

PUBLIC REPORT BY PROMTPRESS

Channel audit

Odi



@awdee

Design magazine for designers. Inspiration, learning, tools. Full archive: <https://awdee.ru> Ads: @kgreenmedia Registry: vk.cc/cKf8V5 Author: @kirillgreen

SUBSCRIBERS

33 895

-206 per month

ERR (% WHO SEE
POSTS)

5.0%

in 24 hours **3.0%**

REACH/POST

1.7K

ad reach **1K**/24h

— CONTENT · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 33 895 —	 SUBSCRIBER REACH 5.11% avg % subs see post	 VIEWS/POST 1.7K median 1.7K · 28 days	 POSTS/WEEK 7.6 over period
 7D TREND -10.2% vs previous week	 REACTIONS/POST 14.6 total 454 reactions, 628 reposts, 0 comments	 POST LENGTH 470 chars median 467 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 1K 24h avg	 CHURN / MONTH -206 over last month	 CITATION RATE 112 citation index · 590 channels mentioned ever	 CHANNEL AGE 10 years 9 months created 22.09.2015

AI EDITOR SUMMARY

Channel «Odi» — 33 895 subs. Each post averages 1.7K people (5% from subs), reach is low — consider expanding audience. Posts 8 posts per week (~1/day) — steady pace. Week Jul 6–12 reach dropped -10.2% by week Jun 29 – Jul 5 — worth analyzing why.

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 SHARE

- 01 Analysis based on **31** posts over 28 days.
- 02 Dominant format — **Photo** (24/31 posts).
- 03 Avg post length — **470** chars (median 467).
- 04 Audience peak activity — **Tuesday**, 15:00 MSK.
- 05 Top posts get **2×** more views than the weakest (2.5K avg for top vs 1.3K for worst) — among 31 posts over 28 days. Analyze what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 12:01 PHOTO Great article by Emily Rigaud explaining the Japanese writing system simply. Four subsystems: kanji...	VIEWS 2 921 REPOSTS 46	REACTIONS 13 ER 8.6%
Nº2 02.07 · 16:14 PHOTO Open Design — open-source alternative to Claude Design Desktop app for macOS, Linux, Windows. Connects via MCP to coding agent...	VIEWS 2 336 REPOSTS 97	REACTIONS 8 ER 6.9%
Nº3 22.06 · 22:12 PHOTO Jewelry ring system inspired by LEGO details Great symbiosis of construction toy and jewelry If regular rings can be worn...	VIEWS 2 299 REPOSTS 46	REACTIONS 40 ER 6.8%

N⁰⁴ 23.06 · 07:12 PHOTO You ask AI to build a screen from your design system. You get something that looks neat, but components aren't from your library, colors and spacing...	VIEWS 2 270 REPOSTS 17	REACTIONS 10 ER 6.7%
N⁰⁵ 27.06 · 13:20 PHOTO Awesome part of restaurant branding – door handle shaped like the logo From this case: www.sodaa.co/works/clover #awd_identity	VIEWS 2 270 REPOSTS 18	REACTIONS 41 ER 6.7%

