

PUBLIC REPORT PROMTPRESS

# Channel audit

## Job for Products and Projects



@forproducts

Jobs for Product Managers, Product Owners, Project Managers, CPO. For ads & job postings: ad@new.hr № 5208124887

SUBSCRIBERS

**64 525**

+858 per month

ERR (% SEE POSTS)

**8.0%**

in 24h **5.2%**

REACH/POST

**4.5K**

ad reach **3.3K**/24h

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**— CONTENT · 2026**

# What's inside the report

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Top 5 posts · worst 3 · takeaways

**03 Subscriber dynamics**

Yearly chart · growth

**04 Citation rate**

Who mentions the channel and how

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Niche neighbors · your spot

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6 months · monthly

**08 Niche comparison**

Rank in «Career» category

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

|                                                                                                                                                     |                                                                                                                                                                               |                                                                                                                                                                                      |                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>64 525</div> <div>—</div>             | <div> SUBS REACH</div> <div>6.98%</div> <div>avg % subs see post</div>                       | <div> VIEWS/POST</div> <div>4.5K</div> <div>median 4.5K · 29 days</div>                             | <div> POSTS/WEEK</div> <div>26.7</div> <div>for period</div>                       |
| <div> 7D TREND</div> <div>+60.4%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>6.0</div> <div>667 reactions, 3.1K reposts, 0 comments</div> | <div> POST LENGTH</div> <div>267 chars</div> <div>median 247 · 29 days</div>                        | <div> POSTS ANALYZED</div> <div>111</div> <div>29 days</div>                       |
| <div> AD REACH</div> <div>3.3K</div> <div>24h avg</div>            | <div> CHURN/MONTH</div> <div>+858</div> <div>last month</div>                                | <div> CITATION RATE</div> <div>20</div> <div>citation index · 161 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>8 years 11 months</div> <div>created 21.07.2017</div> |

AI EDITOR SUMMARY

Channel «Job for Products and Projects» — 64 525 subs. Each post averages 4.5K people (7% of subs), reach is low — consider expanding audience. Publishes 27 posts per week (~4/day) — active posting. Week Jun 8–14 reach up +60.4% to 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 111 posts over 29 days.
- 02 Dominant format – Text (108/111 posts).
- 03 Avg post length – 267 chars (median 247).
- 04 Peak audience activity – Monday, 11:00 MSK.
- 05 Top posts get 2× more views than the weakest (7.6K avg for top vs 4K for worst) – among 111 posts over 29 days. Worth analyzing what the top ones share – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                               |                                                                    |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>09.06 · 18:35</div><div>TEXT</div></div> <div>Senior AI Product Manager at Lamoda – one of the largest online retailers in Russia and CIS. Moscow. Job description Recruiter: Daria Mayorova...</div> | <div>VIEWS</div> <div>7 836</div> <div>REPOSTS</div> <div>47</div> | <div>REACTIONS</div> <div>6</div> <div>ER</div> <div>12.1%</div> |
| <div><div>Nº2</div><div>10.06 · 15:49</div><div>TEXT</div></div> <div>☒ Delivery Lead ☒ Senior Product Manager at TrendTech – product IT company developing digital platforms, e.g., TrendAgent...</div>                      | <div>VIEWS</div> <div>7 778</div> <div>REPOSTS</div> <div>53</div> | <div>REACTIONS</div> <div>9</div> <div>ER</div> <div>12.1%</div> |
| <div><div>Nº3</div><div>09.06 · 17:30</div><div>TEXT</div></div> <div>☒ Middle Product Builder (Alps2Alps) ☒ Middle Project &amp; Operations Manager (MyPeak Finance) ☒ Middle AI &amp; Automation Project Manager...</div>   | <div>VIEWS</div> <div>7 197</div> <div>REPOSTS</div> <div>41</div> | <div>REACTIONS</div> <div>3</div> <div>ER</div> <div>11.2%</div> |

## Nº4

08.06 • 08:55

PHOTO

📄 This Wednesday — webinar by Kira Kuzmenko: «How to Find a Job in 2026» June 10 at 6:00 PM Moscow time, meet us live: 🗣️ we'll talk...

VIEWS

6 697

REPOSTS

15

REACTIONS

15

ER

10.4%

## Nº5

28.05 • 19:25

TEXT

Middle Delivery Manager at Belarusian People's Bank — commercial innovative bank in Belarus. Company post on LinkedIn.

VIEWS

6 250

REPOSTS

28

REACTIONS

6

ER

9.7%

## WORST 3

### ↓ 26.05 • 15:07 TEXT

Middle Project Manager (IT) at Ronas IT — Estonian outsourcing company developing web services and mobile...

VIEWS

4 028

REPOSTS

57

REACTIONS

3

ER

6.2%

### ↓ 04.06 • 14:19 TEXT

📄 Lead Product Manager 📄 Product Manager 📄 Product Manager at Ozon — one of Russia's largest marketplaces. Office...

VIEWS

4 017

REPOSTS

31

REACTIONS

1

ER

6.2%

### ↓ 26.05 • 15:04 TEXT

📄 Middle / Senior Project Manager \$1.2K — \$2.8K. 📄 Junior / Middle Project Manager \$1K. at UANT Limited — international fintech company...

VIEWS

3 958

REPOSTS

63

REACTIONS

15

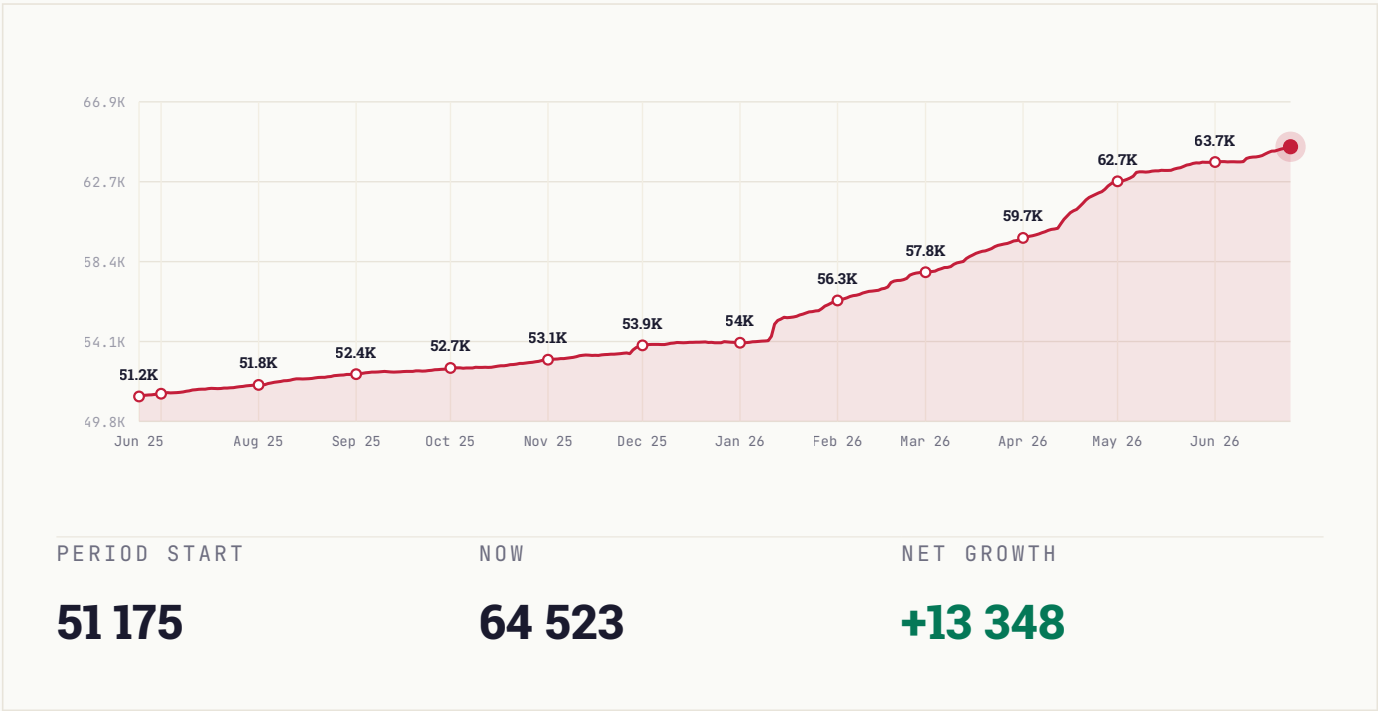
ER

6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

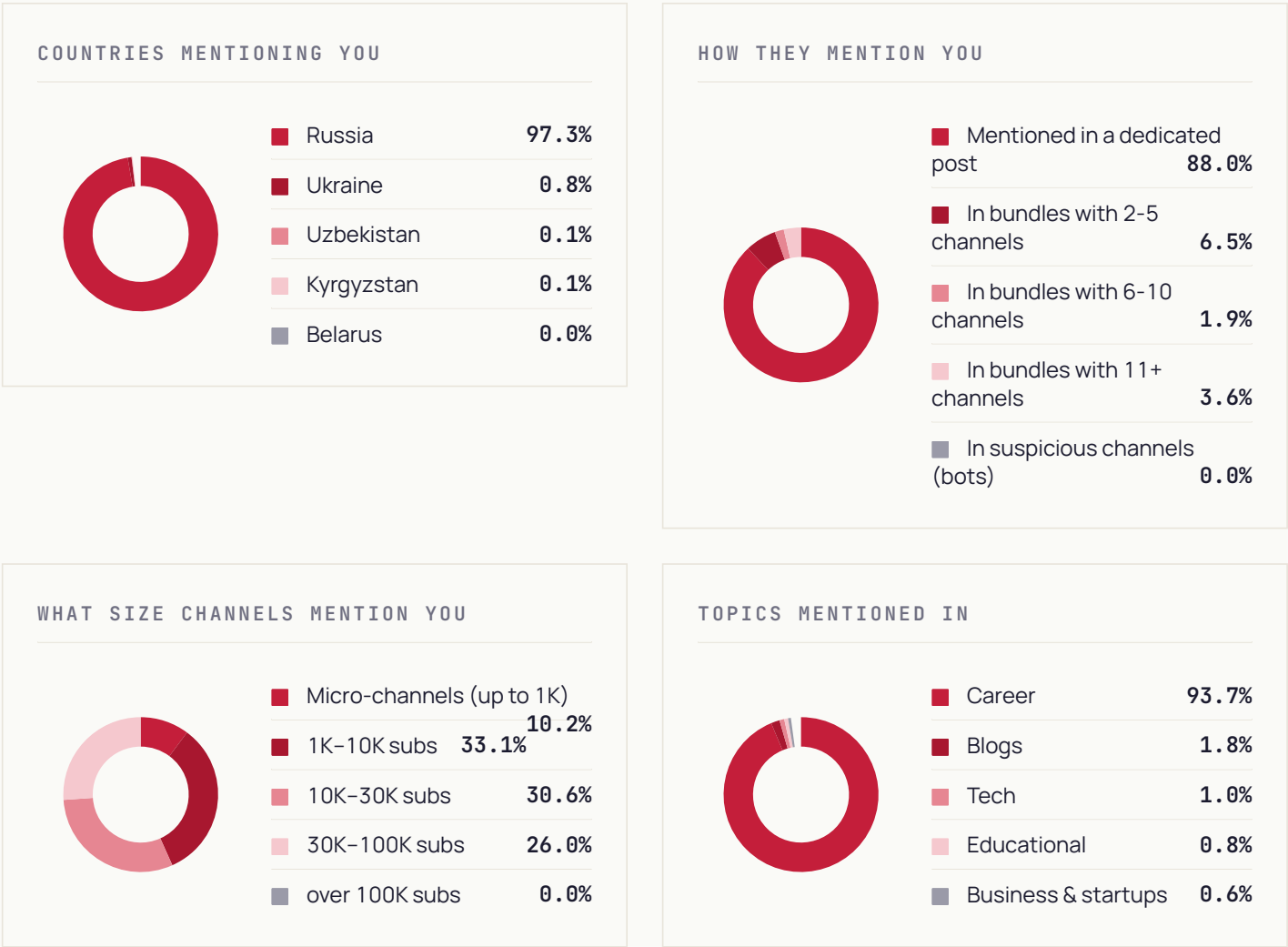
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

