

PROMTPRESS PUBLIC REPORT

Channel audit

CONTENTED — design school



@contented

CONTENTED — largest niche online design school. Learn more about us and our courses + free consultation: https://go.contented.ru/qL_uEA We are on MAX: max.ru/contented_bot Included in the list...

SUBSCRIBERS

13 695

-109 per month

ERR (% WHO SEE
POSTS)

5.0%

in 24 hrs **1.9%**

REACH/POST

599

ad reach **259**/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 Citation Rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Design» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 13 695 —	 SUBS REACH 4.37% avg % subs see post	 VIEWS/POST 599 median 649 · 27 days	 POSTS/WEEK 4.3 over period
 7D TREND +1.0% vs previous week	 REACTIONS/POST 5.1 total 87 reactions, 45 reposts, 0 comments	 POST LENGTH 314 chars median 324 · 27 days	 POSTS ANALYZED 17 27 days
 AD REACH 259 24h avg	 CHURN / MONTH -109 last month	 CITATION RATE 74 citation index · 176 channels ever mentioned	 CHANNEL AGE 6 years 14 days created 07.07.2020

AI EDITOR SUMMARY

Channel «CONTENTED – design school» – 13 695 subs. Avg views per post: 599 people (4% of subs), reach is low – consider expanding audience. Posts 4 posts/week (~1/day) – rare. For Jul 6–12 week, reach stable (+1.0% vs week Jun 29 – Jul 5).

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 HAVE IN COMMON

- 01 Analysis based on 17 posts over 27 days.
- 02 Dominant format — Photo (12/17 posts).
- 03 Avg post length — 314 chars (median 324).
- 04 Peak audience activity — Tuesday, 15:00 MSK.
- 05 Top posts get 2× more views than the weakest (766 avg for top vs 413 for worst) — among 17 posts in 27 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 07.07 · 12:16 PHOTO In this search, real detective McConaughey won't help you. But we will, because we know how and where to find clients. And you...	VIEWS 796 REPOSTS 5	REACTIONS 2 ER 5.8%
Nº2 23.06 · 11:14 PHOTO Brought the game «How to find yourself in design». A quest based on real self-discovery. Swipe cards to play — and...	VIEWS 758 REPOSTS 8	REACTIONS 9 ER 5.5%
Nº3 05.07 · 09:12 PHOTO You probably know his girlfriend. We mean 'Girl with a Pearl Earring' by Jan Vermeer — a Dutch painter who, 200 years later...	VIEWS 744 REPOSTS 4	REACTIONS 3 ER 5.4%

Nº4 03.07 • 10:13 PHOTO So you're sitting at your monitor, laying out a layout. Or rendering. Or doing something else design-related. Meanwhile, your friends...	VIEWS 684 REPOSTS 4 REACTIONS 14 ER 5.0%
Nº5 29.06 • 09:12 PHOTO Industrial designers, today is your day. Happy professional holiday and thanks for all the convenient, aesthetic...	VIEWS 683 REPOSTS 2 REACTIONS 2 ER 5.0%

