

PUBLIC REPORT BY PROMTPRESS

Channel audit

КОНЬ НА РАБОТЕ



@horseatwork

Only the best from the job world. Channel link: @horseatwork
Project by promopoisk.com Post a job: @perezvonyubot Ads:
@adtgassetsbot

SUBSCRIBERS

136 741

-874 per month

ERR (% SEE POSTS)

5.0%

per day 1.8%

REACH/POST

5.7K

ad reach 2.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Neighbors in niche · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Career» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 136 741 —	 SUBSCRIBER REACH 4.19% avg % of subs see post	 VIEWS/POST 5.7K median 5.9K · 28 days	 POSTS/WEEK 4.5 for the period
 7D TREND -15.3% vs prev. week	 REACTIONS/POST 17.6 only 316 reactions, 1,659 reposts, 0 comments	 POST LENGTH 944 chars. median 1,000 · 28 days	 POSTS ANALYZED 18 28 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -874 for the last month	 QUOTABILITY 629 citation index · 1,023 channels mentioned it ever	 CHANNEL AGE 6 years 8 months created 13.10.2019

AI EDITOR SUMMARY

Channel «КОНЬ НА РАБОТЕ» — 136 741 subs. Each post averages 5.7K people (4% from subs), reach is low — need to expand audience. Publishes 4 posts per week (~1/day) — infrequent. For week 8–14 June, reach dropped -15.3% to week 1–7 June — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 18 posts in 28 days.
- 02 Dominant format — Text (15/18 posts).
- 03 Avg post length — 944 characters (median 1,000).
- 04 Audience peak — Monday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (8K avg for top vs 4.8K for worst) — among 18 posts in 28 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 08:00 TEXT #dreamjob Seeking a restless, energetic, enthusiastic virtual-world hero who tirelessly day and night binge-watches...	VIEWS 8 017 REP. 146	REACTIONS 12 ER 5.9%
Nº2 28.05 · 08:00 TEXT #dreamjob Seeking a curious, attentive urban jungle dweller who loves long walks and...	VIEWS 8 006 REP. 178	REACTIONS 33 ER 5.9%
Nº3 03.06 · 08:00 TEXT #dreamjob Seeking an erudite, attentive, curious screen-story lover who knows how to look at...	VIEWS 7 905 REP. 112	REACTIONS 12 ER 5.8%

Nº4 01.06 • 11:00 TEXT #dreamjob Seeking a travel-loving, wildly imaginative, erudite adventurer who is passionate about...	VIEWS 7 513 REACTIONS 19 REP. 74 ER 5.5%
Nº5 07.06 • 08:00 TEXT #dreamjob Seeking a charismatic, active, silver-tongued entertainer who can turn...	VIEWS 6 926 REACTIONS 19 REP. 78 ER 5.1%

