

PROMTPRESS PUBLIC REPORT

Channel audit

Designer Gang



@desgang

The largest media for designers & content makers in CIS Ads:
@tobgnagsed Link: t.me/+fELMoQpQ7aI5OTFi Channel in RKN:
clck.ru/3J6Te7

SUBSCRIBERS

147 393

-1569 per month

ERR (% SEE POSTS)

5.0%

per day 2.5%

REACH/POST

7.4K

ad reach 3.7K/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 Quote rate

Who mentions the channel and how

05 Ad potential

How long a post generates 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 below the number shows the period it covers.

 SUBSCRIBERS 147 393 —	 SUBS REACH 5.03% avg % subs see post	 VIEWS/POST 7.4K median 7.8K · 28 days	 POSTS/WEEK 10.4 over period
 7D TREND -16.2% vs previous week	 REACTIONS/POST 11.8 total 506 reactions, 2,087 reposts, 1 comment	 POST LENGTH 132 chars median 44 · 28 days	 POSTS ANALYZED 43 28 days
 AD REACH 3.7K 24h average	 CHURN / MONTH -1569 last month	 QUOTE RATE 184 citation index · 361 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 16.04.2020

AI EDITOR SUMMARY

Channel «Designer Gang 🖐» — 147 393 subs. Each post averages 7.4K people (5% of subs), reach is low — should expand audience. Publishes 10 posts per week (~1/day) — regular schedule. For week Jun 29 – Jul 5 reach dropped by -16.2% by week 22–28 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **43** posts over 28 days.
- 02 Dominant format – **Photo** (40/43 posts).
- 03 Avg post length – **132** chars (median 44).
- 04 Peak audience activity – **Tuesday**, 10:00 MSK.
- 05 Top posts get **2x** more views than weakest (11K avg top vs 6K worst) – among 43 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 07:00 PHOTO Triple Glitch Effect  Download @desgang	VIEWS	REACTIONS
	11 610	9
	REPOSTS	ER
	39	7.9%
Nº2 24.06 · 09:01 PHOTO Micrographics  Download @desgang	VIEWS	REACTIONS
	11 420	19
	REPOSTS	ER
	95	7.7%
Nº3 22.06 · 08:56 PHOTO Hazard Logos  Download @desgang	VIEWS	REACTIONS
	10 101	12
	REPOSTS	ER
	106	6.9%

Nº4

14.06 · 11:34

PHOTO

Moody Maps  Download @desgang

VIEWS	REACTIONS
9 362	8
REPOSTS	ER
43	6.4%

Nº5

26.06 · 12:03

PHOTO

Color Drop Script  Download @desgang

VIEWS	REACTIONS
9 010	4
REPOSTS	ER
46	6.1%

|

WORST 3



08.07 · 09:03

PHOTO

Masking Tape Shapes  Download @desgang

VIEWS	REACTIONS
6 108	7
REPOSTS	ER
28	4.1%



10.07 · 07:59

PHOTO

Avito logo materialized in a line of home items! 🥰 Want to know how to bring abstraction into the real world? And do it not...

VIEWS	REACTIONS
6 092	7
REPOSTS	ER
4	4.1%



09.07 · 19:42

PHOTO

Vintage Stamps Pack  Download @desgang

VIEWS	REACTIONS
5 900	11
REPOSTS	ER
44	4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

