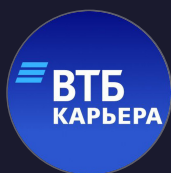


PROMTPRESS PUBLIC REPORT

Channel audit

Career at VTB



@vtb_career

♦ Show the bank through employees' eyes ♦ Share tips on building a successful career ♦ Talk about work, projects, vacancies, internships More career...

SUBS

61 137

-1301 per month

ERR (% SEE POSTS)

11.0%

per day 7.8%

REACH/POST

6.9K

Ad reach 4.7K/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.

 SUBS 61 137 —	 SUBSCRIBER REACH 11.24% Avg % of subs who see a post	 VIEWS/POST 6.9K median 7K · 28 days	 POSTS/WEEK 5.5 over period
 7D TREND -2.4% vs previous week	 REACTIONS/POST 73.5 only 1,618 reactions, 616 reposts, 0 comments	 POST LENGTH 614 chars median 647 · 28 days	 POSTS ANALYZED 22 28 days
 AD REACH 4.7K 24h avg	 CHURN / MONTH -1301 last month	 CITATION INDEX 132 citation index · 221 channels mentioned all time	 CHANNEL AGE 3 years 11 months Created 13.07.2022

AI EDITOR SUMMARY

Channel 'Career at VTB' — 61 137 subs. Each post averages 6.9K people (11% from subs), reach is low — consider expanding audience. Publishes 6 posts per week (~1/day) — infrequent. Week of June 15–21 reach Stable (-2.4% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 22 posts over 28 days.
- 02 Dominant format – Photos (14/22 posts).
- 03 Avg post length – 614 characters (median 647).
- 04 Audience activity peak – Fri, 16:00 MSK.
- 05 Strongest posts gather 1x more views than the weakest (7.9K avg top vs 6.4K worst) – among 22 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№105.06 · 13:01PHOTOS	VIEWS	REACTIONS
	8 747	77
Dream of making decisions that millions will appreciate? Then join us! Today we're sharing a selection for data specialists and...	REPOSTS	ER
	26	14.3%
№211.06 · 14:30PHOTOS	VIEWS	REACTIONS
	7 680	87
🏆 VTB Group Spartakiad is one of our main traditions: over 20 years, dozens of cities, thousands of participants. These competitions unite...	REPOSTS	ER
	23	12.6%
№303.06 · 08:57PHOTOS	VIEWS	REACTIONS
	7 335	91
This fall we launch into the future! To make your start a bit easier, we've hidden a little bonus in this post 💙 Applications are open for the conference...	REPOSTS	ER
	47	12.0%

Nº4 12.06 • 09:01 PHOTOS A space-scale challenge solved, and the winners of the case championship 'VTB Business Solutions Lab. Peaceful Space Future' by VTB...	VIEWS 7 308 REPOSTS 23 REACTIONS 67 ER 12.0%
Nº5 09.06 • 11:05 PHOTOS ☕ Colleagues, don't leave after work – we have a training session! Summer is here, and with it – cool sports activities. Starting a series...	VIEWS 7 293 REPOSTS 33 REACTIONS 56 ER 11.9%

WORST 3

↓ 12.06 • 07:01 VIDEO 🇷🇺 Happy Russia Day! From the Baltic to the Pacific, from icy ridges to blooming subtropics – our land breathes beauty. But most importantly...	VIEWS 6 561 REPOSTS 27 REACTIONS 65 ER 10.7%
↓ 23.06 • 10:31 POLL We visited a training session of one of VTB's sports communities, but we won't say which one yet 🏆	VIEWS 6 441 REPOSTS 22 REACTIONS 94 ER 10.5%
↓ 23.06 • 10:31 TEXT (post without caption – text)	VIEWS 6 211 REPOSTS 12 REACTIONS 7 ER 10.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

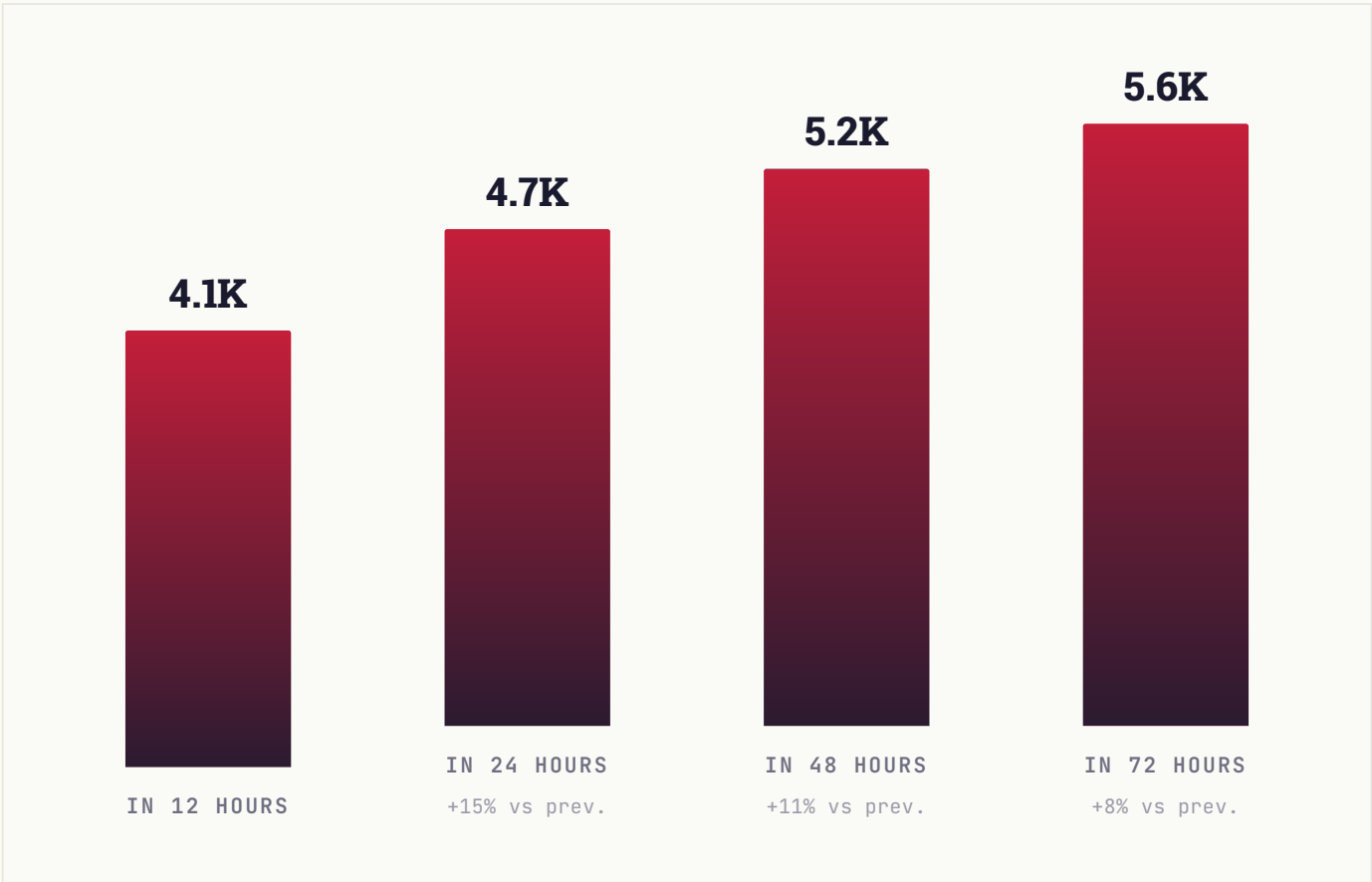
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
آقای تحلیلگر آت	5M
اخبار فوری قیمت دلار تتر جنگ امریکا اق	3.8M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3M
TW Trade Watcher	2.6M
ش Sharif شریف اش	2.1M
قیمت لحظه ای دلار طلا خودرو قل	2.1M
KE KING EL GOLD 🏆	1.9M
TЭ The Economist	1.3M
ER Ax. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
ER Career at VTB YOU	61.1K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5M), top-98 median: 338.5K. First goal — enter top-98 via systematic traffic & content work.

SECTION 06 · 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 occurred **86**, they brought **60 844** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	10	10	9 590
December 2025	25	20	23 720
November 2025	15	15	25 863
October 2025	18	16	863
September 2025	15	14	784
August 2025	3	3	24
TOTAL MENTIONS			86
MONTHS OF DATA			6
ATTRACTED SUBS			60 844

SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

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



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off & return in a month.

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Friday
Audience most active on this day at 16:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Systematic 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 |
| 03 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Exchange posts quarterly with same-segment channels. 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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit 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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