

PUBLIC REPORT BY PROMTPRESS

Channel audit

2GIS Team



@team2gis

We tell and show what it's like to work at 2GIS ❤️ Jobs — <https://job.2gis.ru/> We're on VK — <https://vk.com/2gis.team> RnD news here — <https://t.me/rnd2GIS> About the 2GIS app —...

SUBSCRIBERS

44 761

+1400 per month

ERR (% SEE POSTS)

21.0%

in 24 hrs 5.5%

REACH/POST

8.1K

ad reach 2.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 44 761 —	 SUBS REACH 18.15% avg % subs see post	 VIEWS/POST 8.1K median 7.4K · 28 days	 POSTS/WEEK 6.2 over period
 7D TREND -35.2% vs previous week	 REACTIONS/POST 31.5 only 787 reactions, 252 reposts, 114 comments	 POST LENGTH 410 chars median 374 · 28 days	 POSTS ANALYZED 25 28 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +1400 over last month	 CITATION RATE 17 citation index · 65 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 08.09.2021

AI EDITOR SUMMARY

Channel «2GIS Team» — 44 761 subs. Each post averages 8.1K people (18% of subs), average reach — room to grow. Posts 6 posts per week (~1/day) — rare. For week Jul 6–12 reach dropped -35.2% by week of Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on25 posts in 28 days.
- 02 Dominant format – Photo (9/25 posts).
- 03 Avg post length – 410 chars (median 374).
- 04 Peak audience activity – Friday, 09:00 MSK.
- 05 Top posts get 3× more views than the weakest (13K avg for top vs 5.2K for worst) – among 25 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 08:04 PHOTO If you could go back to your first workday, what would you tell yourself? 🧐 We asked our team. Collected cool...	VIEWS 15 203 REPOSTS 11	REACTIONS 21 ER 34.0%
Nº2 23.06 · 08:01 PHOTO Want to try sales but don't know where to start? 🧐 Good news: we're opening a new batch at 2GIS Sales School...	VIEWS 12 034 REPOSTS 45	REACTIONS 34 ER 26.9%
Nº3 19.06 · 06:07 VIDEO If career were a trip, Vova Lyulin, head of sales, would have the navigator set to 'sales' 🧳 Launching...	VIEWS 11 799 REPOSTS 18	REACTIONS 58 ER 26.4%

Nº4

03.07 • 08:00

VIDEO

Imagine explaining what it's like to work at 2GIS to aliens – but only through one real story 🤖 That's the challenge we...

VIEWS

11 189

REPOSTS

12

REACTIONS

35

ER

25.0%

Nº5

01.07 • 08:37

PHOTO

Sometimes one video can take you where you never planned 🤖 That happened to Dasha Miroshnichenko, our senior GIS specialist and...

VIEWS

11 047

REPOSTS

7

REACTIONS

55

ER

24.7%

WORST 3

↓ 15.07 • 08:00 VIDEO

Brought back from China not only photos but a bunch of new ideas 🔥 Check the reel for photos, read more here, and see the implementation of new...

VIEWS

5 483

REPOSTS

8

REACTIONS

47

ER

12.2%

↓ 11.07 • 13:10 TEXT

Folks, happy Saturday. We survived this week, celebrating 🥳 I came up with a production task for you. Translated my favorite...

VIEWS

5 232

REPOSTS

1

REACTIONS

16

ER

11.7%

↓ 14.07 • 09:16 TEXT

We'll plot the route and tell you where fuel is left 😎

VIEWS

4 820

REPOSTS

1

REACTIONS

8

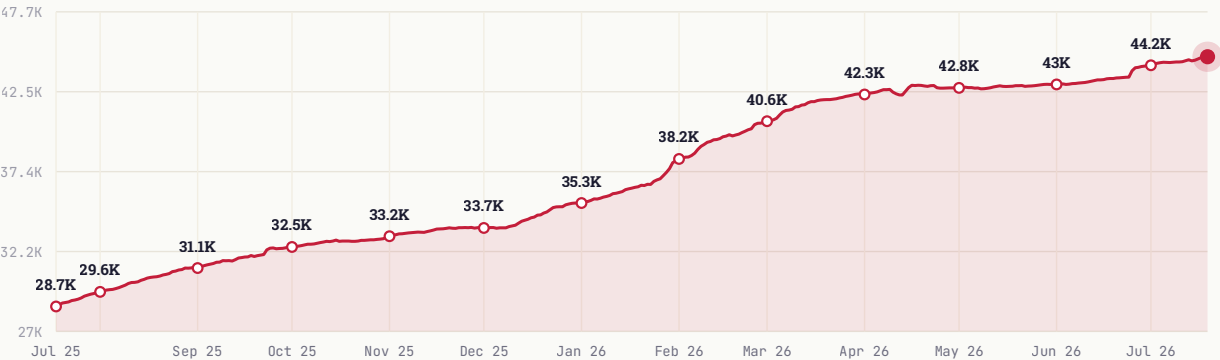
ER

10.8%

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.

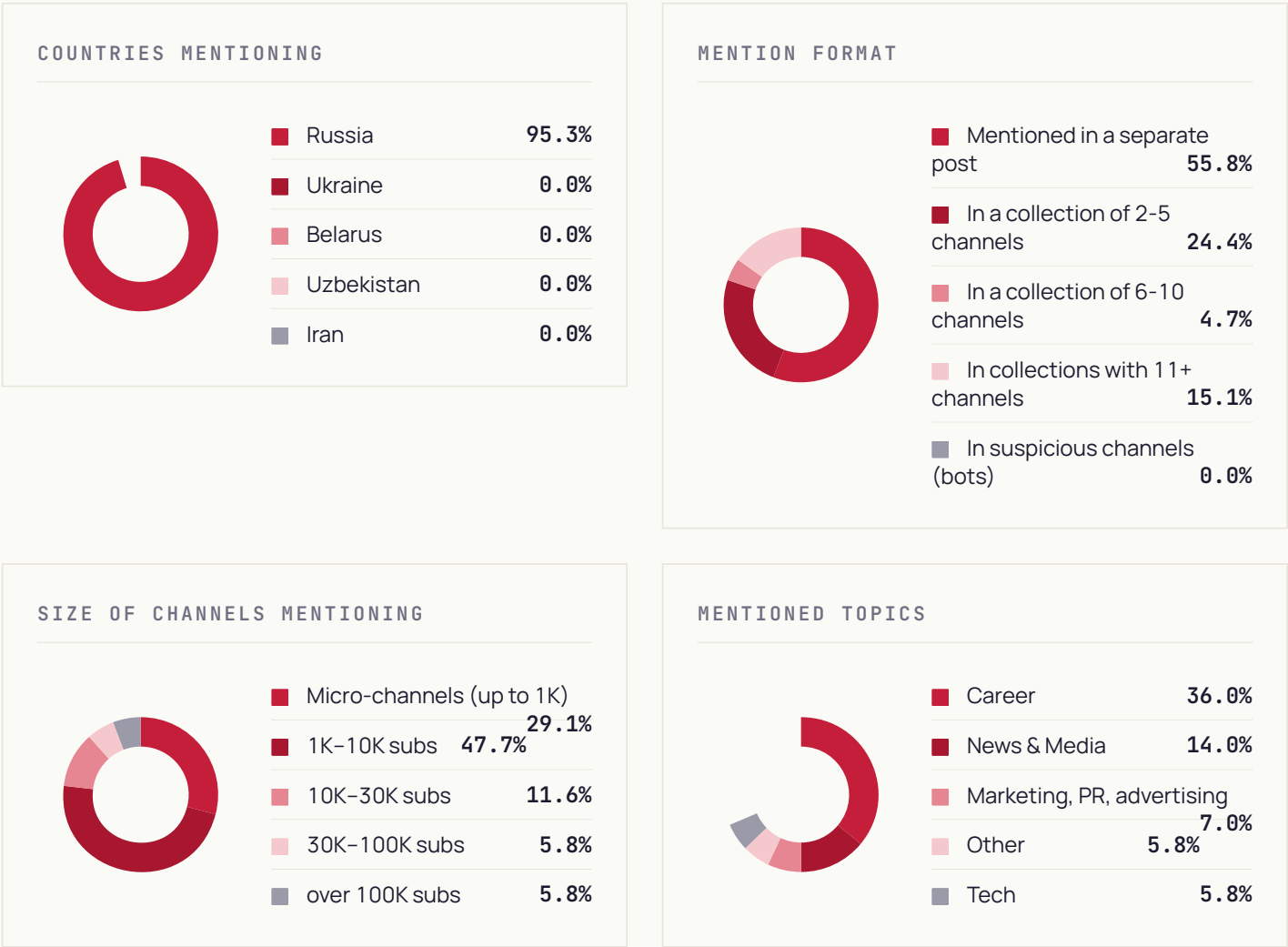


START OF PERIOD	NOW	NET GROWTH
28 652	44 761	+16 109

SECTION 04 · MENTIONS

Who and how mentions the channel

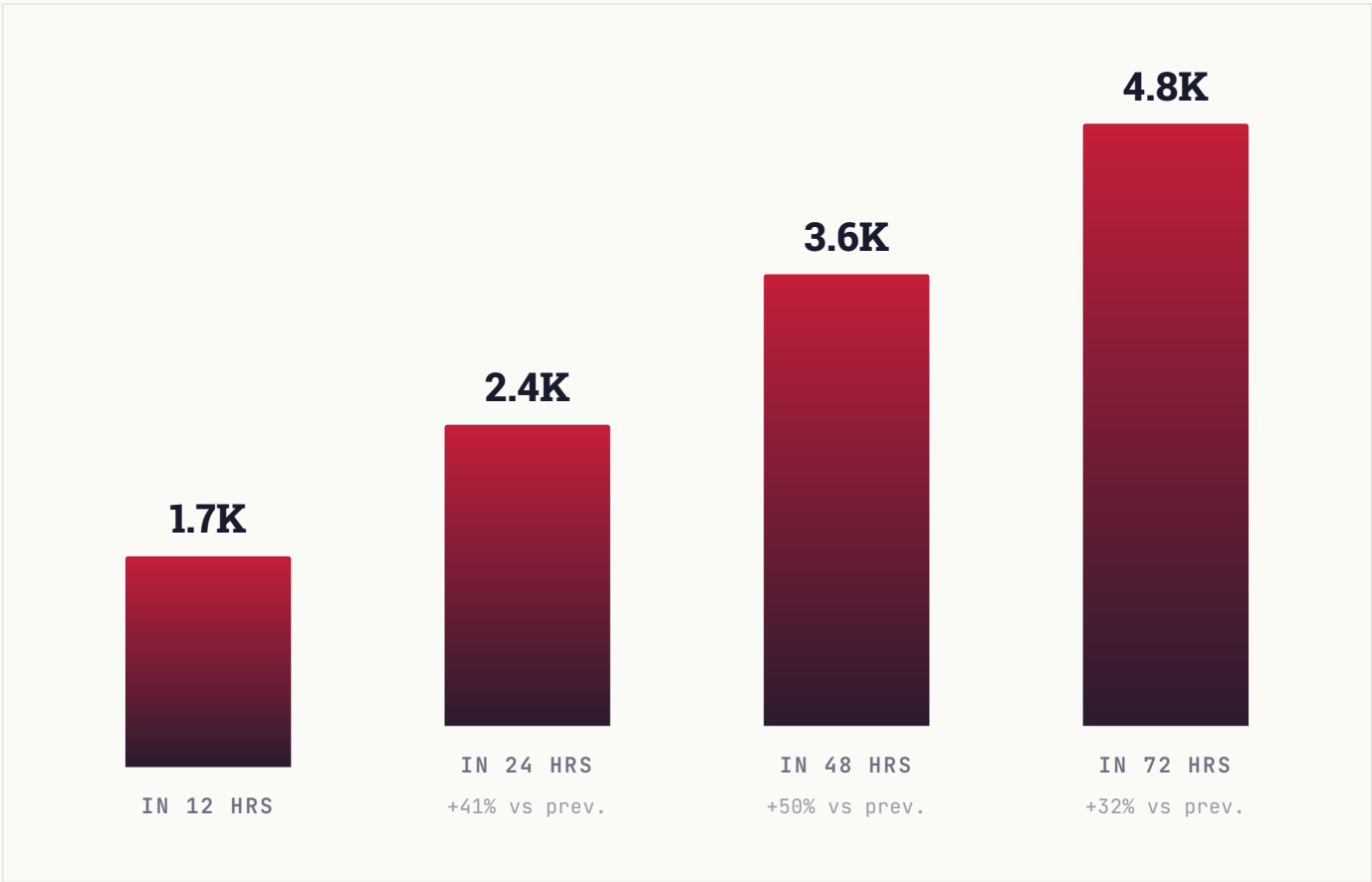
Citation index **17** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **65** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted — see 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 Earn Online	429.2K
2K 2GIS Team YOU	44.8K

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 through systematic traffic and content work.

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 were **25**, they brought **9 091** new subs.

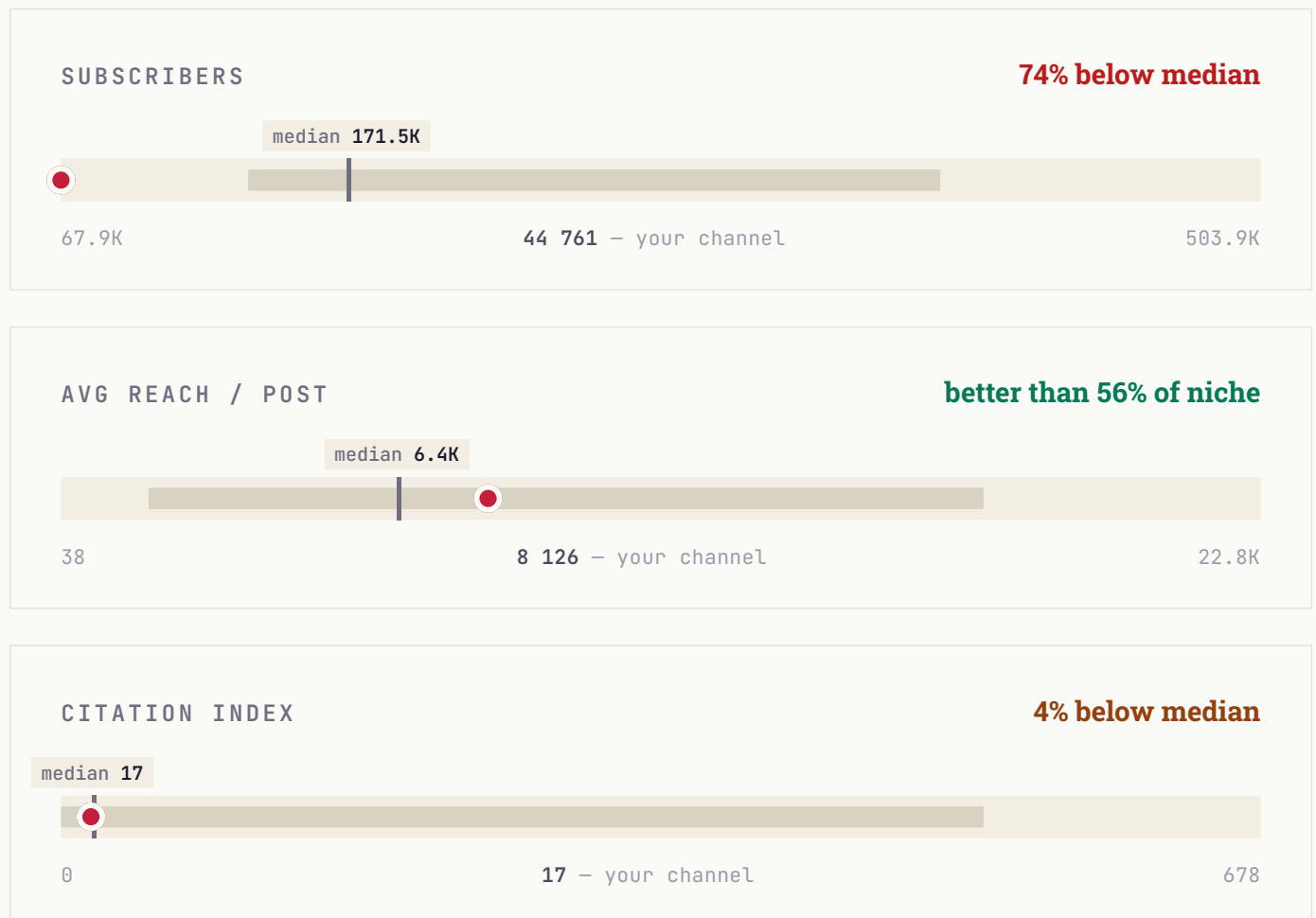
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	5	5	2 779	
December 2025	13	12	1 665	
Nov 2025	1	1	761	
Oct 2025	4	3	722	
September 2025	2	2	1 519	
August 2025	0	0	1 645	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
25	6	9 091

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday

On this day at 09:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

System traffic purchase

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 — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is 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.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager