

PROMTPRESS PUBLIC REPORT

Channel audit

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@chefcall

Work, career, management Contact: @Care_chefcall1 My marketing channel @eshamardin <https://vk.com/chefcall> <https://www.tiktok.com/@evshamardin88> <https://youtube.com/@eshamardin>

SUBSCRIBERS

46 542

-113 per month

ERR (% SEE POSTS)

22.0%

per day 9.9%

REACH/POST

11.8K

ad reach 4.6K/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 46 542 —	 SUBSCRIBER REACH 25.27% avg % subs see post	 VIEWS/POST 11.8K median 10.4K · 29 days	 POSTS/WEEK 8.8 for the period
 7D TREND -6.5% vs previous week	 REACTIONS/POST 154.4 only 5,711 reactions, 3,058 reposts, 413 comments	 POST LENGTH 284 chars median 199 · 29 days	 POSTS ANALYZED 37 29 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH -113 for the last month	 CITATION RATE 13 citation index · 83 channels mentioned all time	 CHANNEL AGE 1 year 1 month created 31.05.2025

AI EDITOR SUMMARY

Channel "Chef Calls" — 46 542 subs. Each post averages 11.8K people (25% from subs), good reach. Publishes 9 posts per week (~1/day) — regular schedule. Week Jul 6–12 reach dropped -6.5% by week Jun 29 – Jul 5 — worth analyzing.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 29 days.
- 02 Dominant format – Video (23/37 posts).
- 03 Avg post length – 284 chars (median 199).
- 04 Peak audience activity – Saturday, 09:00 MSK.
- 05 Strongest posts get 5x more views than the weakest (34.5K avg for top vs 7.6K for worst) – among 37 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 27.06 · 06:30 VIDEO Dehumanization This problem can manifest in nuances, often we may not notice it ourselves. Some...	VIEWS 74 758 REPOSTS 132	REACTIONS 175 ER 160.6%
Nº2 20.06 · 15:51 PHOTO Notes on turkey and more 😊 Just landed from Penza, where I was on a press tour invited by the brand "Indilight" Participants included...	VIEWS 15 316 REPOSTS 13	REACTIONS 119 ER 32.9%
Nº3 24.06 · 06:06 VIDEO Travel notes - 2 More interesting bits from the trip to Penza to the "Indilight" factory About the factory • Lots of automation - especially...	VIEWS 13 572 REPOSTS 17	REACTIONS 97 ER 29.2%

Nº4 24.06 • 07:30 VIDEO Help from the boss The boss always helps, right? 😊 ♦ Boss calls in TG ♦ Boss calls in Max ♦ Boss calls in VK	VIEWS 13 346 REACTIONS 226 REPOSTS 197 ER 28.7%
Nº5 23.06 • 08:13 VIDEO Evening work Irregular working hours - what are the rules? Maybe I should comment on all important articles of the Labor Code? Drop 🔥 if...	VIEWS 12 842 REACTIONS 217 REPOSTS 44 ER 27.6%

