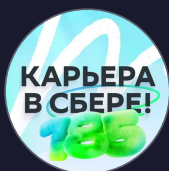


PUBLIC REPORT BY PROMTPRESS

Channel audit

Career at Sber!



@careersber

Sber team here! Collected everything about career and life at the green bank: • cool projects • team introductions • fresh vacancies • and a bit of behind-the-scenes! VK: vk.com/careersber
Registration in...

SUBSCRIBERS

140 181

-1931 per month

ERR (% SEE POSTS)

16.0%

per day 1.7%

REACH/POST

16.5K

ad reach 2.4K/24h

— CONTENTS · 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 140 181 —	 SUBSCRIBER REACH 11.75% avg % subs see post	 VIEWS/POST 16.5K median 5.6K · 28 days	 POSTS/WEEK 10.0 for the period
 7D TREND -22.7% vs previous week	 REACTIONS/POST 153.7 only 6,149 reactions, 943 reposts, 7 comments	 POST LENGTH 441 chars median 382 · 28 days	 POSTS ANALYZED 40 28 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -1931 last month	 CITATION RATE 184 citation index · 369 channels mentioned it ever	 CHANNEL AGE 5 years 8 months created 15.10.2020

AI EDITOR SUMMARY

Channel «Career at Sber!» – 140 181 subs. Each post averages 16.5K people (12% subs), reach is low – consider expanding audience. Publishes 10 posts/week (~1/day) – consistent. Week Jun 8–14 reach dropped -22.7% vs week Jun 1–7 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts in 28 days.
- 02 Dominant format – Video (26/40 posts).
- 03 Avg post length – 441 chars (median 382).
- 04 Audience peak activity – Tuesday, 15:00 MSK.
- 05 Top posts get 43x more views than the weakest (153.7K avg top vs 3.5K worst) – among 40 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 12:45 VIDEO 👤👤👤👤👤 Sber is a world of opportunities, stories, and diverse people. At the heart of our ad campaign are employees and...	VIEWS 442 464 REPOSTS 244	REACTIONS 216 ER 315.6%
Nº2 03.06 · 13:03 PHOTO OUR EMPLOYEE IN FORBES 📄 Once again we see that Sber is a place of strong people. We have incredibly cool specialists working here, next to...	VIEWS 10 338 REPOSTS 91	REACTIONS 239 ER 7.4%
Nº3 30.05 · 14:24 VIDEO RUNNERS, WHAT ARE YOU DOING 📄 At the 'SberPrime Green Marathon' thousands of people became one big team in an instant! There was everything: strength...	VIEWS 8 296 REPOSTS 46	REACTIONS 140 ER 5.9%

Nº4 27.05 · 13:30 PHOTO We wondered: if the first day in a new team, career growth and big opportunities are feelings... what do they taste like? We gathered...	VIEWS 7 174 REPOSTS 34	REACTIONS 84 ER 5.1%
Nº5 25.05 · 13:03 VIDEO Expectation vs reality from our runners ☒ During preparation for the SberPrime Green Marathon, colleagues predicted their race results...	VIEWS 7 114 REPOSTS 15	REACTIONS 81 ER 5.1%