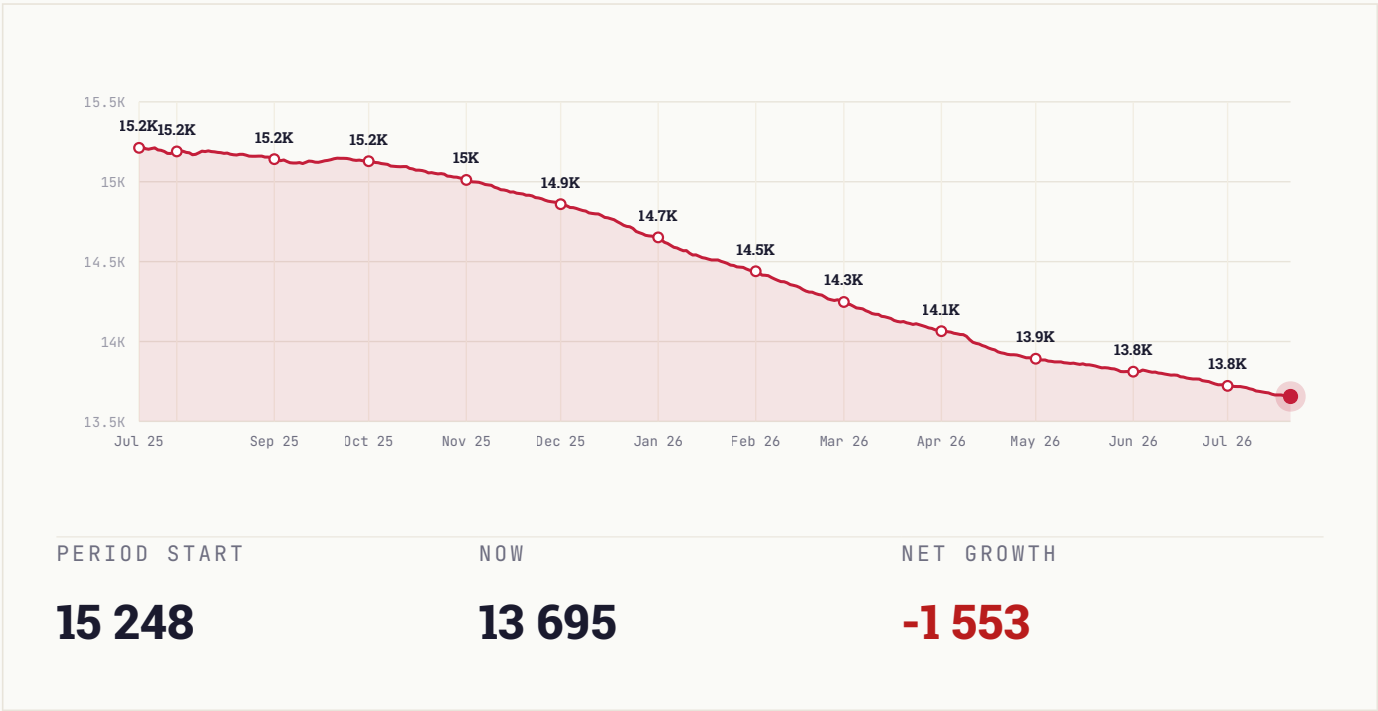
WORST 3

↓ 16.07 • 11:14 PHOTO Love to play – love to develop games too. Though why are we telling you, you might not love it. But you can try. Come to our...	VIEWS 486 REPOSTS 3 REACTIONS 5 ER 3.5%
↓ 18.07 • 10:13 PHOTO It seems like everything is clear with this profession: a furniture designer creates various chairs, cabinets, armchairs and other things. But how do they do it?...	VIEWS 380 REPOSTS 1 REACTIONS 3 ER 2.8%
↓ 17.07 • 12:43 TEXT How to look expensive and what luxury really is ? Contented has published a special article with ADCR Awards experts on design for...	VIEWS 375 REPOSTS — REACTIONS — ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel grew and which months subscribers left.



SECTION 04 • MENTIONS

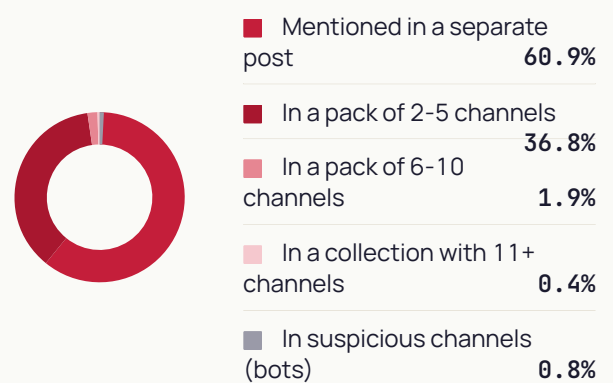
Who mentions the channel and how

Citation index **74** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **176** different channels.

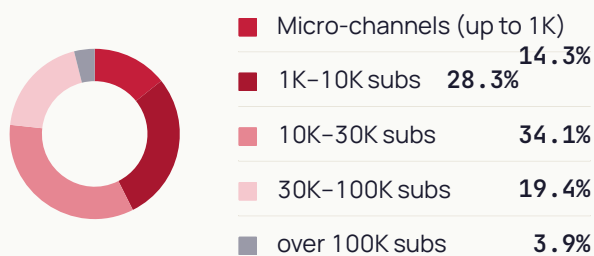
COUNTRIES MENTIONING



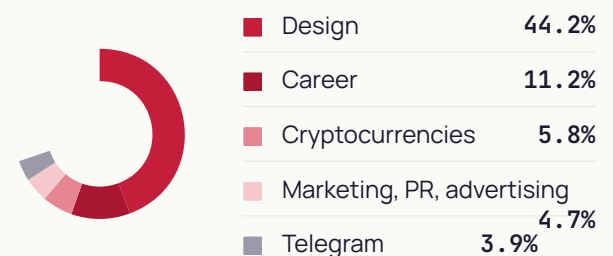
MENTIONED IN WHICH FORMAT



WHAT SIZE CHANNELS MENTION



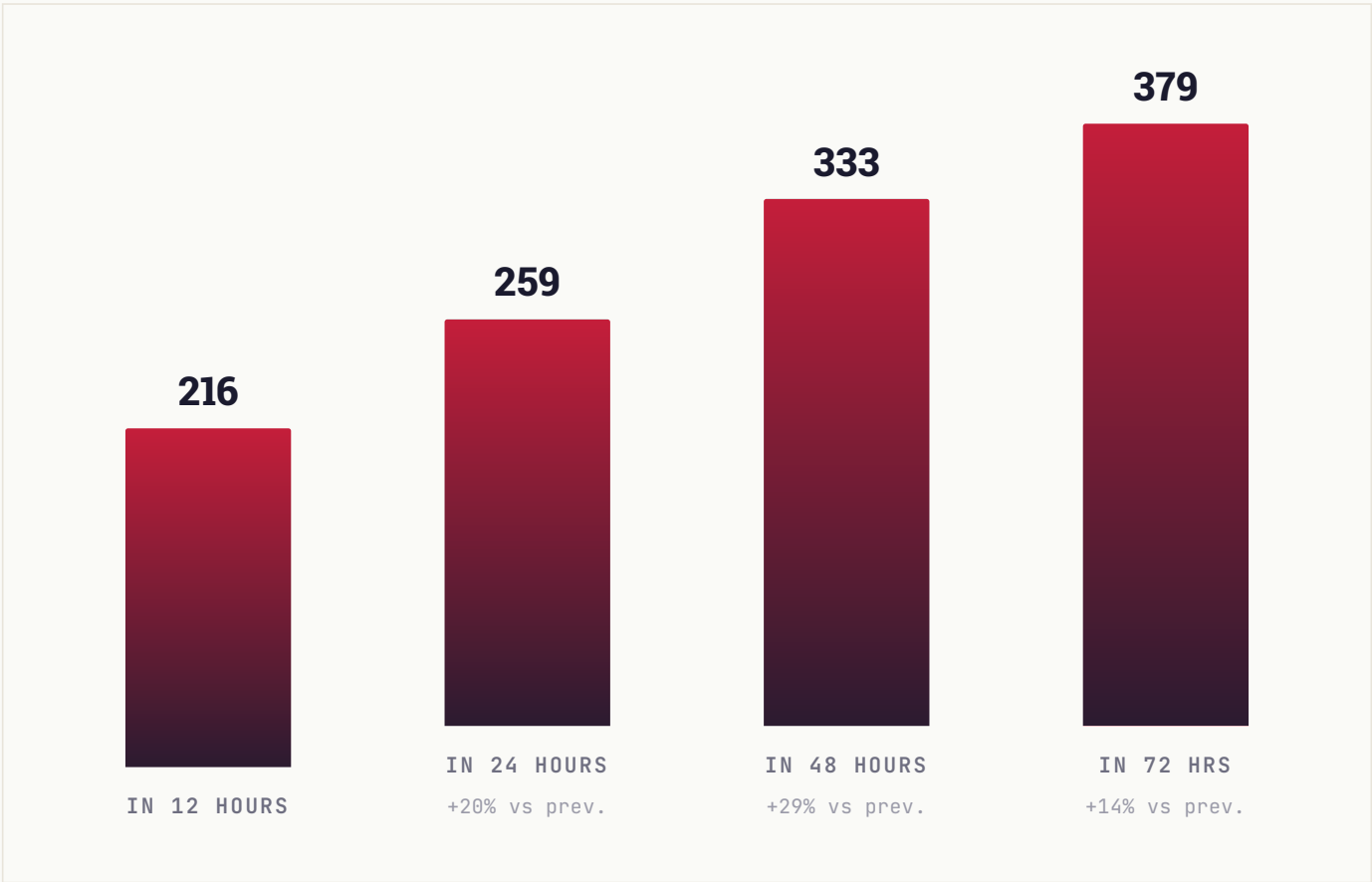
MENTIONED IN WHICH TOPICS



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 nearest 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
C- CONTENTED — design school YOU	13.7K

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 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions: **19**, they brought **102** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	2	2	2	
December 2025	4	4	0	
Nov 2025	2	2	1	
Oct 2025	6	6	3	
Sep 2025	2	2	51	
August 2025	3	3	45	

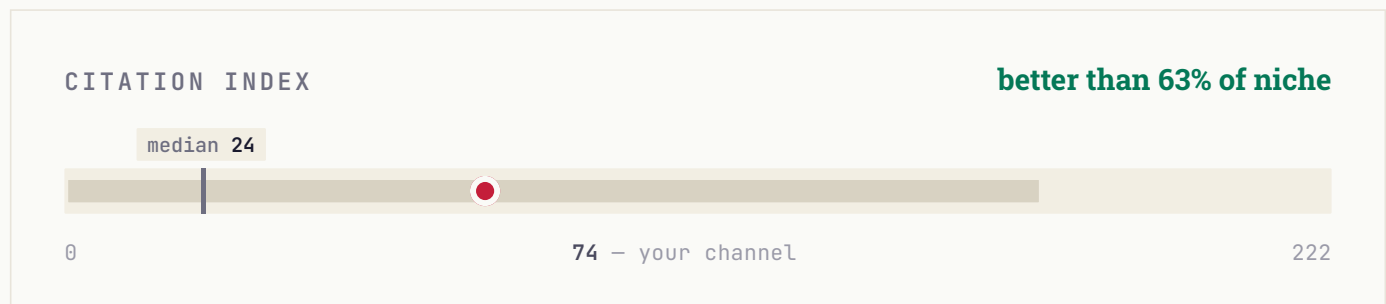
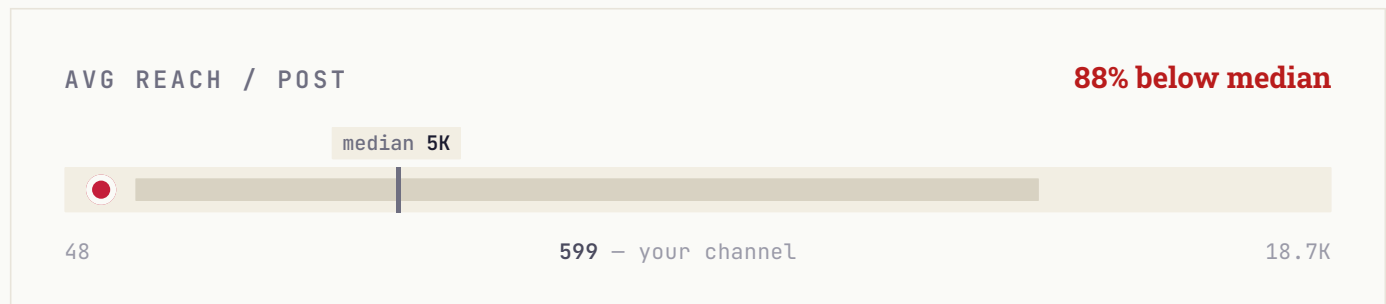
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
19	6	102

Where the channel stands in its league

SUBSCRIBERS 79% below median

A horizontal bar chart comparing subscriber counts. The x-axis represents the number of subscribers, with labels at 23.7K, 13 695, and 170.1K. A vertical line marks the 'median 65.1K'. A horizontal bar, representing 'your channel', starts at 23.7K and ends at 13 695. A red dot is placed at the start of this bar (23.7K). The text '79% below median' is displayed in red at the top right of the chart area.

Metric	Value
Median	65.1K
Your Channel	13 695
Other Channel (Start)	23.7K
Other Channel (End)	170.1K



— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 4.3 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Tuesday
On this day at 15:00 MSK, audience is most active. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%. | EFFECT
Video retains audience better |
| 04 | ER below niche benchmark — rethink formats
Current ER 4.37% vs norm 5.5%. Try polls and interactive formats. | EFFECT
+1.1pp ER |
| 05 | 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 |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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