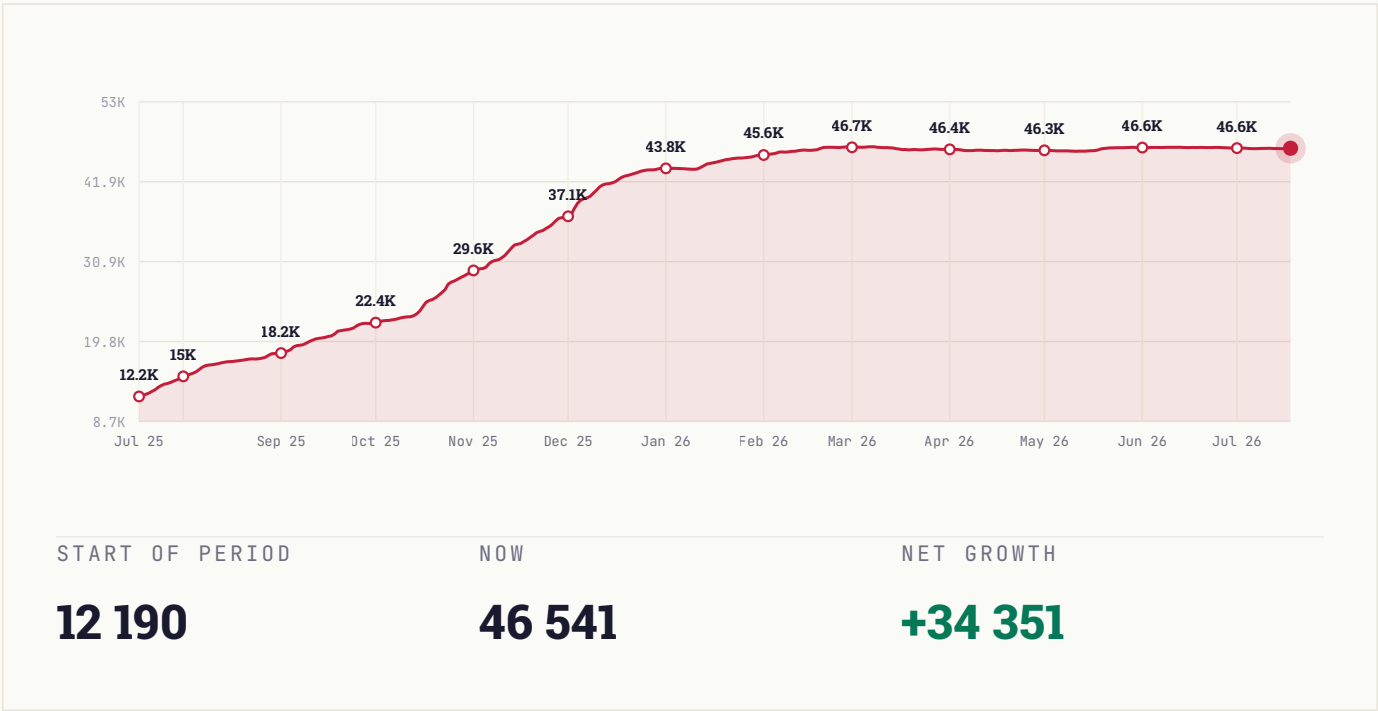
WORST 3

↓ 13.07 • 06:25 PHOTO Colleagues, I'd like to highlight that Monday has arrived 😊 And, by the way, my translator can also translate in reverse - from...	VIEWS 8 673 REACTIONS 99 REPOSTS 27 ER 18.6%
↓ 14.07 • 06:17 PHOTO Update Got a background table :) How do you like it? 🔥 By the way, I'll be shooting lots of new videos today since I'm flying on vacation tonight, and...	VIEWS 7 494 REACTIONS 205 REPOSTS 1 ER 16.1%
↓ 15.07 • 13:02 VIDEO Corporate task Your pick? ♦ Chef calls in TG ♦ Chef calls in Max ♦ Chef calls in VK	VIEWS 6 651 REACTIONS 192 REPOSTS 136 ER 14.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