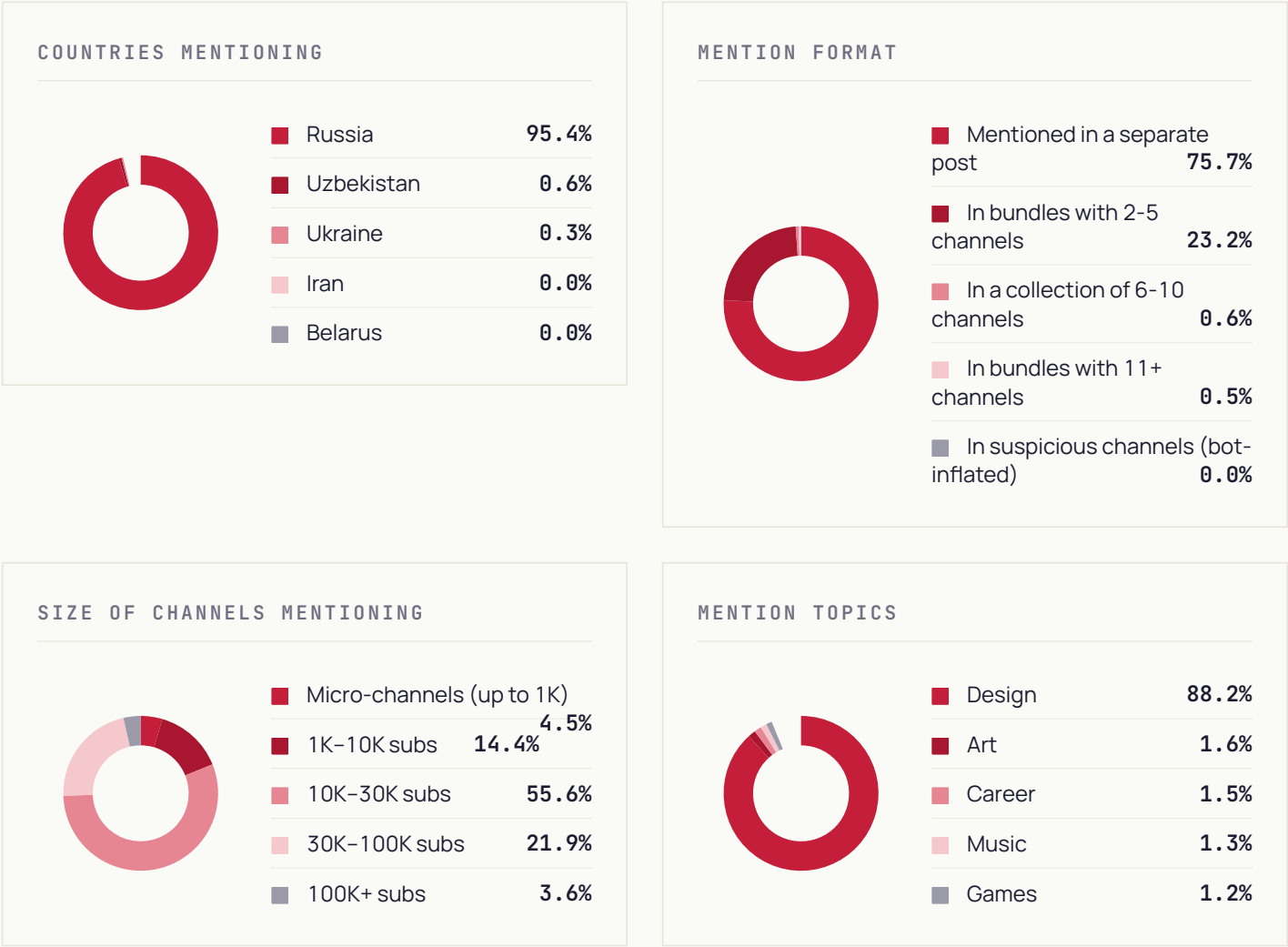
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