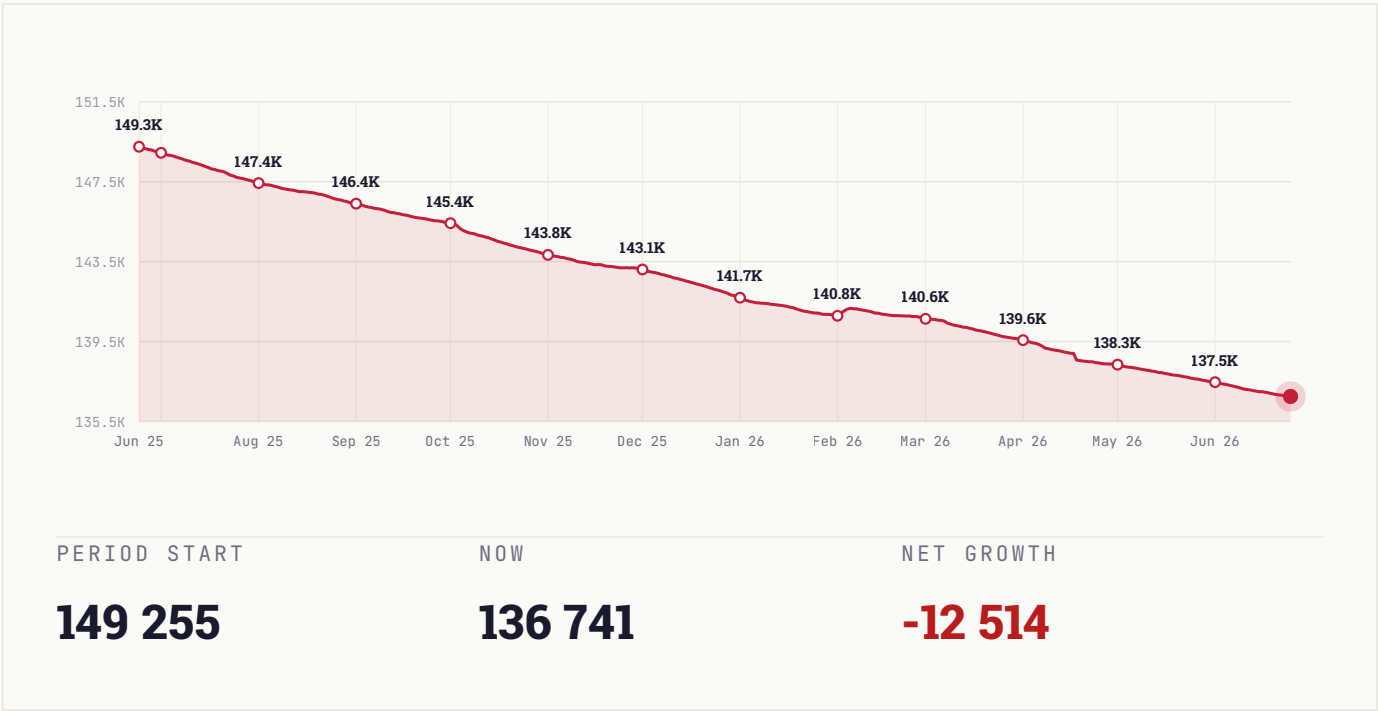
WORST 3

↓ 18.06 • 07:00 PHOTO Woke up. Built a chatbot. Earned +17,000 rubles. While you commute to your 'dream job' by 8 AM, others launch this bot, follow...	VIEWS 4 907 REACTIONS 9 REP. 7 ER 3.6%
↓ 18.06 • 10:30 PHOTO #interestingjob Lead Gen Manager / Outreach Manager / Business Assistant Green Light is a recruitment agency that doesn't...	VIEWS 4 785 REACTIONS 3 REP. 24 ER 3.5%
↓ 21.06 • 08:00 TEXT #dreamjob Seeking a hardworking, goal-oriented, proactive romantic who is deeply committed to a steady...	VIEWS 4 776 REACTIONS 39 REP. 226 ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

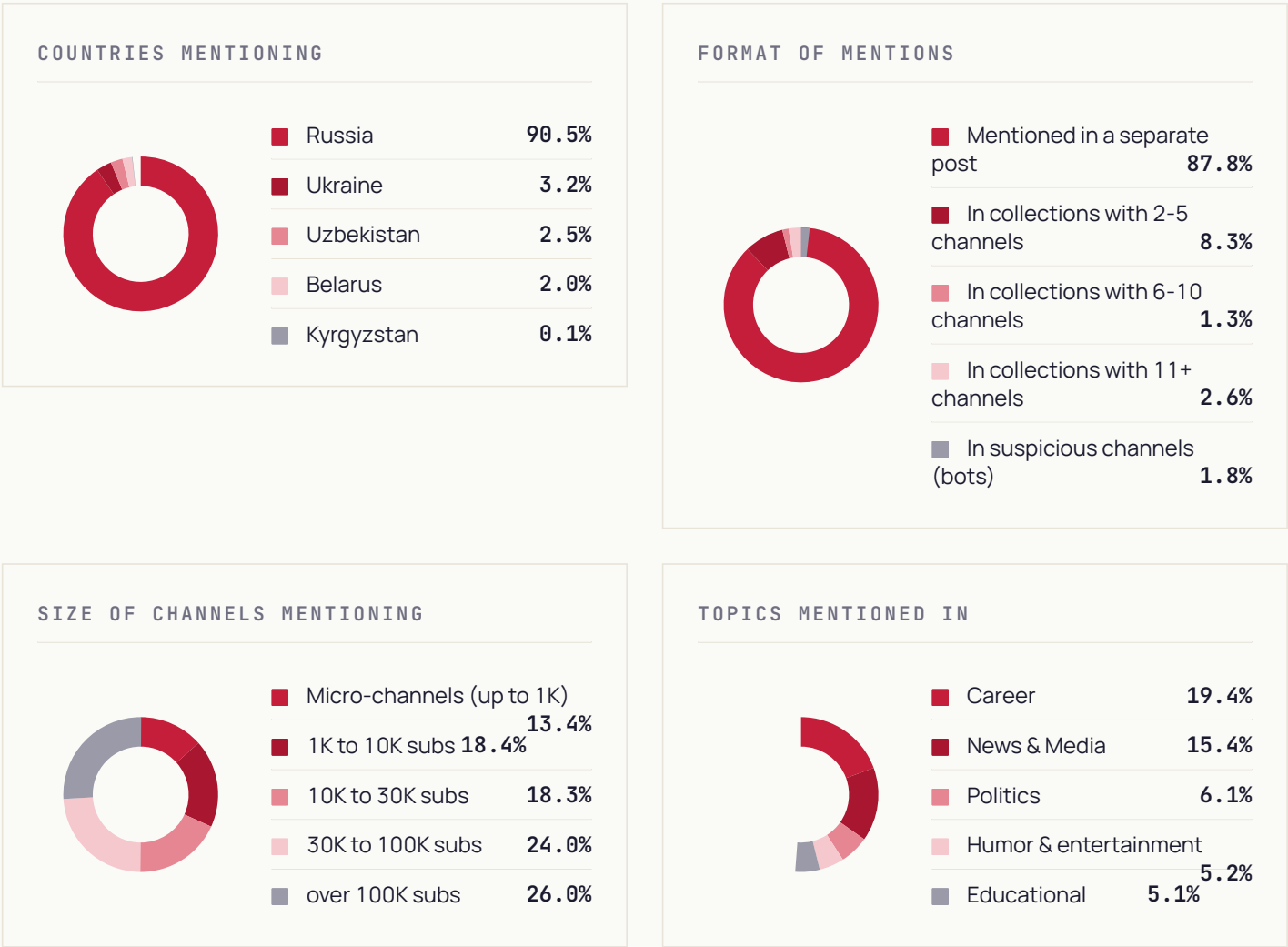
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