|

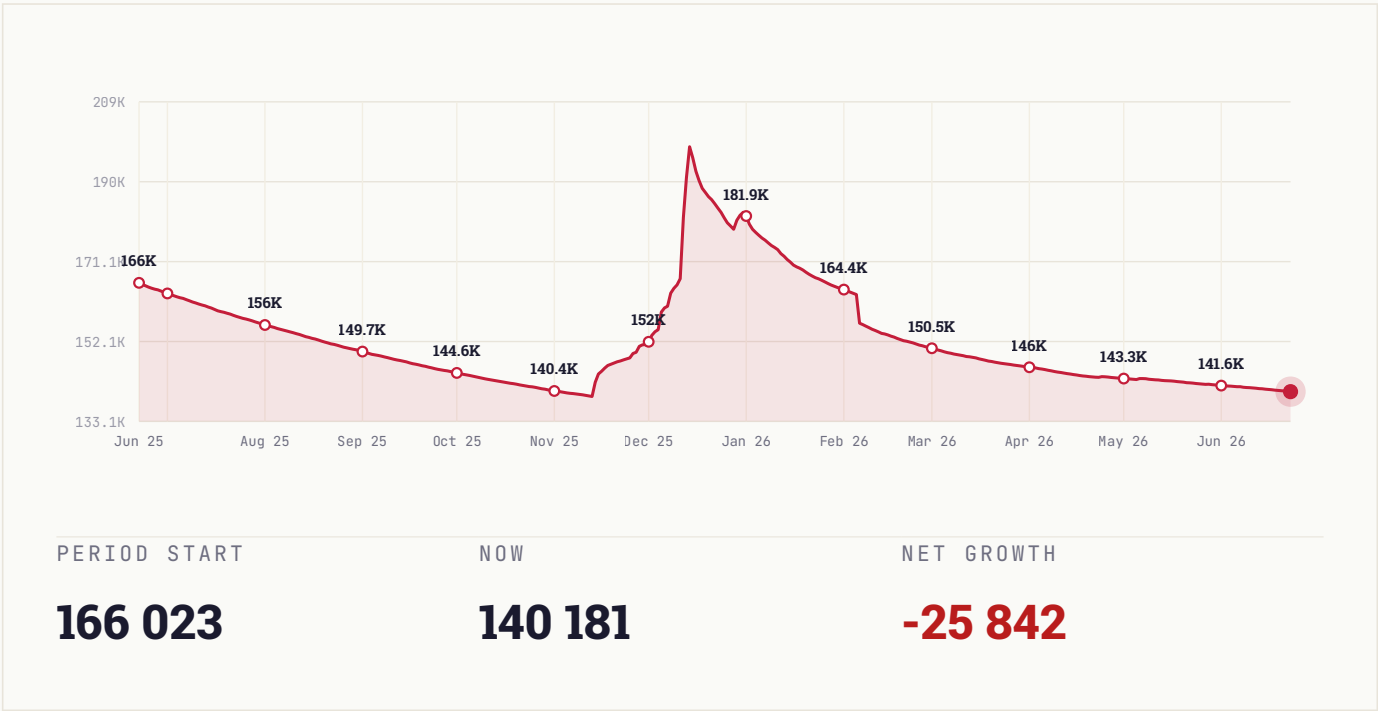
WORST 3

↓ 20.06 · 11:08 VIDEO ☒☒☒☒☒☒☒☒ Wizards don't exist. Or do they? After meeting Victoria Shumak, clients often leave smiling. Instead of a magic...	VIEWS 3 586 REPOSTS 8	REACTIONS 176 ER 2.6%
↓ 18.06 · 12:18 VIDEO ☒☒☒☒☒☒☒☒ Seeing ML engineering as a space for creativity ☒ This 'working side' helps our colleague Bogdan Roshchupkin...	VIEWS 3 577 REPOSTS 20	REACTIONS 183 ER 2.6%
↓ 19.06 · 13:32 PHOTO Someone: impossible to show that deadlines are far away with just one photo Also photo ☒	VIEWS 3 477 REPOSTS 2	REACTIONS 161 ER 2.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

