

PROMTPRESS PUBLIC REPORT

Channel audit

Design ZIP



@design_zip

Questions? - @ZipSupport_bot Ads - @advband <https://clck.ru/3FivcH>

SUBS

21 749

+144 per month

ERR (% SEE POSTS)

15.0%

per day 11.1%

REACH/POST

3.2K

ad reach 2.4K/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.

 SUBS 21 749 —	 SUBSCRIBER REACH 14.69% avg % subs see post	 VIEWS/POST 3.2K median 3.3K · 29 days	 POSTS/WEEK 9.5 over period
 7D TREND -9.8% vs previous week	 REACTIONS/POST 0.1 only 5 reactions, 329 reposts, 0 comments	 POST LENGTH 85 chars median 54 · 29 days	 POSTS ANALYZED 40 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +144 last month	 CITATION RATE 49 citation index · 196 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 03/22/2022

AI EDITOR SUMMARY

Channel «Design ZIP» — 21 749 subs. Each post averages 3.2K people (15% from subs), reach is low — consider expanding audience. Publishes 10 posts/week (~1/day) — regular schedule. For the week of Jul 6–12, reach dropped -9.8% to week June 29 – July 5 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts in 29 days.
- 02 Dominant format – Photo (39/40 posts).
- 03 Avg post length – 85 chars (median 54).
- 04 Peak audience activity – Tuesday, 10:00 MSK.
- 05 Top posts get 1x more views than the weakest (3.7K avg for top vs 2.8K for worst) – among 40 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 14:22 PHOTO Grainy Stamp Ink Effect File Type: PSD  Download	VIEWS 3 676 REPOSTS 11	REACTIONS — ER 16.9%
Nº2 23.06 · 07:57 PHOTO IBM 5150 Stylized Mockup A mockup of the IBM 5150 computer. You can change the color of the details and change the image on the monitor...	VIEWS 3 675 REPOSTS 8	REACTIONS 1 ER 16.9%
Nº3 22.06 · 05:53 PHOTO Artisan Collection – Illustration  Download	VIEWS 3 647 REPOSTS 12	REACTIONS — ER 16.8%

Nº4 25.06 · 14:22 PHOTO Angelic Glow File Type: PSD  Download	VIEWS 3 612 REPOSTS 17	REACTIONS — ER 16.6%
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Nº5 19.06 · 14:22 PHOTO Small Box Mockup File Type: JPG, PSD  Download	VIEWS 3 609 REPOSTS 8	REACTIONS — ER 16.6%
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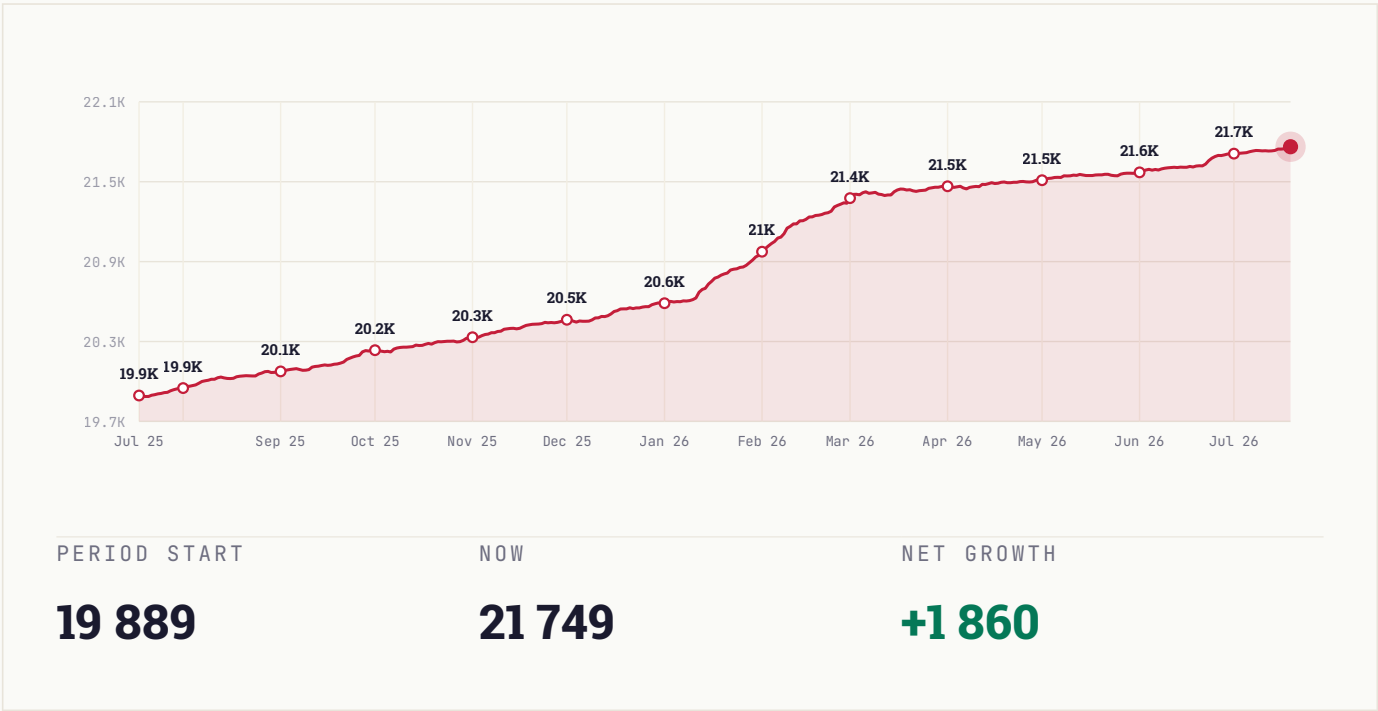
WORST 3

↓ 13.07 · 13:21 PHOTO Tshirt Mockup Template Vol3 File Type: PSD  Download	VIEWS 2 851 REPOSTS 6	REACTIONS — ER 13.1%
↓ 14.07 · 14:22 PHOTO Paint & Wood Textures File Type: PNG  Download	VIEWS 2 750 REPOSTS 8	REACTIONS — ER 12.6%
↓ 15.07 · 14:22 PHOTO Dark Mysterious Web Elements File Type: PSD  Download	VIEWS 2 673 REPOSTS 3	REACTIONS — ER 12.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

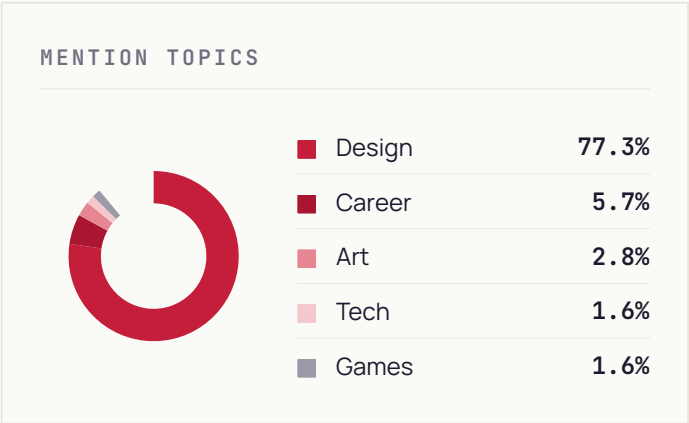
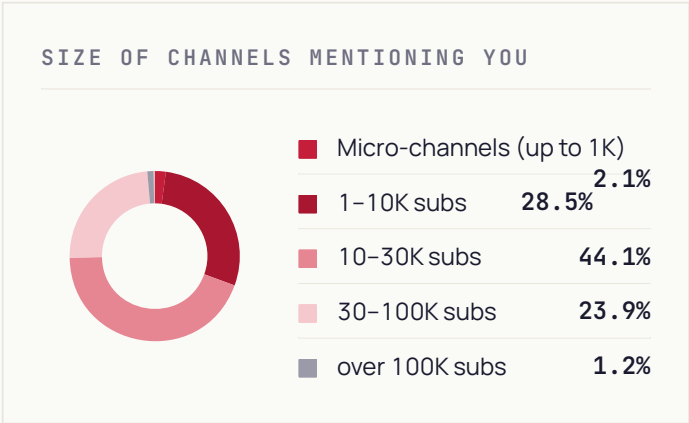
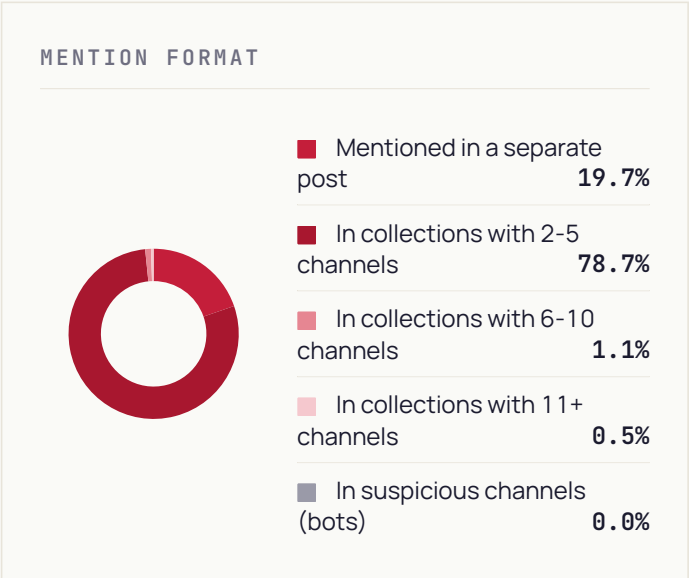
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

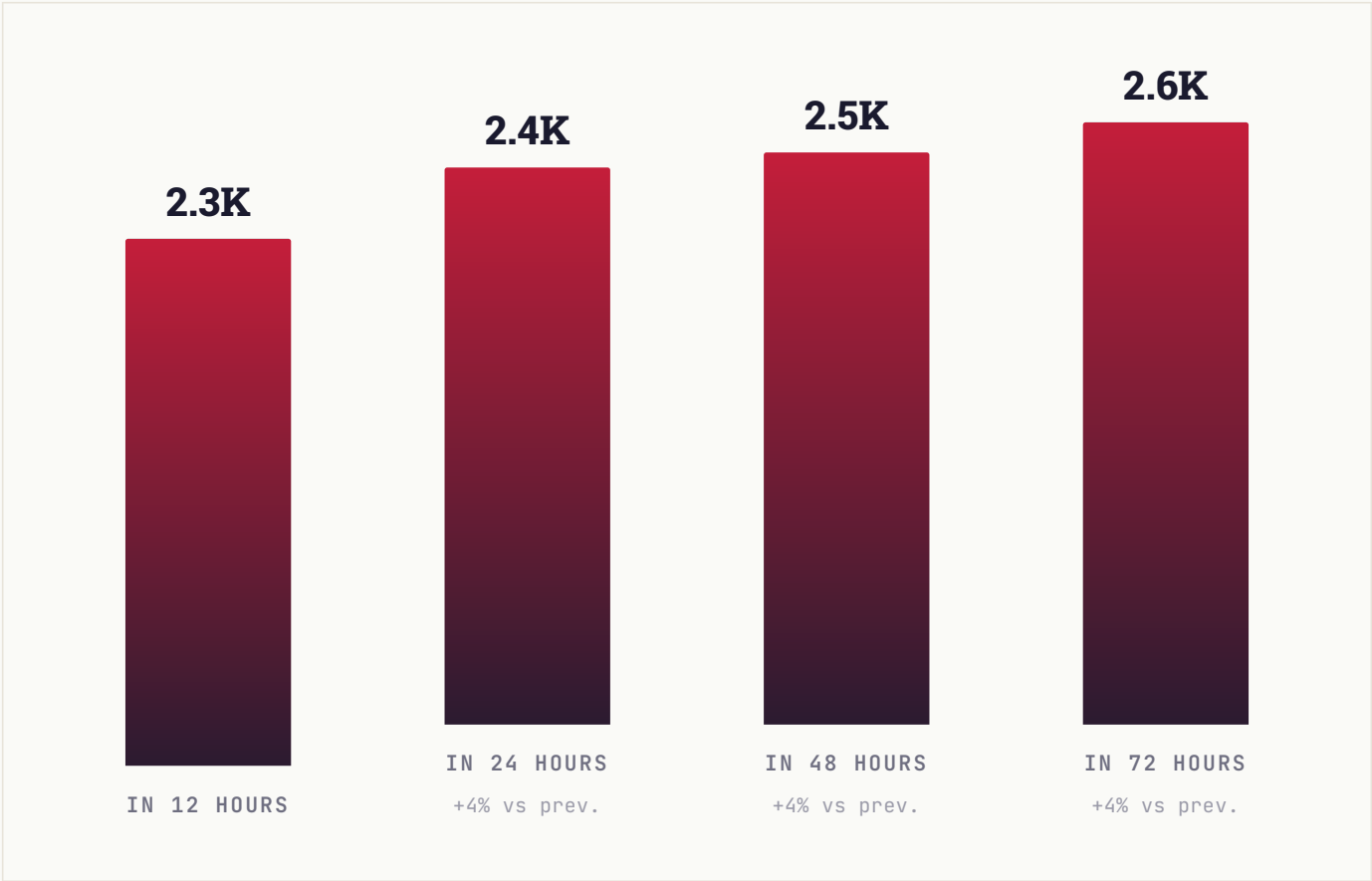
Citation index **49** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **196** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time. Helps estimate how long placement stays effective.



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	SUBS
66Lottery CRYPTO	407.7K
缅甸 缅甸缅北吃瓜新闻曝光	273.3K
AE After Effects Templates	181.2K
R R	177.9K
3D 3Dline.net	173.7K
DG Designer Gang	147.3K
TC template canva gratis	144.2K
TS Tube Sensei	137.2K
SZ STL Zone / 3D models / Free STL	136.4K
ER Sexy font. Cyrillic	134.7K
DZ Design ZIP YOU	21.7K

COMPARATIVE CONCLUSION

Channel is still outside top-99 niche — early growth stage. Niche leader — 66Lottery CRYPTO (407.7K), top-99 median: 65.4K. First goal: break into top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **72**, they brought **1 113** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	19	17	366	
December 2025	9	7	159	
November 2025	7	4	139	
October 2025	10	9	124	
September 2025	19	17	181	
August 2025	8	4	144	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
72	6	1 113

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — Tuesday

Audience most active at this day and 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% video share.

EFFECT

**Video retains
audience
better**

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 & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with similar channels quarterly. 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.
Want to go further — run ads through 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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