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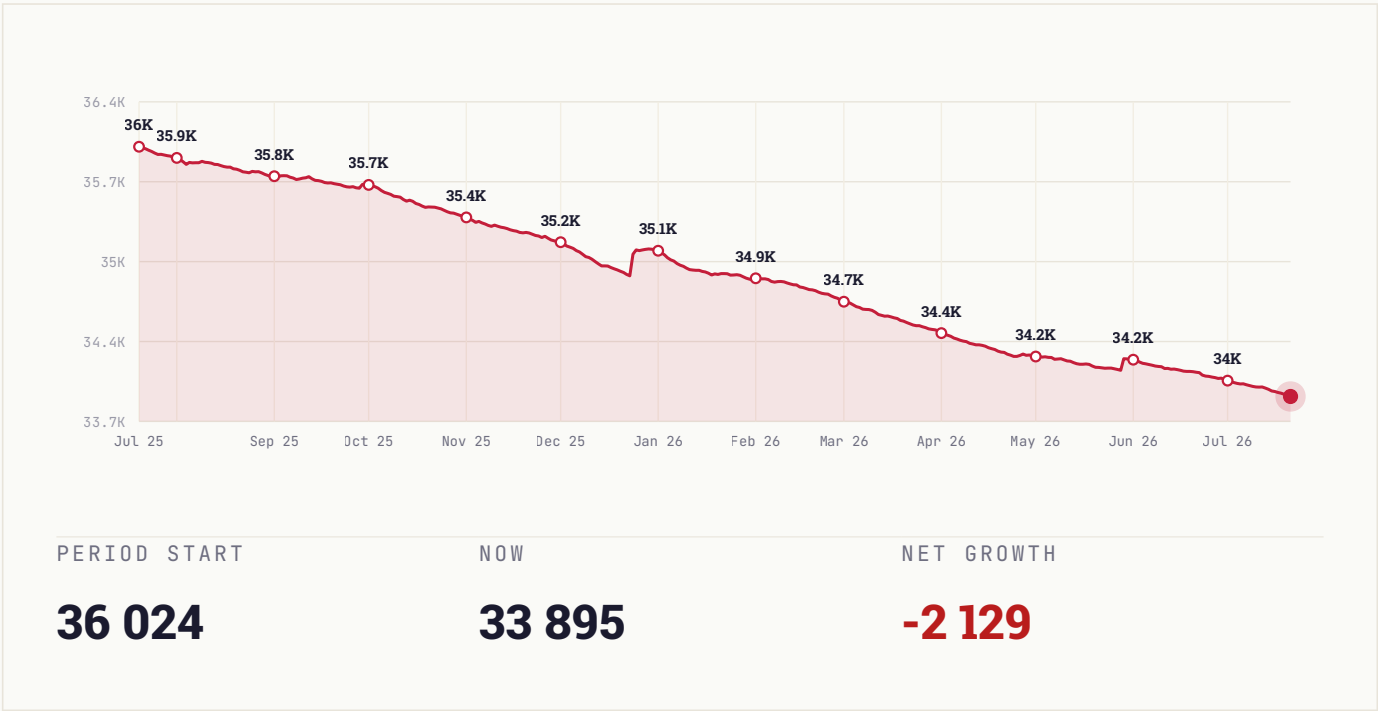
WORST 3

↓ 15.07 · 14:54 PHOTO Cool poster portfolio by German studio 2xGoldstein The studio is twin brothers Andrew and Jeffrey Goldstein. They were born...	VIEWS 1 289 REPOSTS 15	REACTIONS 8 ER 3.8%
↓ 16.07 · 11:56 PHOTO Hi, it's Kirya! On Monday, July 20 at 7 PM MSK I'll host an advanced vibe-coding masterclass. Come! It's free. And I...	VIEWS 1 267 REPOSTS 8	REACTIONS 12 ER 3.7%
↓ 16.07 · 12:01 PHOTO Shifting Words – fun browser toy by Sergey Steblina: cursor becomes a brush, type a word, pick a font – and...	VIEWS 1 238 REPOSTS 14	REACTIONS 6 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

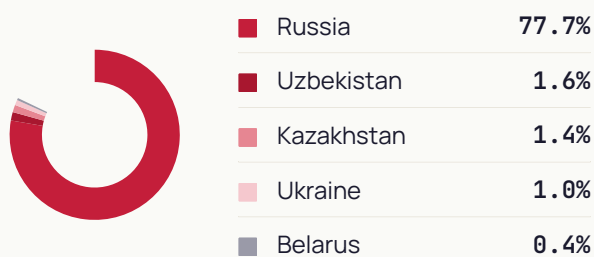


— SECTION 04 · MENTIONS

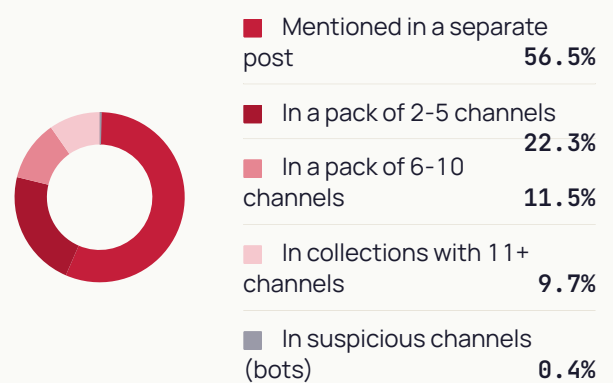
Who and how mentions the channel

Citation index **112** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **590** different channels.