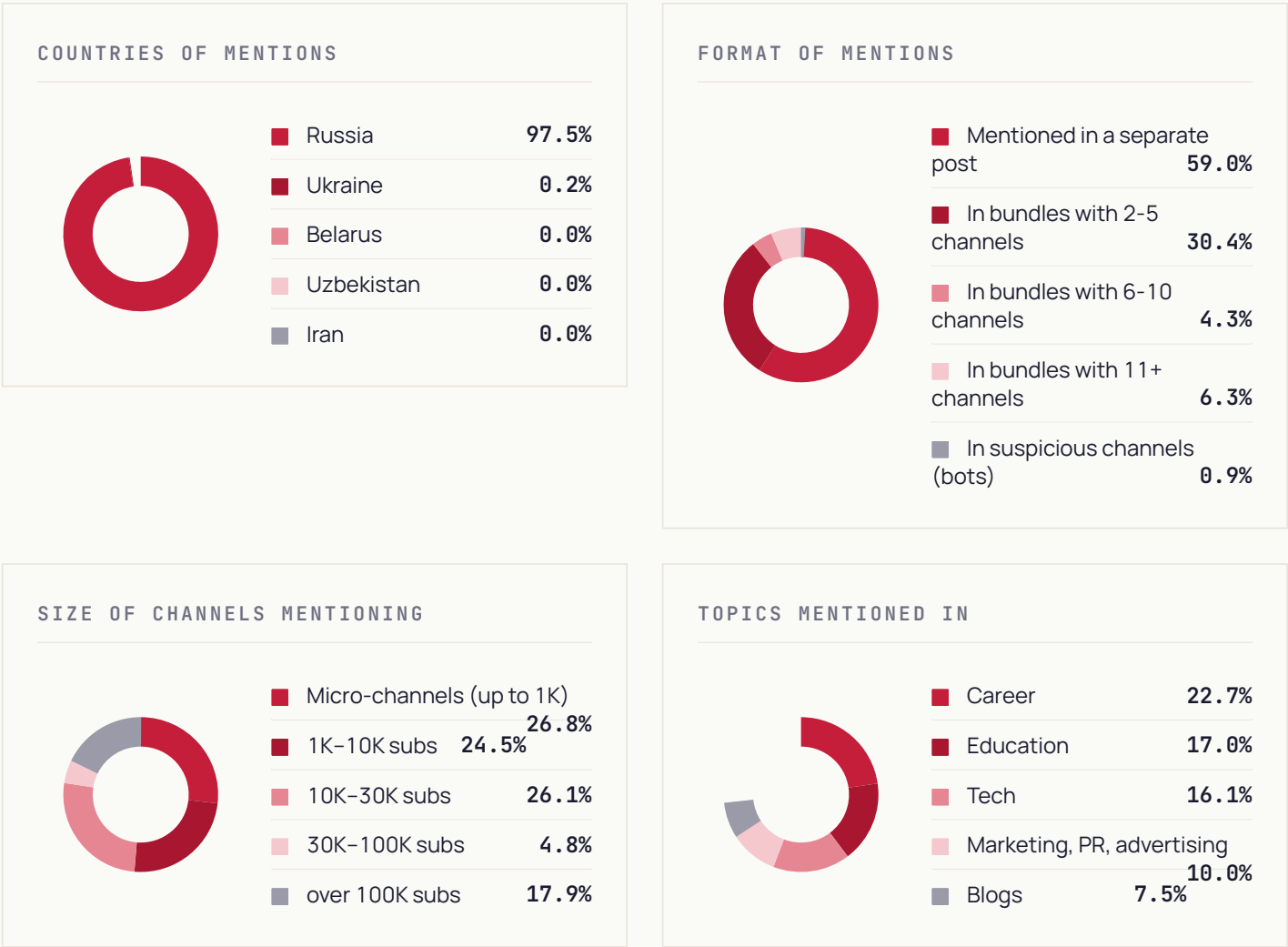
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

