

PROMTPRESS PUBLIC REPORT

Channel audit

Kirillitsa.design



@cyrillicdesign

We publish wow sites in Cyrillic since 2018 #VAEL5 Site: <https://dsgners.ru> Submit a site: @cyrillicdesignpost_bot Ads: @design_manager_bot We are in the registry: <https://vk.cc/cG5cGW>

SUBSCRIBERS

35 861

-314 per month

ERR (% SEE POSTS)

12.0%

in 24h 3.9%

REACH/POST

4.2K

ad reach 1.4K/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.

 SUBSCRIBERS 35 861 —	 SUBS REACH 11.72% avg % subs see post	 VIEWS/POST 4.2K median 3K · 23 days	 POSTS/WEEK 2.1 over period
 7D TREND — no data for period	 REACTIONS/POST 6.3 only 44 reactions, 120 reposts, 0 comments	 POST LENGTH 493 chars median 376 · 23 days	 POSTS ANALYZED 7 23 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -314 last month	 CITATION RATE 67 citation index · 467 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 07.02.2018

AI EDITOR SUMMARY

Channel «Kirillitsa.design» — 35 861 subs. Each post averages 4.2K people (12% of subs), reach is low — consider expanding audience. Posts 2 posts per week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts over 23 days.
- 02 Dominant format – **Photo** (5/7 posts).
- 03 Avg post length – **493** chars (median 376).
- 04 Peak audience activity – **Wednesday**, 15:00 MSK.
- 05 Top posts get **4×** more views than the weakest (6.9K avg for top vs 1.9K for worst) – among 7 posts over 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 12:29 PHOTO OVERLAY P.Y.E Optics overlay.pyeoptics.com	VIEWS	REACTIONS
	7 439	6
	REPOSTS	ER
	29	20.7%
Nº2 20.06 · 13:31 TEXT When you work with Cyrillic every day – websites, interfaces, typography, readability in Russian – you start noticing how few big...	VIEWS	REACTIONS
	7 376	5
	REPOSTS	ER
	11	20.6%
Nº3 19.06 · 16:21 PHOTO Digital archive of artist Solomon Telingater http://telingater.togdazine.ru/ #archive #art	VIEWS	REACTIONS
	5 943	4
	REPOSTS	ER
	20	16.6%

Nº4 07.07 · 17:11 TEXT This seems to be the case where a conversation about design isn't limited to a logo on a white background. In 'Space Creators' Lebedev...	VIEWS 3 000 REPOSTS 5	REACTIONS 1 ER 8.4%
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Nº5 09.07 · 07:57 PHOTO Desperate Housewives A beautiful longread fully dedicated to the cult series. Great content work, atmosphere and typography...	VIEWS 2 720 REPOSTS 45	REACTIONS 26 ER 7.6%
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WORST 3

↓ 09.07 · 07:57 PHOTO Desperate Housewives A beautiful longread fully dedicated to the cult series. Great content work, atmosphere and typography...	VIEWS 2 720 REPOSTS 45	REACTIONS 26 ER 7.6%
↓ 10.07 · 09:12 PHOTO DESIGNER KNOWLEDGE BASE Ilya Sidorenko (product designer with 13+ years experience and author of bestseller 'Interface Designer') created a free...	VIEWS 2 272 REPOSTS 8	REACTIONS 2 ER 6.3%
↓ 13.07 · 10:05 PHOTO Hi everyone, we're back on air And with us ⚡ Zhenya, founder of designers. It's been a year since I left the designers grind to rest...	VIEWS 679 REPOSTS 2	REACTIONS — ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count. You can see which months the channel gained and which it lost subs.

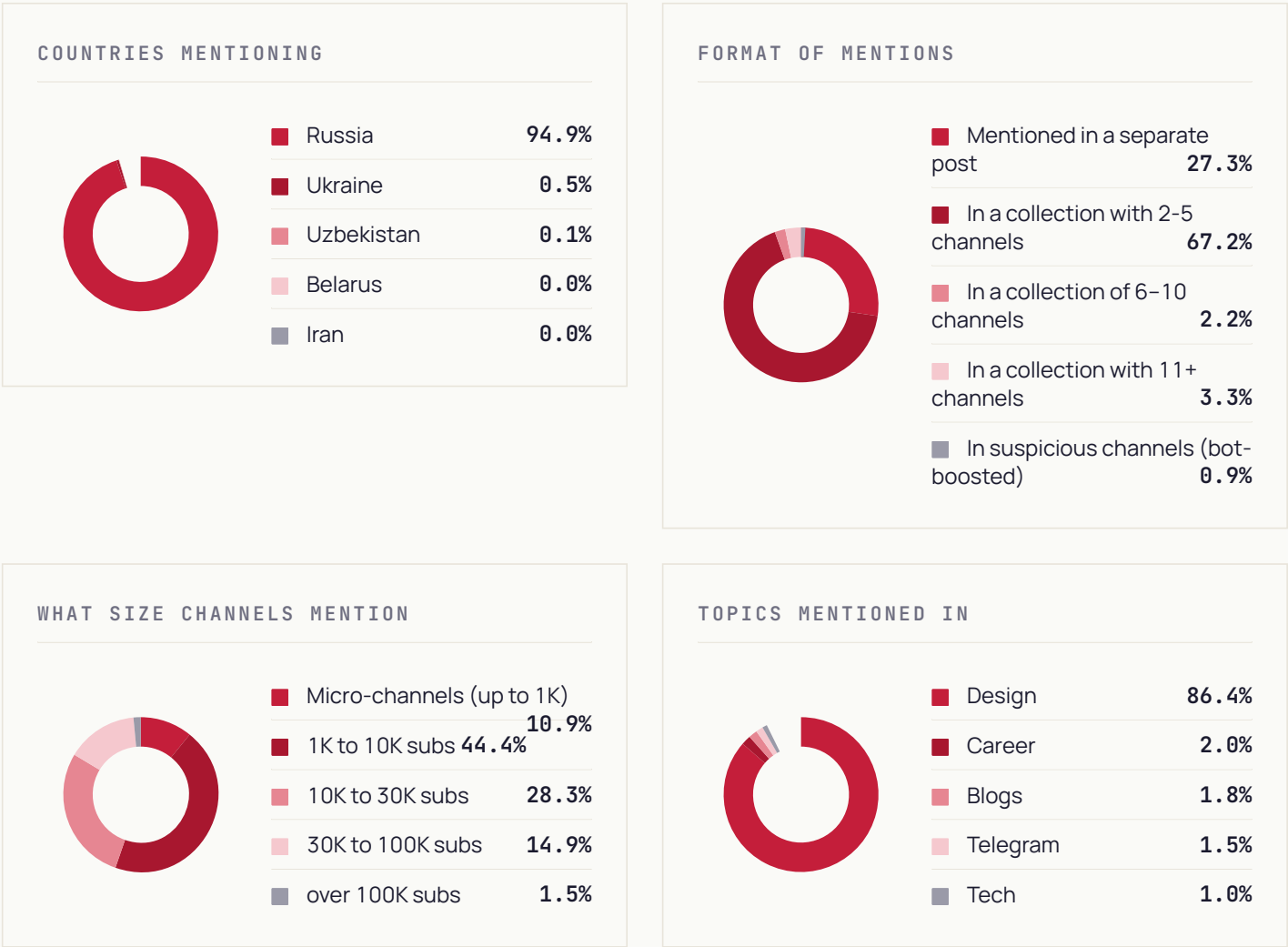


START OF PERIOD	NOW	NET GROWTH
37 447	35 861	-1 586

SECTION 04 · CITATIONS

Who mentions the channel and how

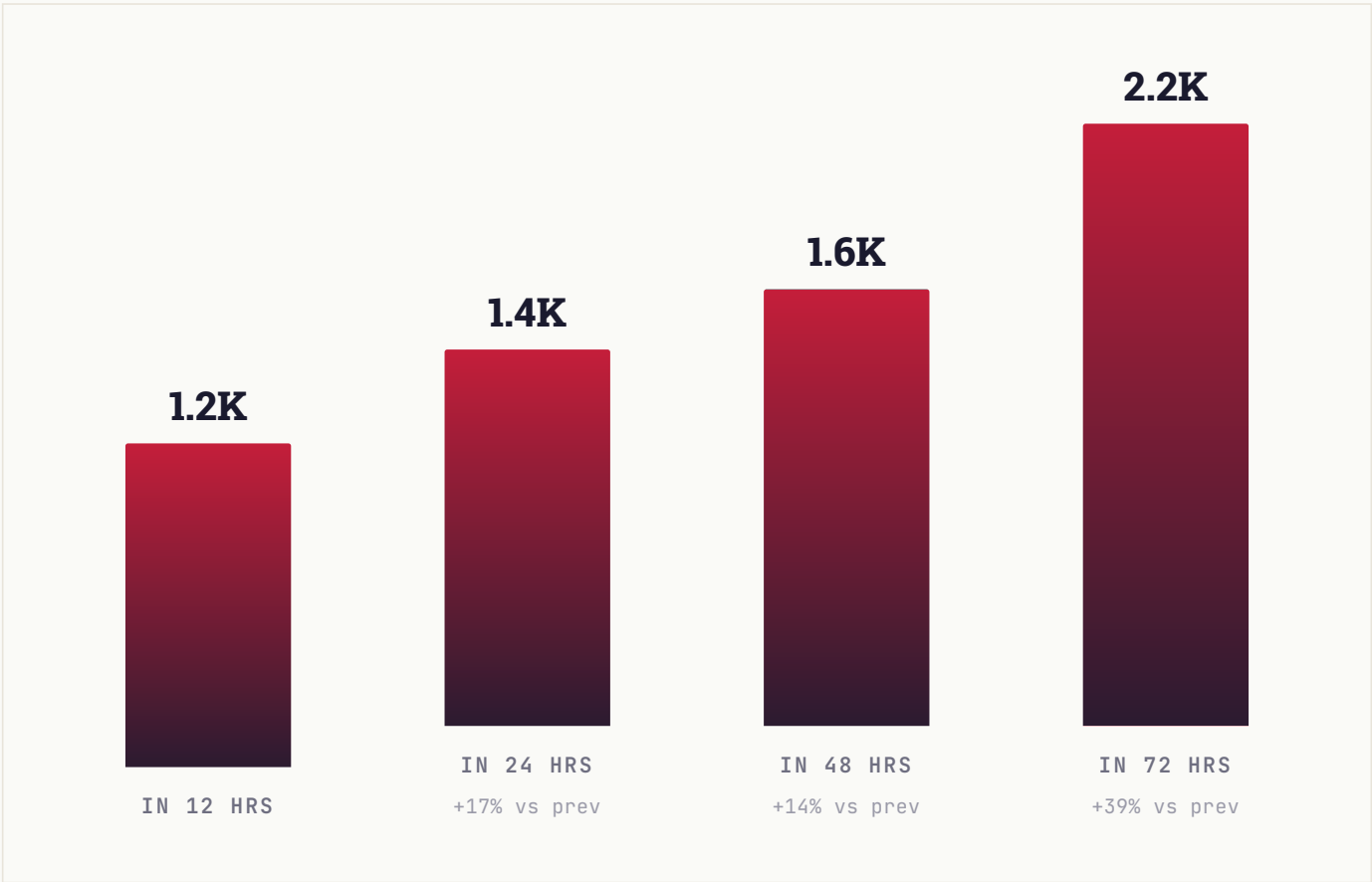
Citation index **67** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **467** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time from publication. Helps gauge 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 neighbors.

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐	147.4K
SZ STL Zone / 3D models / Free STL	136K
ER Sexy font. Cyrillic	134.7K
SHZ What the font?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
SHT What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
CI Kirillitsa.design YOU	35.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 99). Niche median — 53.6K subs.
First growth KPI — reach median. Leader: After Effects Templates (181K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **4**, they brought **399** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	33
December 2025	1	1	22
Nov 2025	1	1	63
Oct 2025	1	1	96
Sep 2025	0	0	142
August 2025	0	0	43

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
4	6	399

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

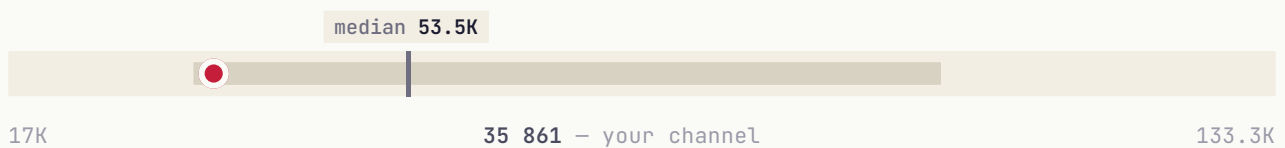
Took top-100 channels in category «Design» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#84/100

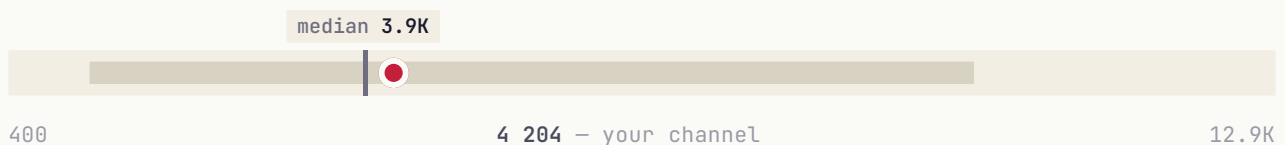
RANK IN NICHE

Channel in the bottom half of the ranking

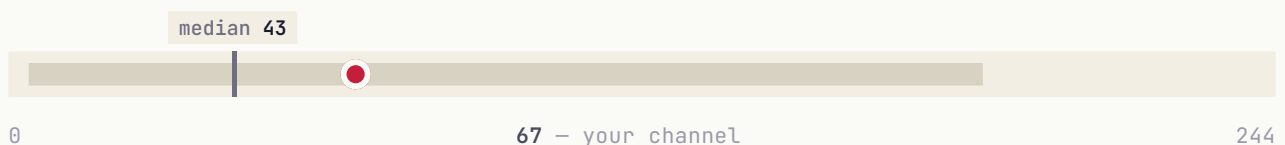
SUBSCRIBERS

33% below median

AVG REACH / POST

better than 52% of niche

CITATION INDEX

better than 56% of niche

— 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

Post more often

Now 2.1 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Wednesday

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

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15–25%.

EFFECT

**Video retains
audience
better**

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want to go further — run ads with 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