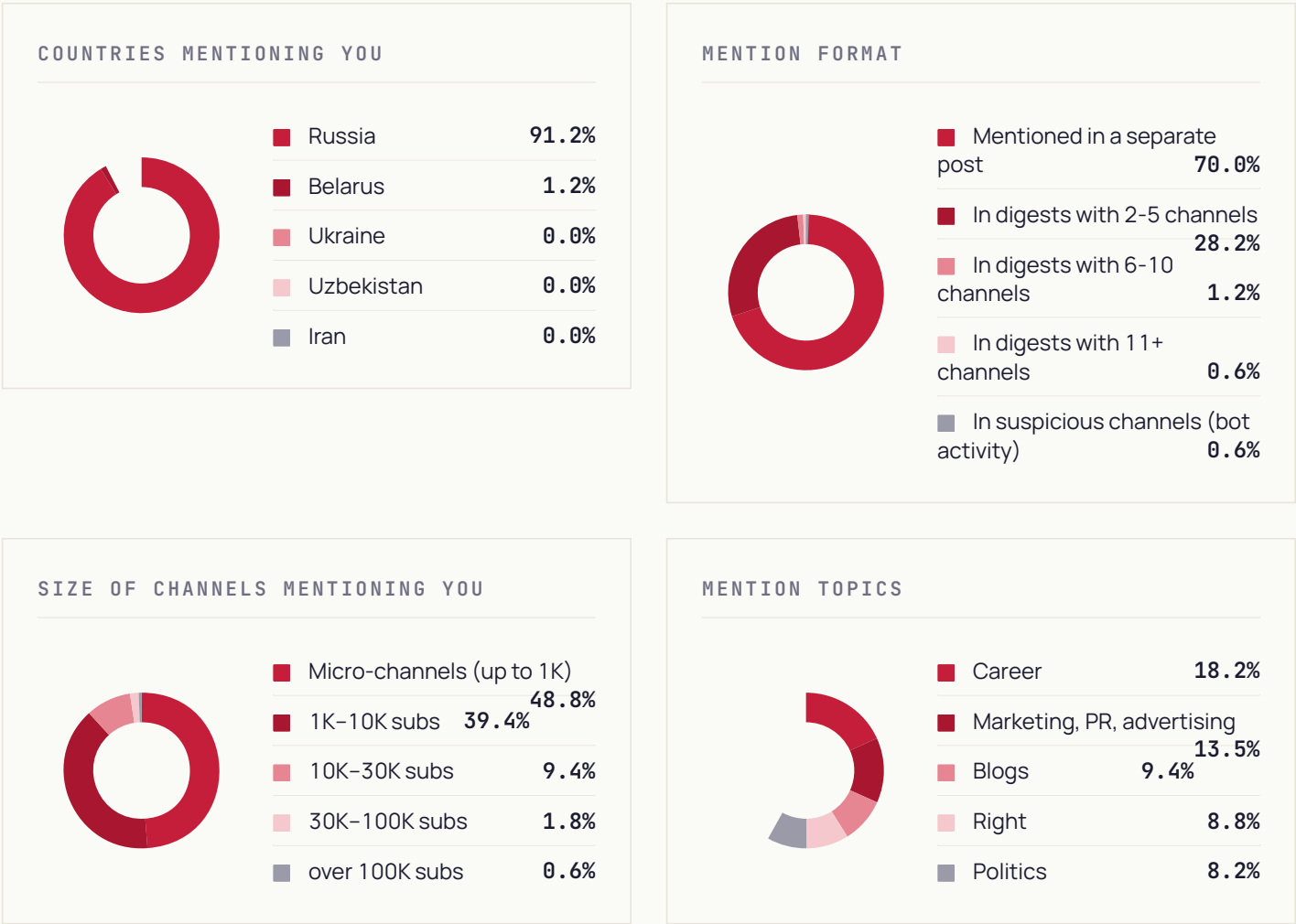
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

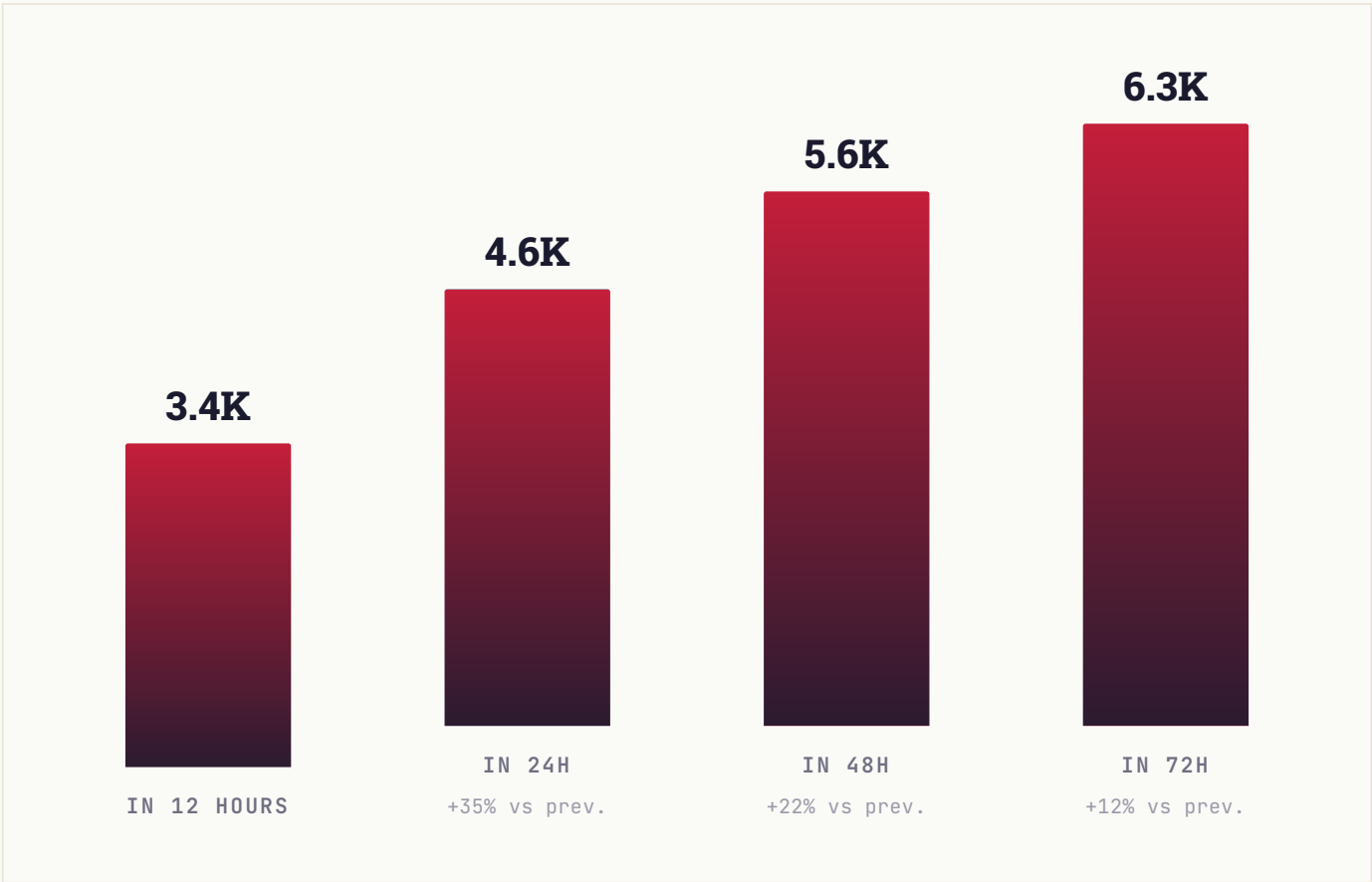
Citation index **13** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **83** different channels.



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
و وظائف - أي وظيفة 	1.2M
قو قناة وظائف - وظيفتك علينا 	814.8K
UB Remote no exp - Freelance	794K
اا اى استخدام	648.8K
求职 求职招聘	637.9K
سا ساحة الوظائف  	538.9K
PM JOBS MOSCOW VACANCIES	477.9K
SW SR W  RLD	464K
شغ شغل	457.4K
SI SeoJob Заработок в сети	429.2K
SZ Shef zvonit YOU	46.5K

COMPARATIVE INSIGHT

Channel not yet outside top-96 of niche — early growth stage. Niche leader — وظائف - أي وظيفة  (1.2M), top-96 median: 172.5K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **55**, they brought **31 091** new subs.

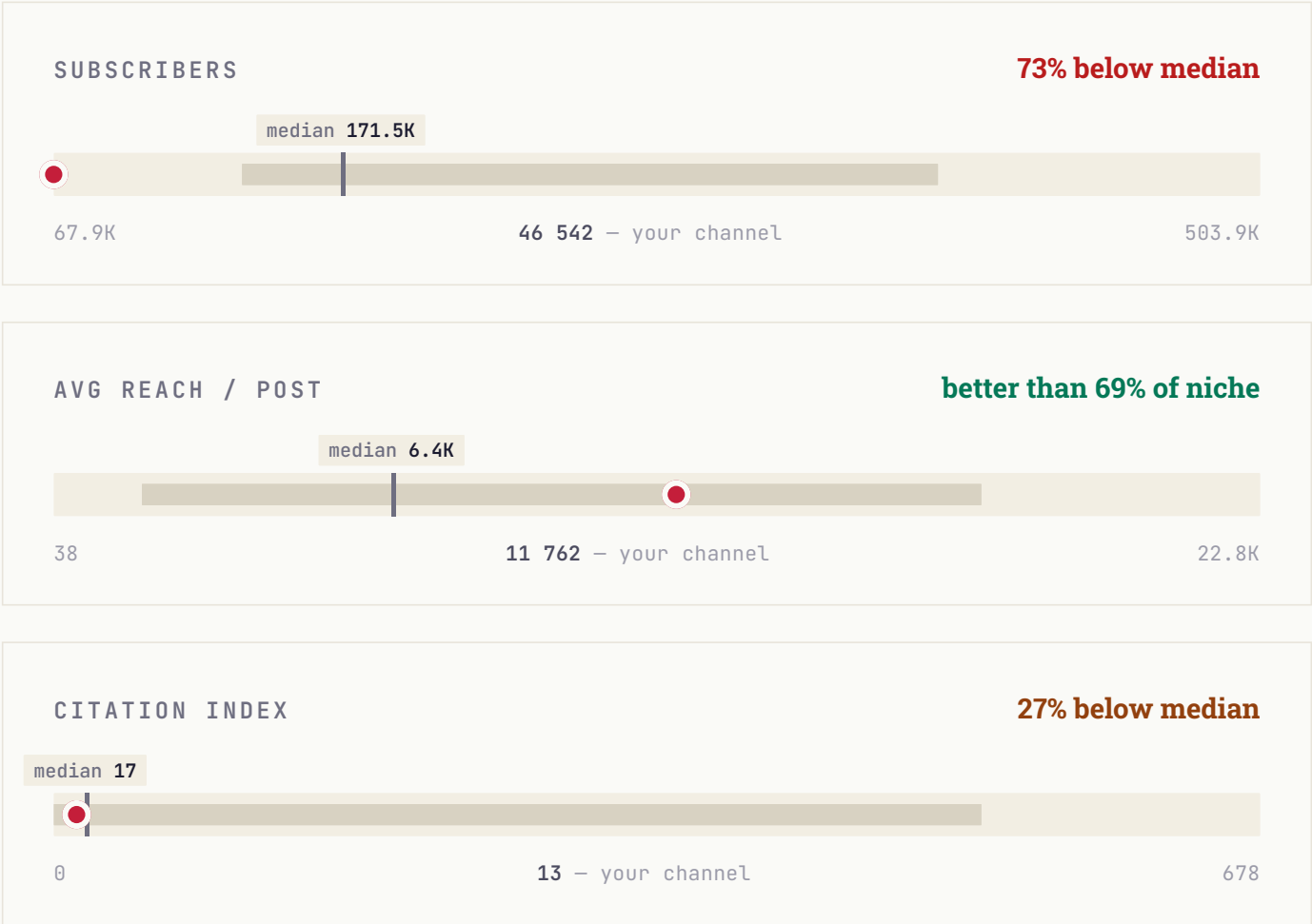
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	1 975
December 2025	20	17	6 762
November 2025	15	13	7 657
October 2025	10	9	7 032
September 2025	2	2	4 179
August 2025	6	6	3 486

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
55	6	31 091

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— 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 Saturday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

System 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 weekly poll on a hot topic is an 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 to do it 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 — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data. If you want to go further — run ads through us and close your growth plan in a month.

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