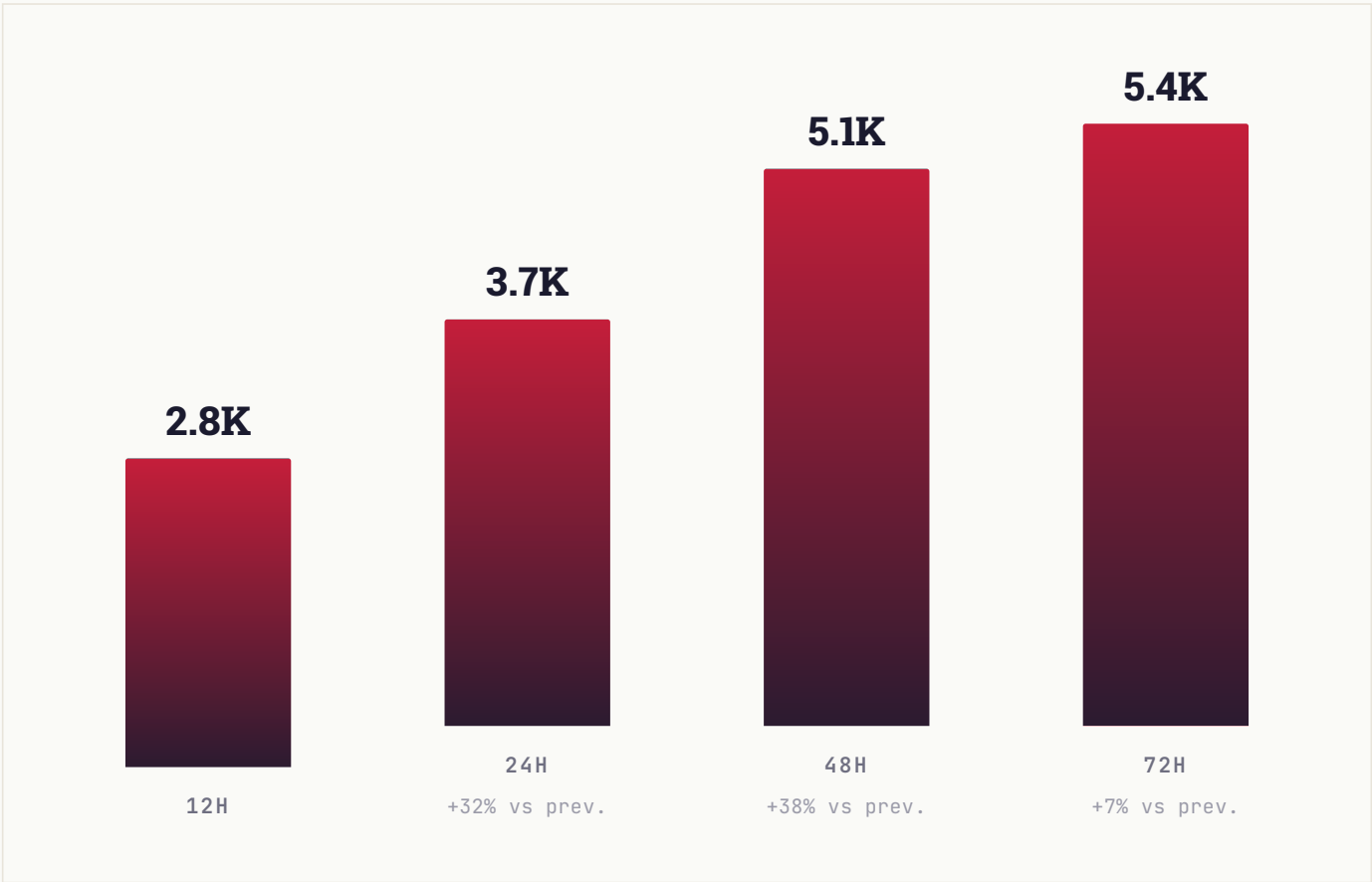
Citation index **184** — channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **361** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐️ YOU	147.4K
SZ STL Zone / 3D models / Free STL	136K
ER Sexy font. Cyrillic	134.7K
SH What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
ST What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
DM Jam Mockup	102.4K

COMPARATIVE CONCLUSION

Channel in top-2 niches (#2 of 99 category channels). A leader — client-partners can cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **466**, they brought **7 584** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	100	26	974	
December 2025	108	14	631	
Nov 2025	151	23	1 200	
Oct 2025	49	49	2 562	
Sep 2025	11	11	813	
August 2025	47	30	1 404	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
466	6	7 584

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

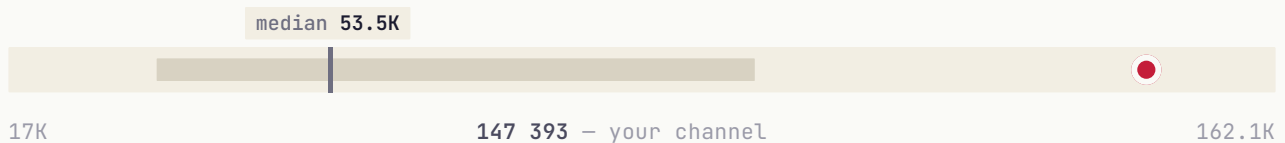
#2 /100

RANK IN NICHE

Channel in top 2% design Russia

SUBSCRIBERS

better than 90% of niche



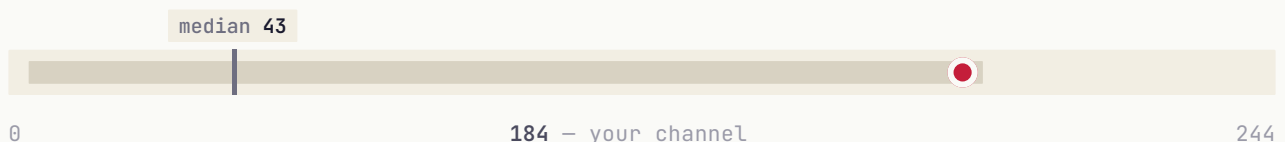
AVG REACH / POST

better than 73% of niche



CITATION INDEX

better than 88% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 5.03% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.5pp ER

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress sources fit your niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