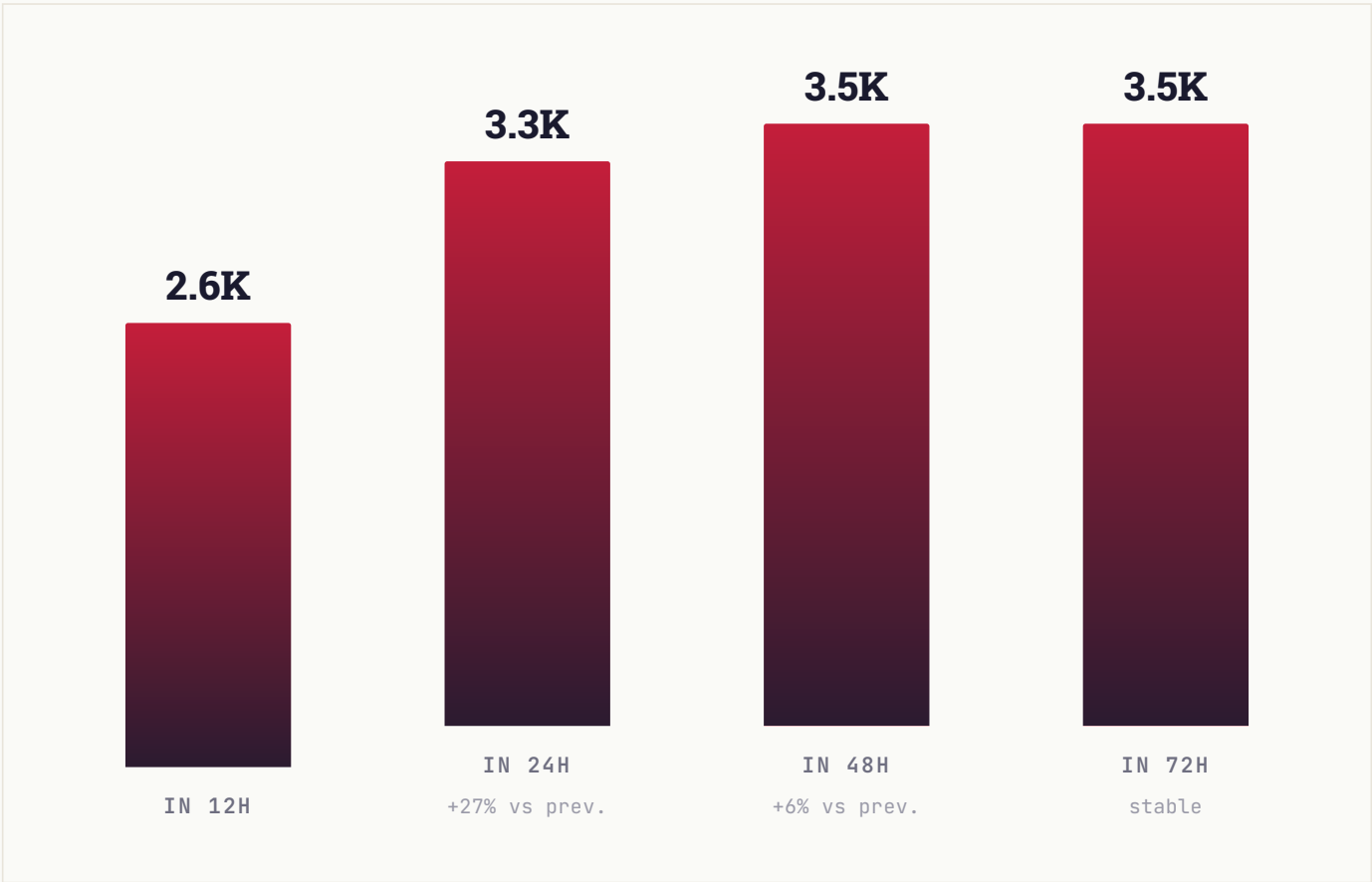
Citation index **20** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **161** different channels.



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 stays relevant.





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                          | SUBSCRIBERS |
|------------------------------------------------------------------|-------------|
| <div>UB</div> Remote no experience - Freelance                   | 800.1K      |
| <div>PM</div> JOBS MOSCOW   VACANCIES                            | 532.7K      |
| <div>S </div> SeoJob   Earn online                               | 440.3K      |
| <div>FP</div> Finder.work: jobs & vacancies                      | 281.6K      |
| <div>H•</div> HOME • Remote work • Freelance                     | 252.9K      |
| <div>F </div> Freelance   Relocation   Remote work   Internships | 247.2K      |
| <div>T </div> TeleWork   Freelance   Remote work                 | 227.2K      |
| <div>UM</div> DREAM REMOTE - freelance / jobs                    | 223.7K      |
| <div>FV</div> FREELANCE. Jobs                                    | 221.1K      |
| <div>NU</div> Remote work🇷🇺                                      | 200.8K      |
| <div>JF</div> Job for Products and Projects <div>YOU</div>       | 64.5K       |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#83 of 91). Niche median — 88.3K subs. First growth KPI — reach median. Leader: Remote no experience - Freelance (800.1K).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **138**, they brought **3 077** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |
|---------------|----------|----------|--------------|
| December 2025 | 13       | 4        | 323          |
| Nov 2025      | 14       | 3        | 792          |
| Oct 2025      | 32       | 7        | 514          |
| Sep 2025      | 19       | 2        | 349          |
| August 2025   | 29       | 5        | 594          |
| July 2025     | 31       | 5        | 505          |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 138            | 6              | 3 077         |

## — SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

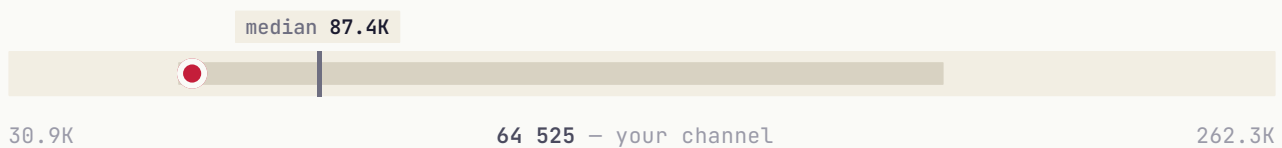
Took top-100 channels in category «Career» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

# #83 /100

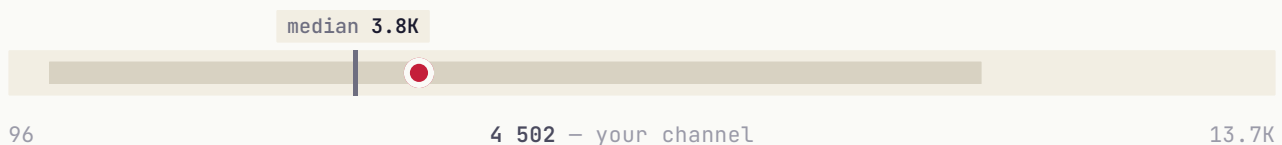
RANK IN NICHE

## Channel in the bottom half of the ranking

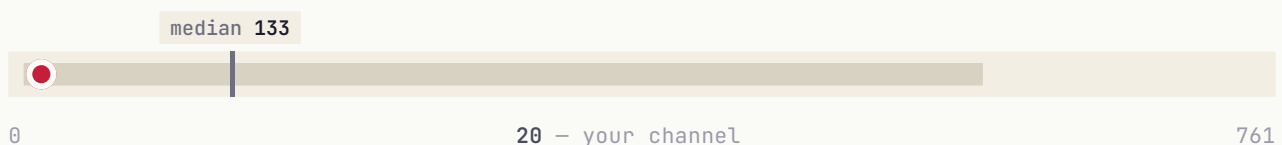
### SUBSCRIBERS

**26% below median**

### AVG REACH / POST

**better than 54% of niche**

### CITATION INDEX

**85% below median**

— SECTION 09 · STRATEGY

# What to do right now

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

- 01

**Best post of the week — Monday**  
 Audience is most active on this day at 11:00 MSK.

EFFECT  
**Best window for an important post**
- 02

**Increase video post share**  
 Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT  
**Video retains audience better**
- 03

**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**
- 04

**Test polls & interactive formats**  
 Posts with polls/reactions usually give +5-15% to 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 same-segment channels 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 — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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