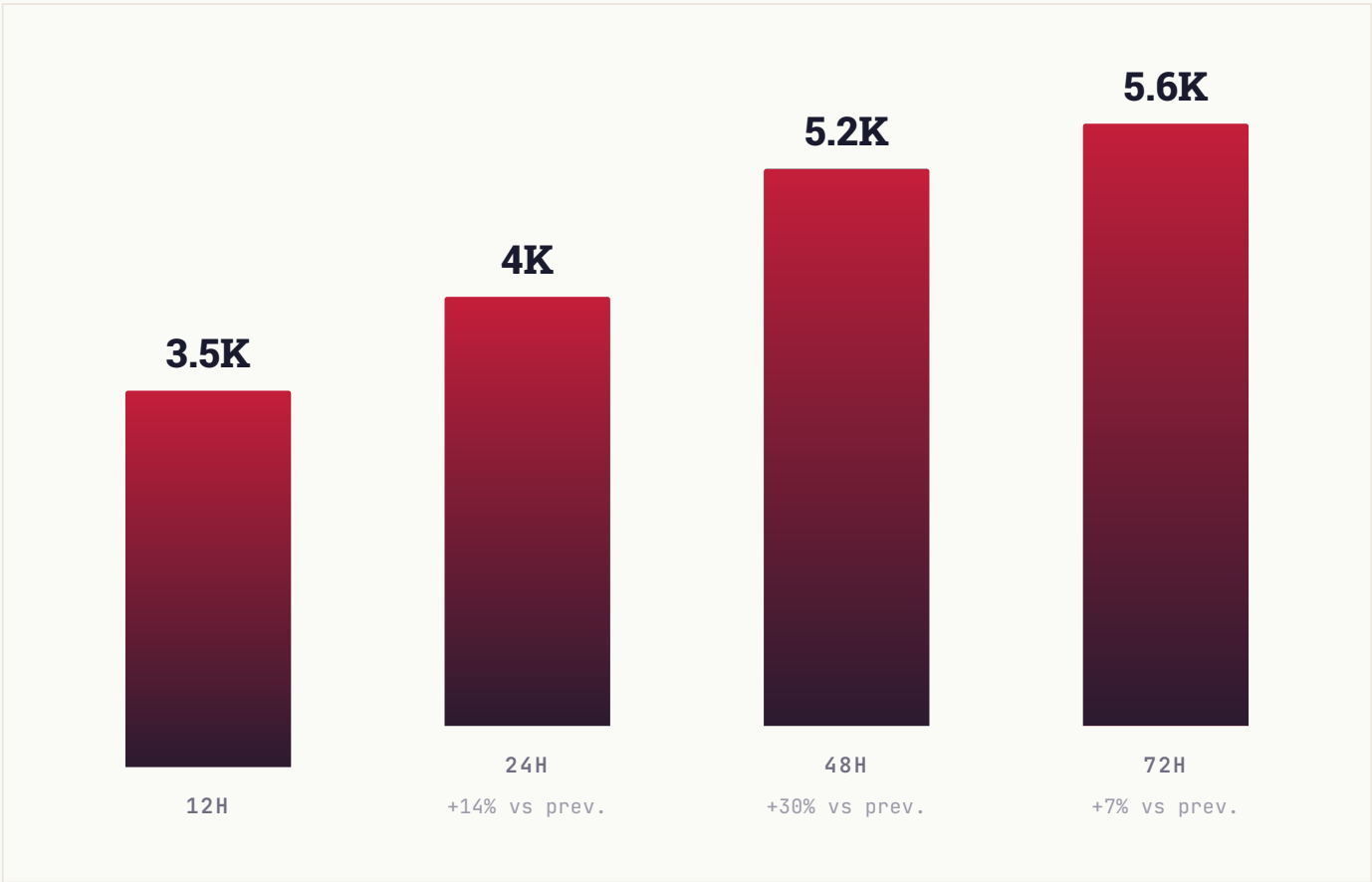
Citation index **133** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **270** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Yours is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
UB Remote no exp - Freelance	800.1K
RM JOBS MOSCOW VACANCIES	532.7K
S SeoJob Earn online	440.3K
FP Finder.work: jobs & vacancies	281.6K
H• HOME • Remote work • Freelance	252.9K
F Freelance Relocation Remote work Internships	247.2K
T TeleWork Freelance Remote work	227.2K
UM DREAM REMOTE - freelance / jobs	223.7K
FV FREELANCE. Jobs	221.1K
NU Remote🇷🇺	200.8K
AC Avito Career YOU	60.1K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#96 of 91). Niche median — 88.3K subs.
First growth KPI — reach the median. Leader: Remote no exp - Freelance (800.1K).

SECTION 07 · MENTION DYNAMICS

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 **95**, they brought **6 738** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	30	30	1 474	
November 2025	16	14	1 802	
October 2025	15	13	792	
Sep 2025	11	11	843	
August 2025	10	10	792	
July 2025	13	13	1 035	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
95	6	6 738

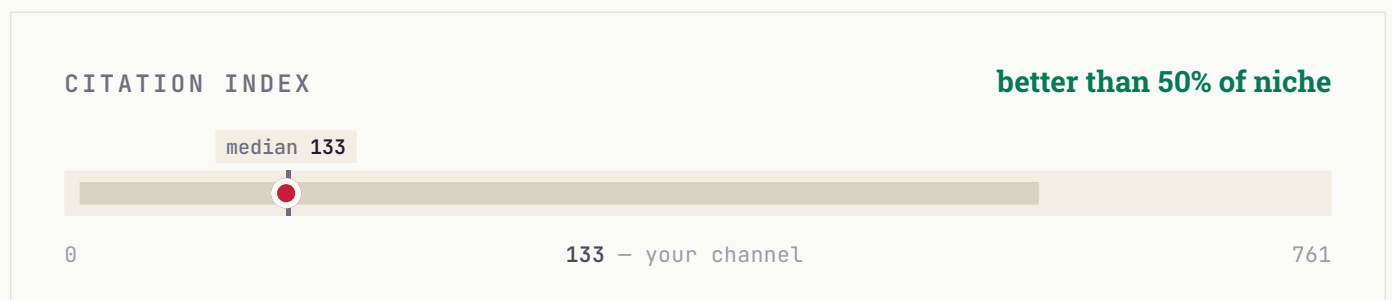
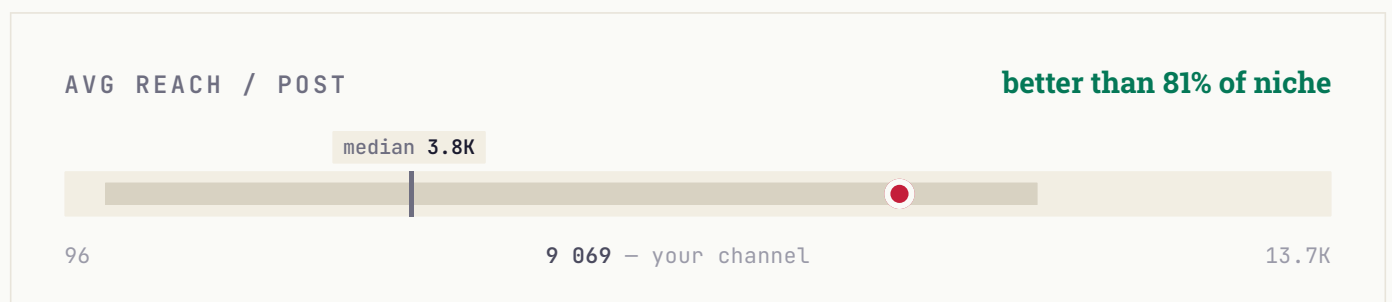
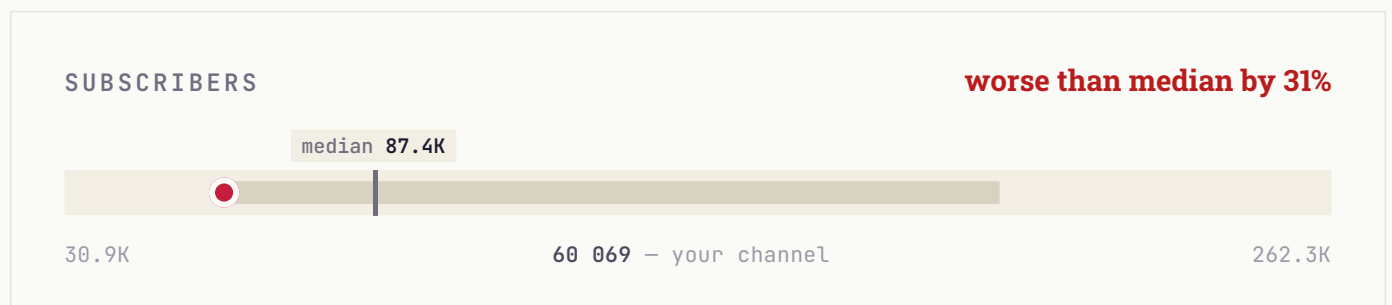
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#96/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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