

PROMTPRESS PUBLIC REPORT

Channel audit

SMIM & Digital

Jobs



@dnative_job

Post a job <https://vetka.dnative.ru/post-job> Salary analytics in marketing <https://vetka.dnative.ru/market> Main channel - @dnative
Jobs from 150k RUB @dnative_job 100 Reviews...

SUBSCRIBERS

95 052

+1817 per month

ERR (% SEE POSTS)

4.0%

daily 3.1%

REACH/POST

3.6K

ad reach 2.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 95 052 —	 SUBS REACH 3.79% avg % subs see post	 VIEWS/POST 3.6K median 3.6K · 28 days	 POSTS/WEEK 26.5 over period
 7D TREND +19.5% vs prev week	 REACTIONS/POST 23.3 only 2,541 reactions, 3,436 reposts, 228 comments	 POST LENGTH 978 chars median 1,000 · 28 days	 POSTS ANALYZED 109 28 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH +1817 last month	 CITATION RATE 16 citation index · 269 channels mentioned ever	 CHANNEL AGE 9 years 2 days created 23.06.2017

AI EDITOR SUMMARY

Channel «SMM & Digital Jobs» – 95 052 subs. Each post averages 3.6K people (4% from subs), reach is low – need to grow audience. Publishes 26 posts/week (~4/day) – active posting. Week Jun 8–14 reach grew +19.5% vs week Jun 1–7 – positive trend.

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 **109** posts in 28 days.
- 02 Dominant format — **Text** (104/109 posts).
- 03 Avg post length — **978** chars (median 1,000).
- 04 Peak audience activity — **Saturday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.7K avg top vs 2.8K worst) — among 109 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 12:53 TEXT Job — Remote Position Content Producer / Telegram Channel Editor Employer Numerorum Responsibilities: *...	VIEWS 4 732 REPOSTS 56	REACTIONS 6 ER 5.0%
Nº2 13.06 · 14:14 TEXT Job — Remote Position Performance Marketer / Facebook Ads Employer MSTech L.L.C-FZ Responsibilities: -...	VIEWS 4 682 REPOSTS 9	REACTIONS 66 ER 4.9%
Nº3 14.06 · 14:42 TEXT Job — Remote Position SMM Manager Employer Biorepair Responsibilities: • Develop and implement...	VIEWS 4 635 REPOSTS 56	REACTIONS 36 ER 4.9%

Nº4

08.06 · 14:14

PHOTO

In SMM there are only two scenarios: either you find new channels, or you join endless talks about dropped reach ☒ One of...

VIEWS

4 618

REPOSTS

15

REACTIONS

11

ER

4.9%

Nº5

08.06 · 17:57

TEXT

☒ Job — Remote ☒ Position AI Content Producer ☒ Employer LLC «TD KVIN», tdkvin.store ☒ Responsibilities: What is needed...

VIEWS

4 616

REPOSTS

25

REACTIONS

3

ER

4.9%

WORST 3

↓ 01.06 · 12:33 TEXT

☒ Job — Remote ☒ Position UGC Creator ☒ Employer BIGSNT <https://www.bigsnt.com/> <https://t.me/bigsnt> ☒ Responsibilities...

VIEWS

2 800

REPOSTS

26

REACTIONS

38

ER

2.9%

↓ 01.06 · 13:34 TEXT

☒ Job — Remote ☒ Position AI Video Editor ☒ Employer IE Korolkova Anastasia Andreevna ☒ Responsibilities: Main...

VIEWS

2 737

REPOSTS

26

REACTIONS

4

ER

2.9%

↓ 01.06 · 14:34 TEXT

☒ Job — Remote ☒ Position SEO Specialist ☒ Employer PMD agency ☒ Responsibilities: Pmd-agency.ru — SEO agency...