COUNTRIES MENTIONING



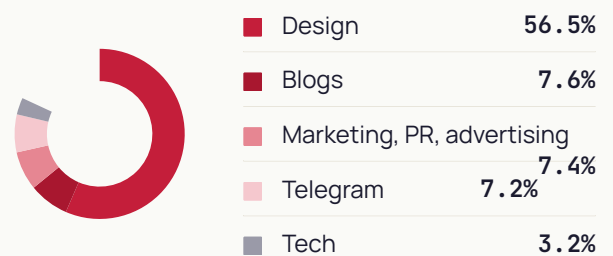
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



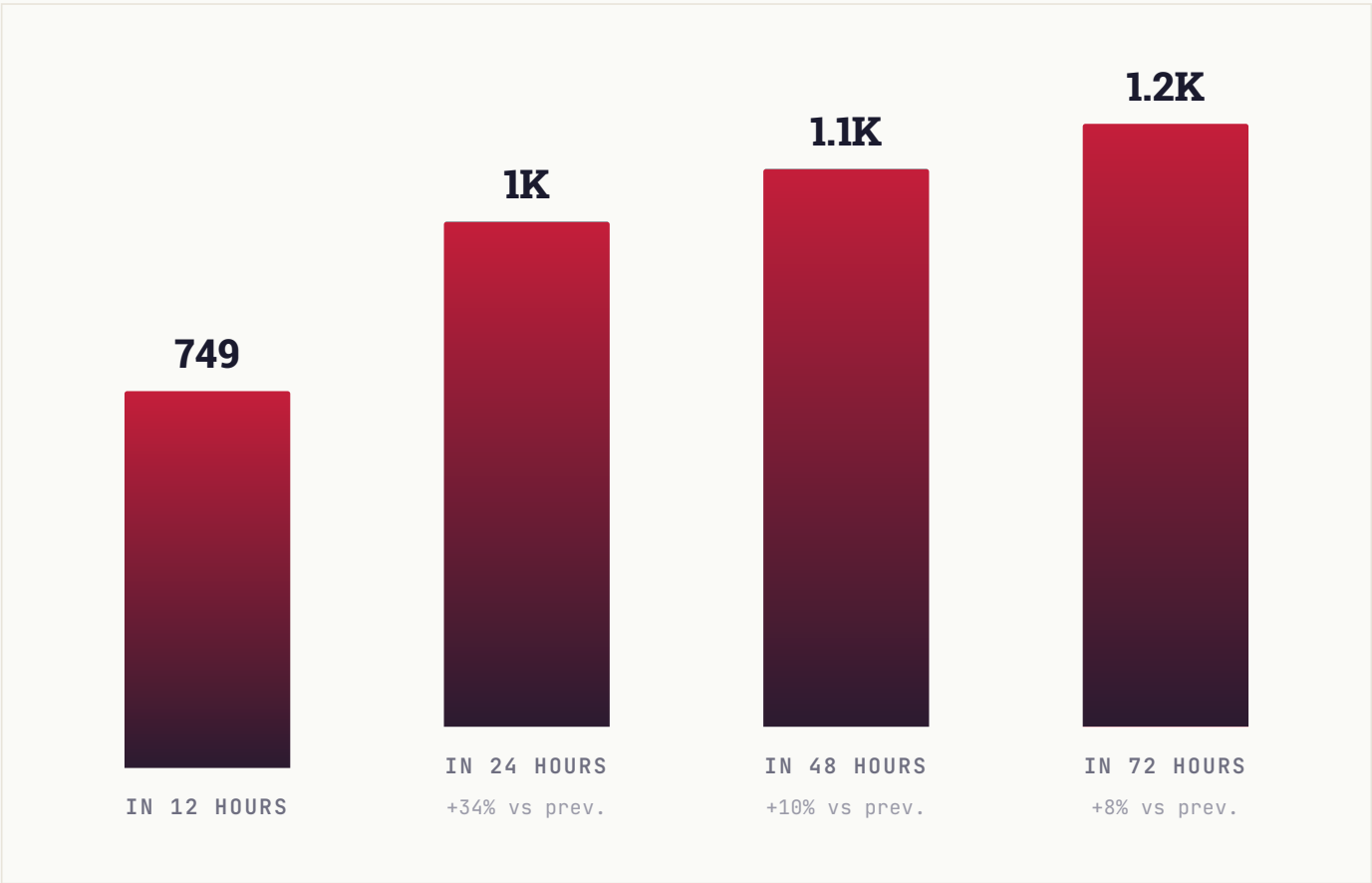
TOPICS MENTIONED IN



— 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 peers.

CHANNEL	SUBSCRIBERS
6 66Lottery 🏆🏆 CRYPTO	387.4K
缅甸 缅甸缅北吃瓜新闻曝光	257.3K
AE After Effects Templates	181.4K
R R	178.6K
3D 3Dline.net	173.8K
DG Designer Gang 🖐	147.1K
TC template canva gratis 😊🐱	144.3K
TS Tube Sensei	137.2K
SZ STL Zone / 3D models / Free STL	136.8K
ER Sexy font. Cyrillic	134.7K
OD Odi YOU	33.9K

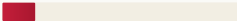
COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — 66Lottery 🏆🏆 CRYPTO (387.4K), top-99 median: 65.4K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **8**, they brought **421** new subs.