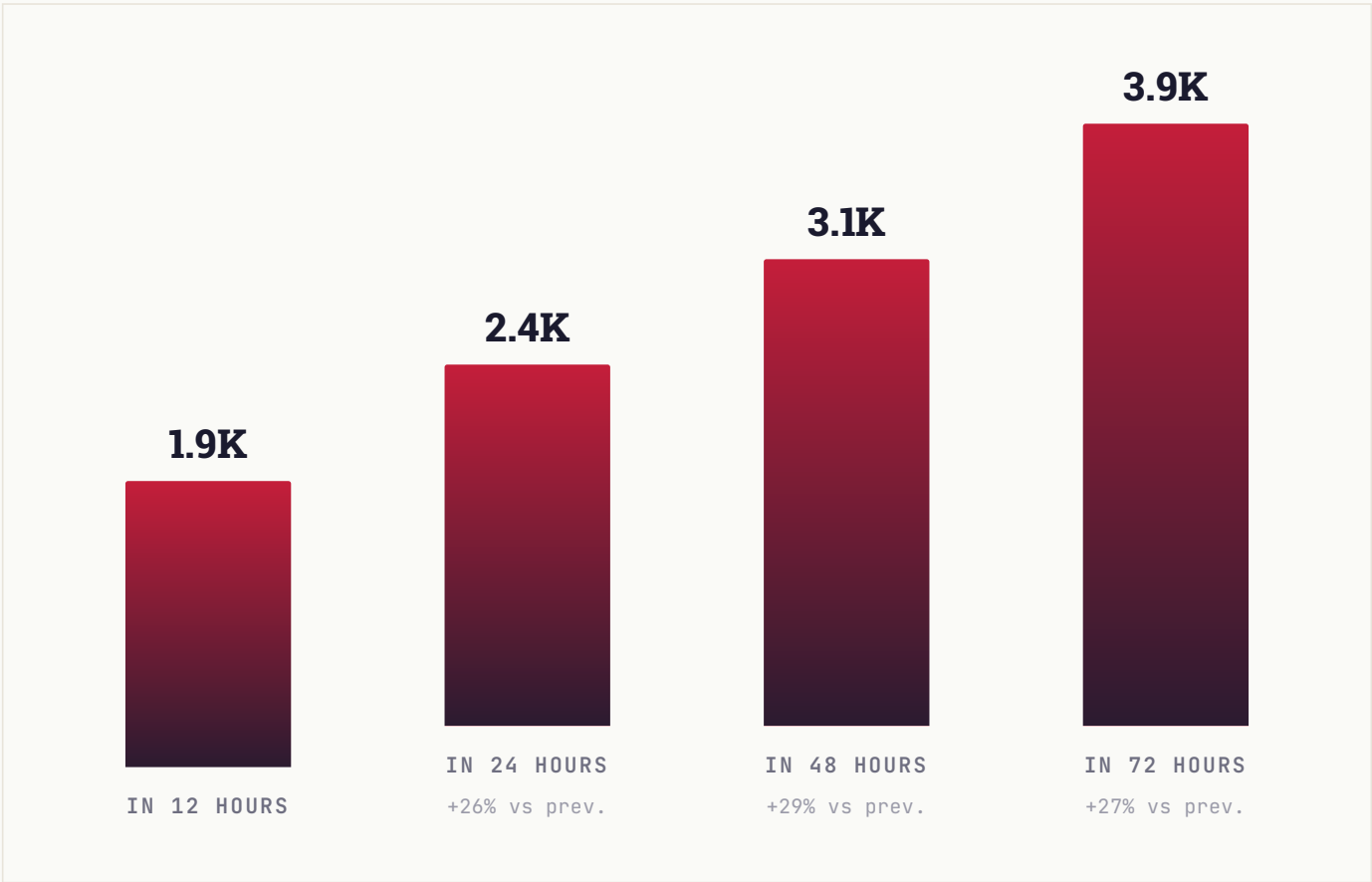
Citation index **184** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **369** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.3M
TE Topor. Economy.	1.2M
AL Alfa-Bank	1M
BB Ruthless Bankster	1M
RE Russian economy	920.6K
AL Alfa-Investments	737.6K
MU Multiplier	731.2K
Sat Sber	715K
OG Olga Gogaladze	588.5K
BCh More than economy	577.4K
KV Career at Sber! YOU	140.2K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — The Economist (1.3M), top-99 median: 179.9K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **35**, they brought **63 321** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	11	51 007
November 2025	5	5	12 314
October 2025	1	1	0
Sep 2025	2	2	0
August 2025	3	1	0
July 2025	12	8	0
TOTAL MENTIONS			35
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			63 321

Where the channel ranks in its league

SUBSCRIBERS

22% below median

median 180.7K

55.9K 140 181 – your channel 699.4K

AVG REACH / POST

23% below median

median 21.4K

2.4K 16 471 – your channel 86.8K

CITATION INDEX

77% below median

median 808

2 184 – your channel 4K

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

Three 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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch Telegram
ads**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager