

PROMTPRESS PUBLIC REPORT

Channel audit

Design-Telega




@design_telega

Channel with best design materials Site: <https://dsgners.ru> Ads — @design_manager_bot We're in the registry <https://vk.cc/cFPOdZjrm1yoyrmga5tukj>

SUBSCRIBERS

81 065

-794 per month

ERR (% SEE POSTS)

2.0%

per day 0.7%

REACH/POST

935

ad reach 594/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 81 065 —	 SUBSCRIBER REACH 1.15% avg % subs see post	 VIEWS/POST 935 median 808 · 26 days	 POSTS/WEEK 32.2 for the period
 7D TREND -35.5% vs prev week	 REACTIONS/POST 0.2 only 31 reactions, 469 reposts, 0 comments	 POST LENGTH 251 chars median 242 · 26 days	 POSTS ANALYZED 124 26 days
 AD REACH 594 24h avg	 CHURN / MONTH -794 last month	 CITATION RATE 312 citation index · 669 channels mentioned ever	 CHANNEL AGE 8 years 9 months created 08.10.2017

AI EDITOR SUMMARY

Channel «Design-Telega 🔥» – 81 065 subs. Avg views per post: 935 people (1% of subs), reach is low – consider expanding audience. Publishes 32 posts/week (~5/day) – active posting. Week Jul 6–12 reach dropped -35.5% by week Jun 29 – Jul 5 – worth analyzing.

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 TOP POSTS SHARE

- 01 Analysis based on 124 posts in 26 days.
- 02 Dominant format – Text (45/124 posts).
- 03 Avg post length – 251 chars (median 242).
- 04 Audience peak – Wed, 16:00 MSK.
- 05 Top posts get 3x more views than the weakest (1.8K avg for top vs 545 for worst) – among 124 posts in 26 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 07:00 TEXT What the market expects from a mid-level? Analysis of product and UX/UI designer vacancies The article covers market salary, work format, and...	VIEWS 1 857 REPOSTS 5	REACTIONS — ER 2.3%
Nº2 24.06 · 14:35 VIDEO Smart Stack customization for watchOS 11. • Ready-made screen and widget layouts per Apple guidelines • 30+ apps and 25+ widgets for...	VIEWS 1 773 REPOSTS 3	REACTIONS — ER 2.2%
Nº3 25.06 · 07:00 TEXT Feedback that helps and feedback that kills A colleague pointed out a flaw, and the author, heeding the criticism, improved their...	VIEWS 1 746 REPOSTS 3	REACTIONS — ER 2.2%

Nº4 05.07 · 07:00 TEXT Chinese tea: what the industry looks like where coffee isn't king The drive to notice the unusual in everyday life and a love for studying packaging in...	VIEWS 1 655 REPOSTS 6	REACTIONS 1 ER 2.0%
Nº5 26.06 · 07:00 TEXT AI designer psychosis: AI won't take your job - you'll give it up yourself! Article about live anticipation. Claude is down, page refreshes for the fifth time...	VIEWS 1 647 REPOSTS 4	REACTIONS — ER 2.0%