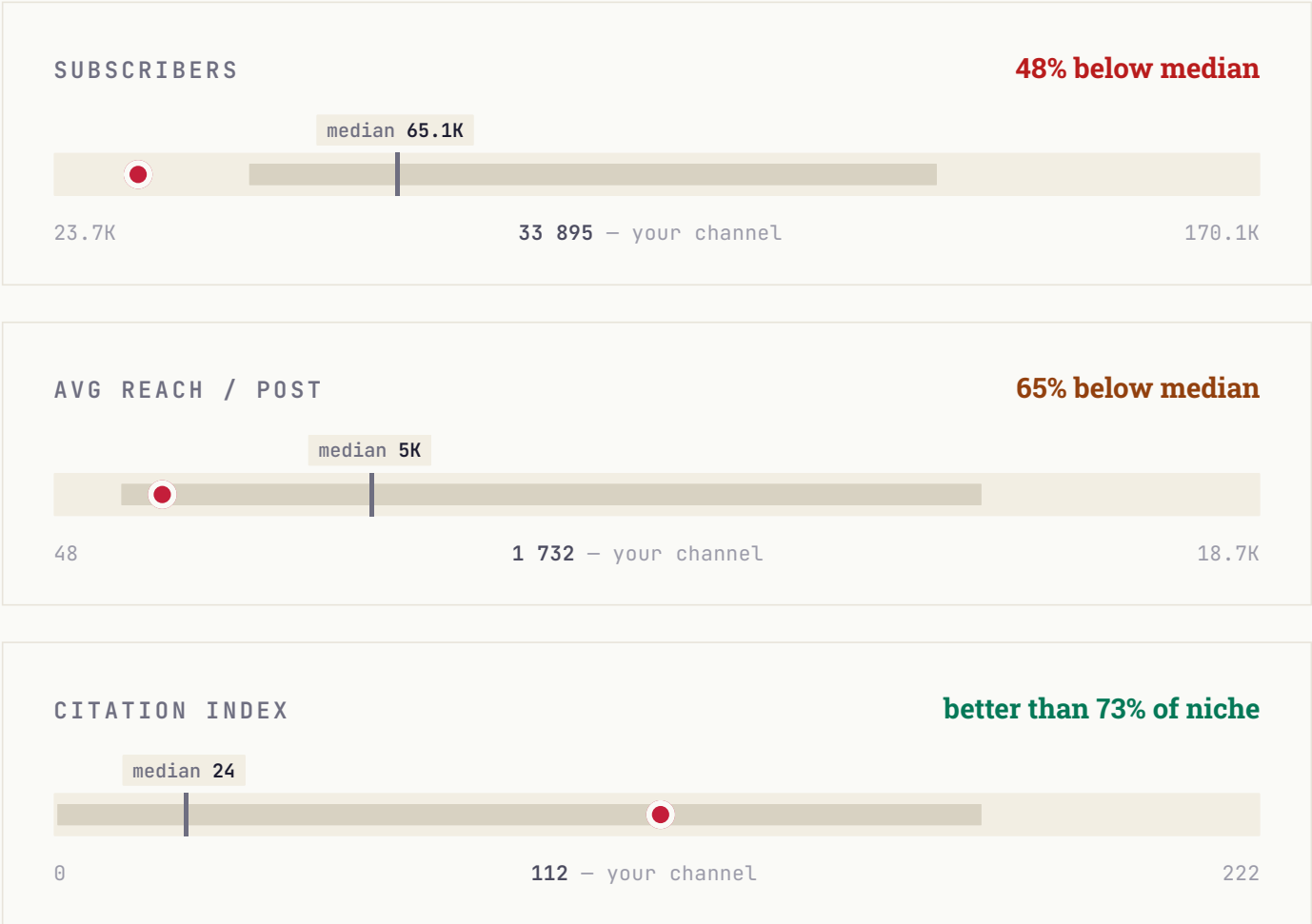
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	19 
December 2025	1	1	234 
November 2025	3	3	35 
October 2025	1	1	11 
September 2025	2	2	80 
August 2025	1	1	42 

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
8	6	421

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Top-100 channels in category «Design» (Russia) and compared your channel against them. Gray band = range covering 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — Tuesday**

Audience most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 5.11% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.4pp ER**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 and interactive formats**

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment 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 a few minutes from public data.
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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