VIEWS

2 731

REPOSTS

16

REACTIONS

—

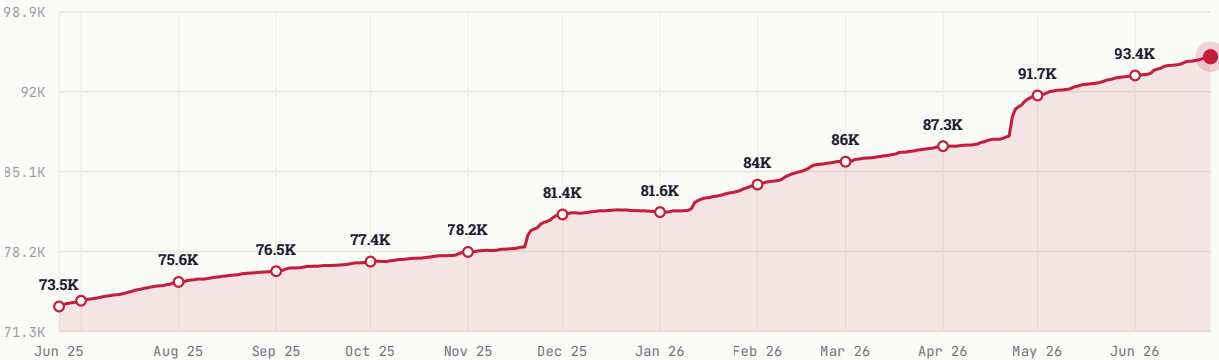
ER

2.9%

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 grew and which it lost subs.



PERIOD START

NOW

NET GROWTH

73 478

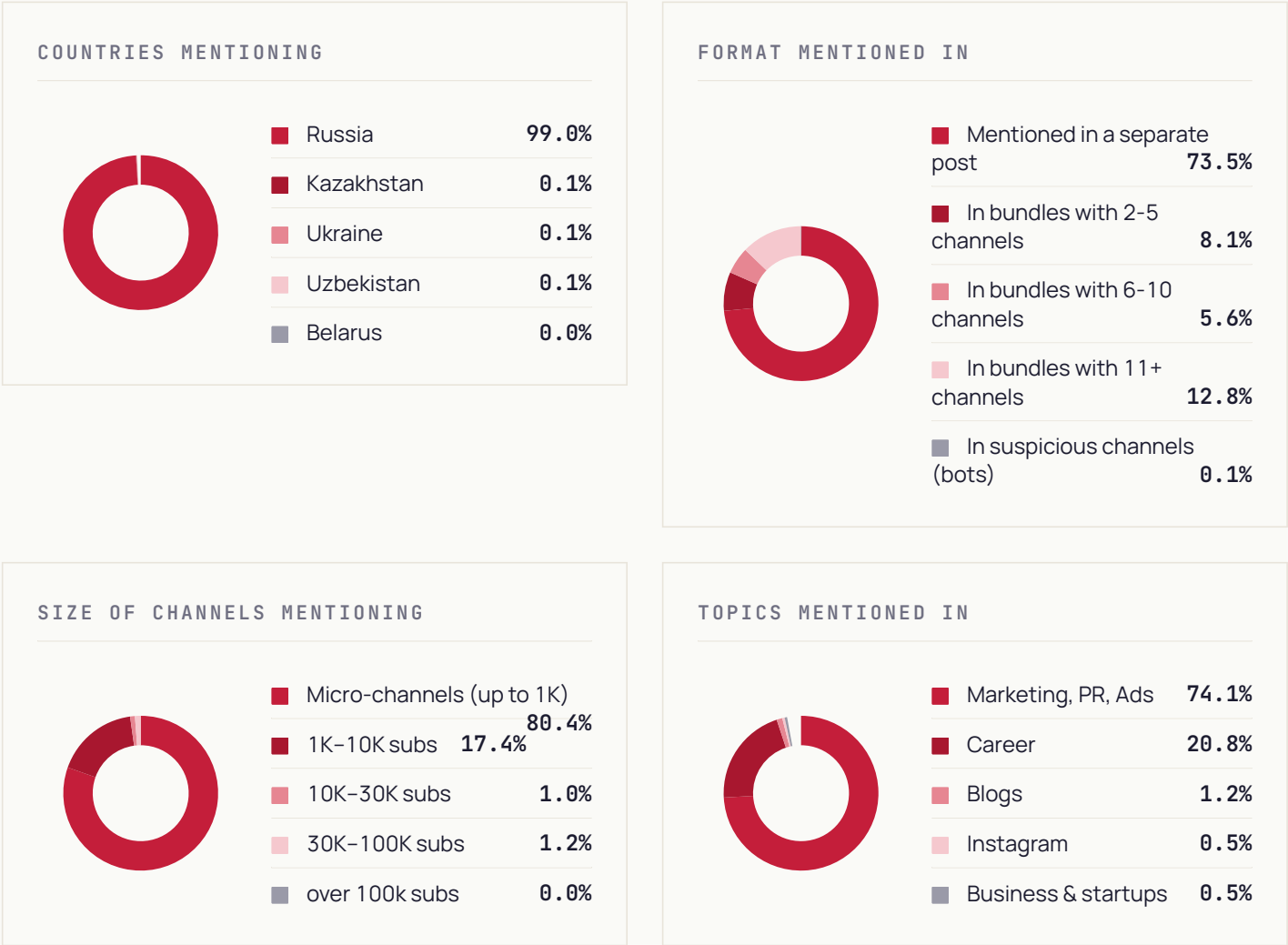
95 050

+21 572

SECTION 04 · CITATIONS

Who mentions the channel and how

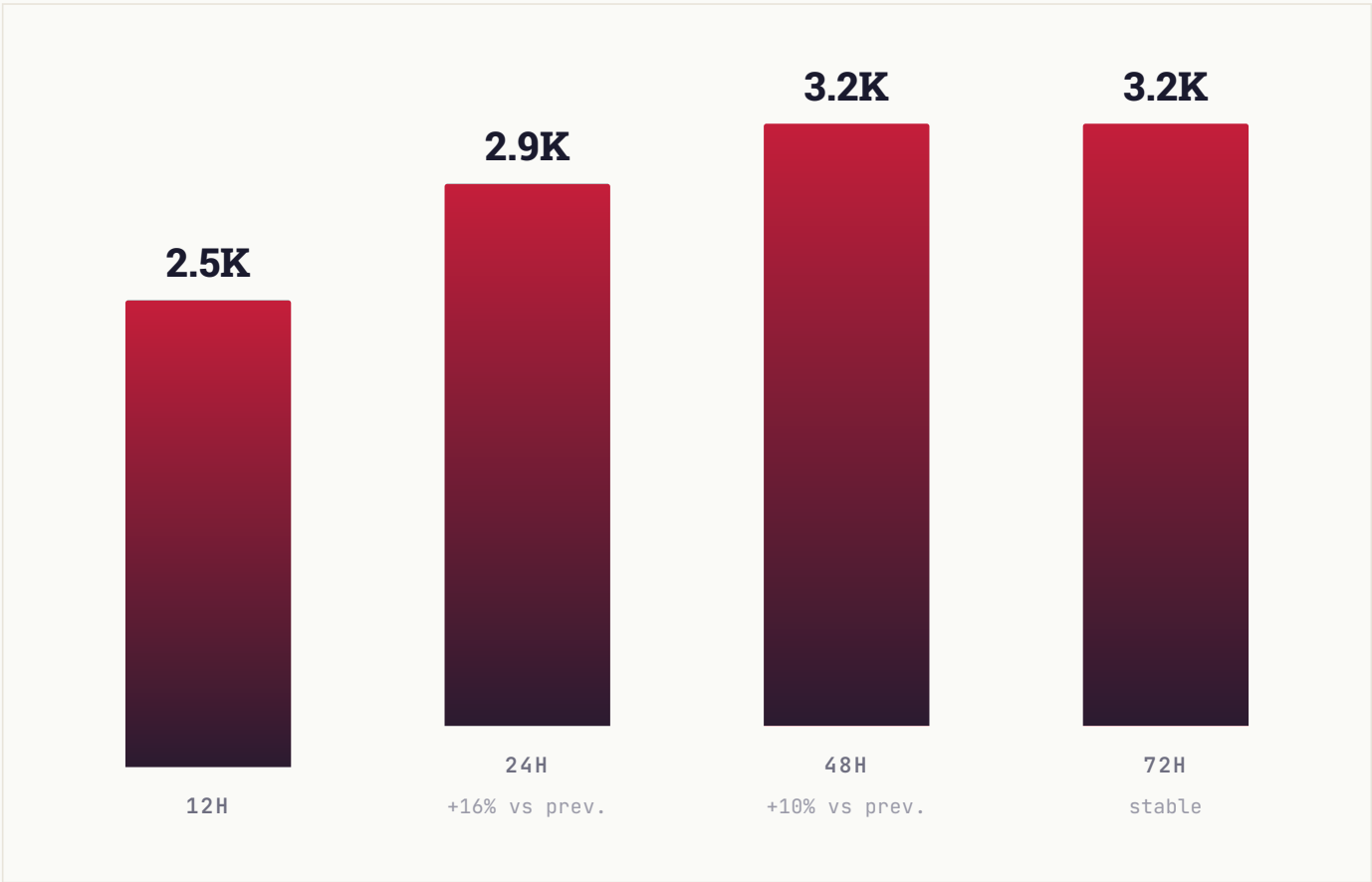
Citation index **16** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **269** different channels.



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. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
UB Remote no experience - Freelance	800.1K
RM JOBS MOSCOW VACANCIES	532.7K
SI SeoJob Заработок в сети	440.3K
FP Finder.work: работа и вакансии	281.6K
H• HOME • Remote work • Freelance	252.9K
FI Freelance Relocation Remote work Internships	247.2K
TI TeleWork Фриланс Удаленная работа	227.2K
UM DREAM REMOTE - freelance / jobs	223.7K
FV FREELANCE. Jobs	221.1K
NU Remote🇷🇺	200.8K
VS SMM & Digital Jobs YOU	95.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#43 of 91). Niche leader — Remote no experience - Freelance (800.1K), median subs 88.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **107**, they brought **8 084** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	22	4	501
Nov 2025	19	2	3 261
Oct 2025	37	7	889
Sep 2025	17	5	853
August 2025	5	5	956
July 2025	7	7	1 624

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
107	6	8 084

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

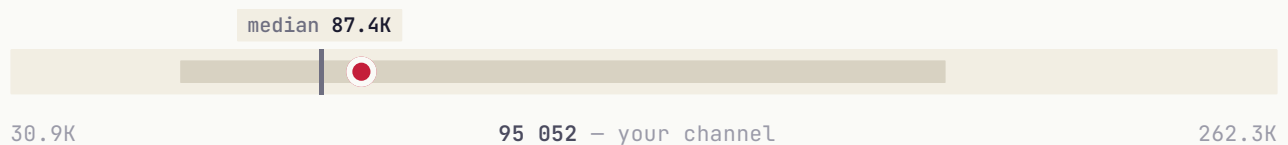
#43 /100

RANK IN NICHE

Channel in the top half of the ranking

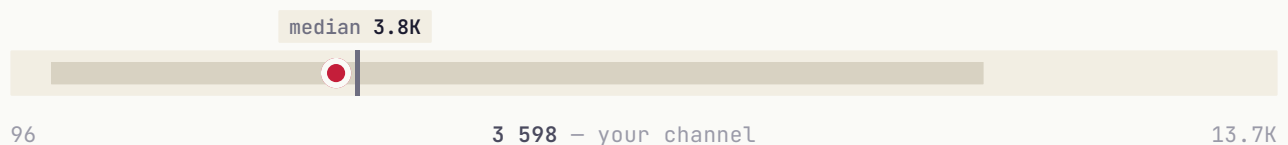
SUBSCRIBERS

better than 52% of niche



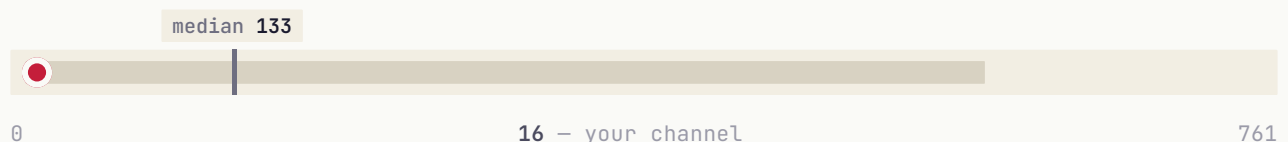
AVG REACH / POST

5% below median



CITATION INDEX

88% below median



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Saturday

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

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 3.79% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.7pp ER
- 04

System traffic buying

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

EFFECT

+1000-3000 subs
- 05

Test polls and 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