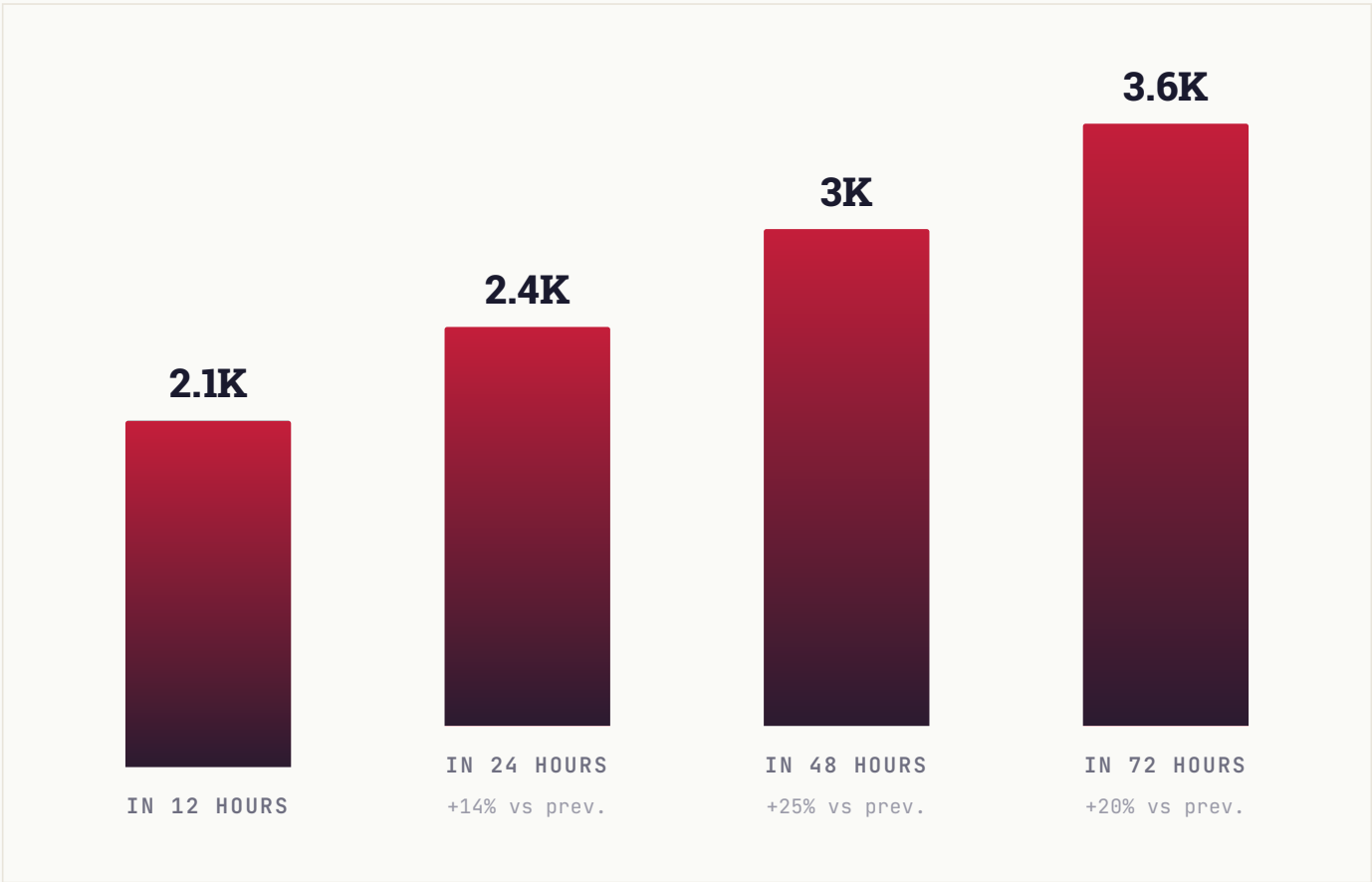
Citation index **629** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **1 023** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



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
UB Remote no experience - Freelance	800.1K
PM 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 work🇷🇺	200.8K
CI КОНЬ НА РАБОТЕ YOU	136.7K

COMPARATIVE CONCLUSION

Channel intop quarter of niche (#21 of 91). Leader — Remote no experience - Freelance (800.1K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **22**, they brought **30** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	0	0	0	
Nov 2025	2	1	30	
Oct 2025	1	1	0	
September 2025	17	17	0	
August 2025	1	1	0	
July 2025	1	1	0	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
22	6	30

SECTION 08 · NICHE COMPARISON

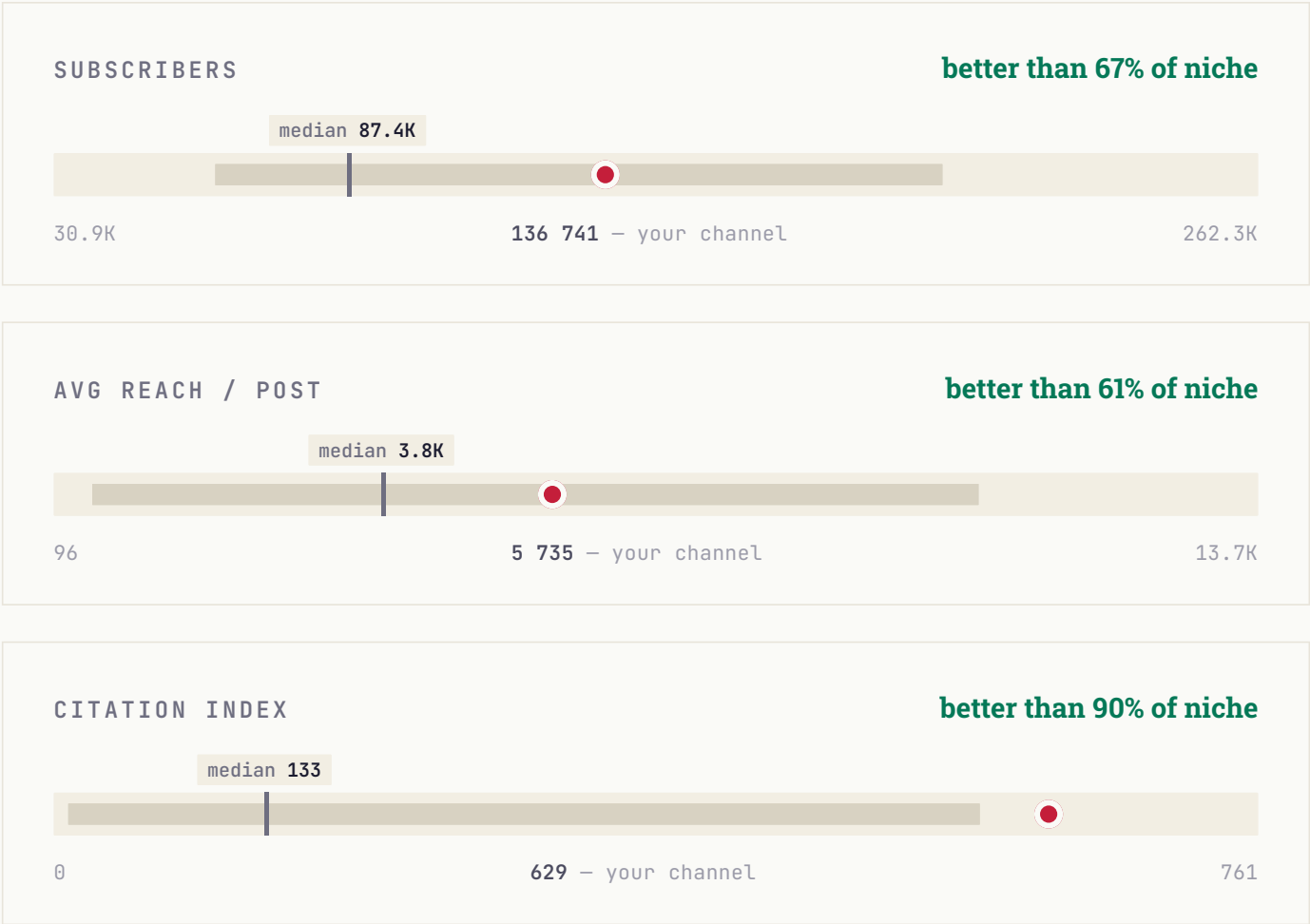
Where the channel stands in its league

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

#21/100

RANK IN NICHE

Channel in top 21% — strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Increase posting frequency

Now 4.5 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Monday

Audience most active on this day at 14:00 MSK.

EFFECT

**Best window
for important
posts**

03

Increase video posts share

Video in Telegram retains audience longer and is
favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 4.19% vs norm 5.5%. Try polls and
interactive formats.

EFFECT

+1.3pp ER

05

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want more? 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