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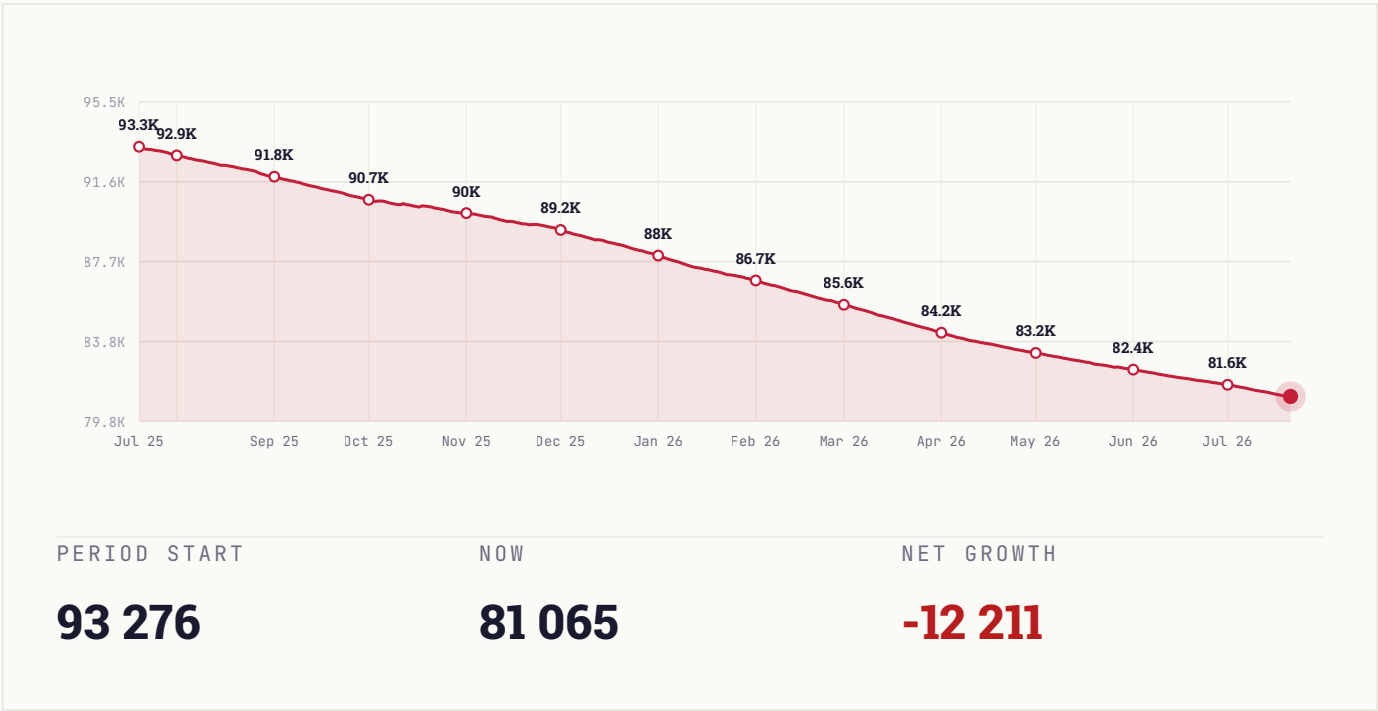
WORST 3

↓ 12.07 · 06:01 PHOTO Dynamic components Dynamic components and variants in design systems #Components OPEN	VIEWS 616 REPOSTS 3	REACTIONS — ER 0.8%
↓ 12.07 · 04:03 VIDEO Abstract banners. • 12 different images with vector elements: wavy patterns and geometric illustrations. #abstract...	VIEWS 574 REPOSTS 6	REACTIONS — ER 0.7%
↓ 13.07 · 08:40 PHOTO Hi everyone, we're back on air And on the line ⚡ Zhenya, founder of designers. It's been a year since I left the daily grind of designers to rest...	VIEWS 446 REPOSTS —	REACTIONS 2 ER 0.6%

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 grew and which it lost subs.

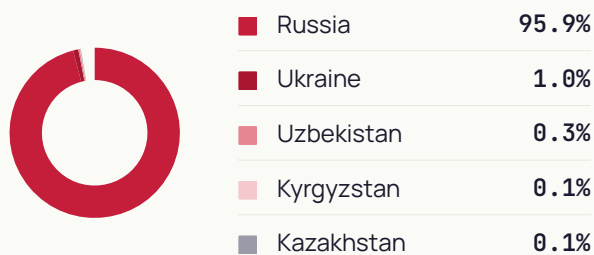


SECTION 04 • MENTIONS

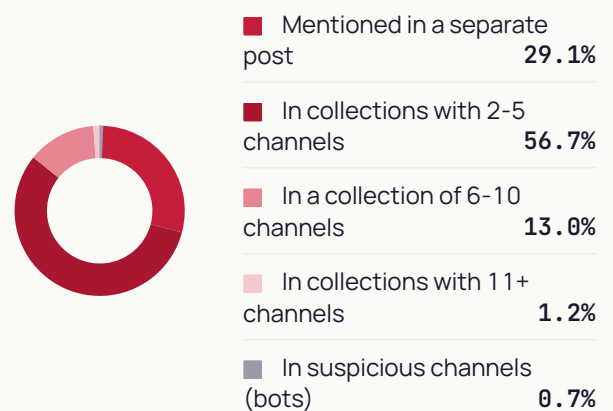
Who and how mentions the channel

Citation index **312** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **669** different channels.

COUNTRIES MENTIONING



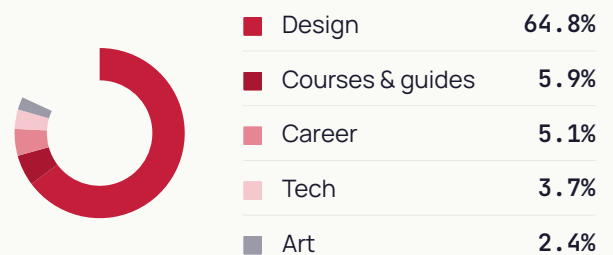
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



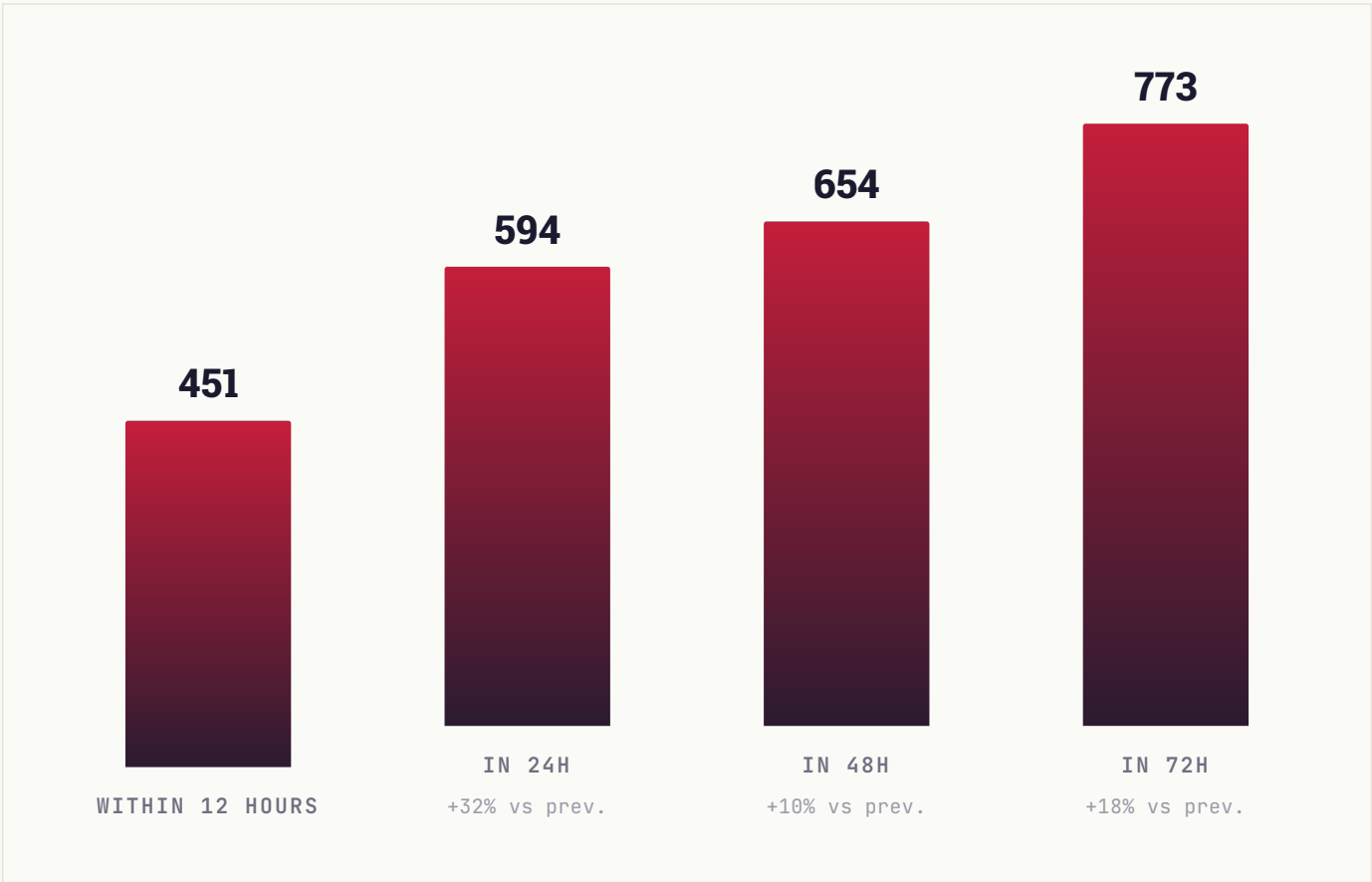
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
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
Design-Telega YOU	81.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#34 of 99). Niche leader — 66Lottery CRYPTO (387.4K), median subs 65.4K. Aim for top quarter — realistic 6-12 month horizon.

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 occurred **104**, they brought **195** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	14	6	0	
December 2025	16	3	7	
November 2025	26	3	40	
October 2025	27	3	141	
September 2025	19	4	0	
August 2025	2	2	7	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
104	6	195

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

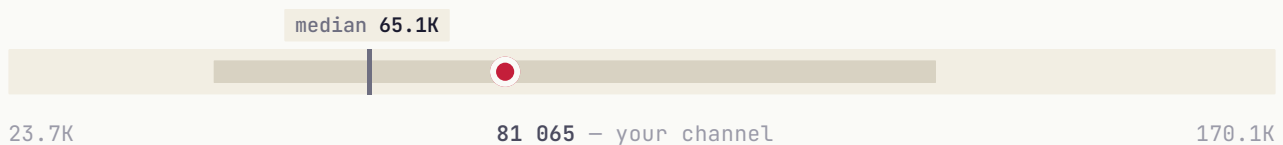
Took top-100 channels in category «Design» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#34 /100

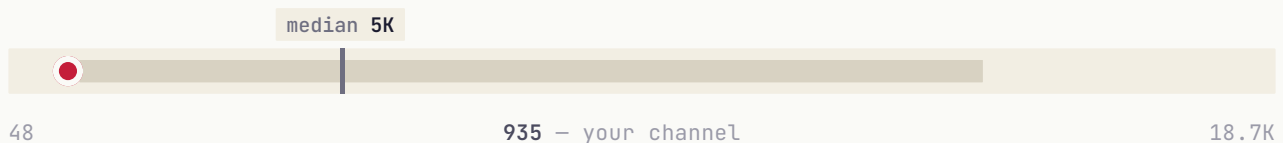
RANK IN NICHE

Channel in the top half of the ranking

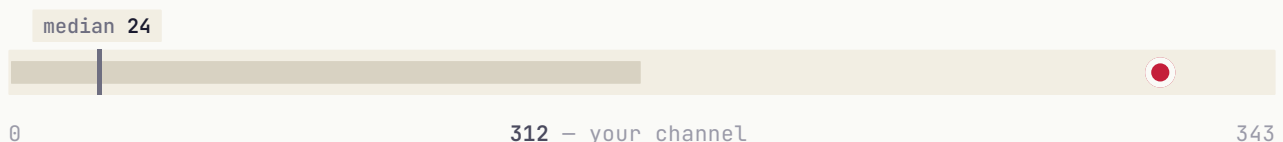
SUBSCRIBERS

better than 59% of niche


AVG REACH / POST

81% below median


CITATION INDEX

better than 90% of niche


— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Wednesday**

On this day and at 16:00 MSK the audience is most active.

EFFECT

**Best time for
key posts****02****ER below niche benchmark — rethink formats**

Current ER 1.15% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.3pp ER**03****System 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****04****Test polls & interactive formats**

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

EFFECT

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

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
