

PROMTPRESS PUBLIC REPORT

Channel audit

Design Exchange



@designbirzha

Top source of orders for designers in Telegram. Site: <https://dsgners.ru> Ads & placements: @design_manager_bot Listed at <https://vk.cc/cFPR1g>

SUBSCRIBERS

53 385

-482 per month

ERR (% SEE POSTS)

2.0%

per day 1.3%

REACH/POST

1K

ad reach 693/24h

— 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

Year chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche Comparison

Position in category «Design»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 53 385 —	 SUBSCRIBER REACH 1.93% avg % subs see post	 VIEWS/POST 1K median 1.1K · 29 days	 POSTS/WEEK 36.4 over period
 7D TREND +11.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 604 chars median 519 · 29 days	 POSTS ANALYZED 155 29 days
 AD REACH 693 24h avg	 CHURN / MONTH -482 last month	 CITATIONS 112 citation index · 338 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 02.06.2018

AI EDITOR SUMMARY

Channel «Design Exchange » – 53 385 subs. Each post averages 1K people (2% from subs), reach is low – should expand audience. Publishes 36 posts per week (~5/day) – active posting. For week July 6–12 reach grew by +11.5% by week of June 29 – July 5 – positive trend.

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 **155** posts over 29 days.
- 02 Dominant format — **Text** (140/155 posts).
- 03 Avg post length — **604** chars (median 519).
- 04 Audience peak activity — **Thu**, 14:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (1.4K avg for top vs 782 for worst) — across 155 posts in 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 06:04 TEXT Wanted: All-round Designer We're looking for an All-round Designer for Drinksome, a non-alcoholic alcohol brand! What you'll do: —...	VIEWS 1 442 REPOSTS 24	REACTIONS — ER 2.7%
Nº2 25.06 · 04:00 TEXT Product Designer (Fintech B2B) Moscow, hybrid / remote What you'll do Create interfaces for Web / Mobile in...	VIEWS 1 376 REPOSTS 10	REACTIONS — ER 2.6%
Nº3 07.07 · 11:02 TEXT ♦ Head of Design & Video Content ♦ Middle Motion Designer Winner is a Romanian gaming and casino brand, part of Evoke Romania, offering...	VIEWS 1 365 REPOSTS 1	REACTIONS — ER 2.6%

Nº4 07.07 • 16:04 TEXT Company «SOGAZ» seeks a designer for social media design. Collaboration until end of 2026. Tasks: - develop brand...	VIEWS 1 344 REPOSTS 38 REACTIONS — ER 2.5%
Nº5 09.07 • 11:04 TEXT Brand Manager KRASSKY is a design partner for those creating meaningful spaces. Today we are a team of over 150...	VIEWS 1 330 REPOSTS 3 REACTIONS — ER 2.5%

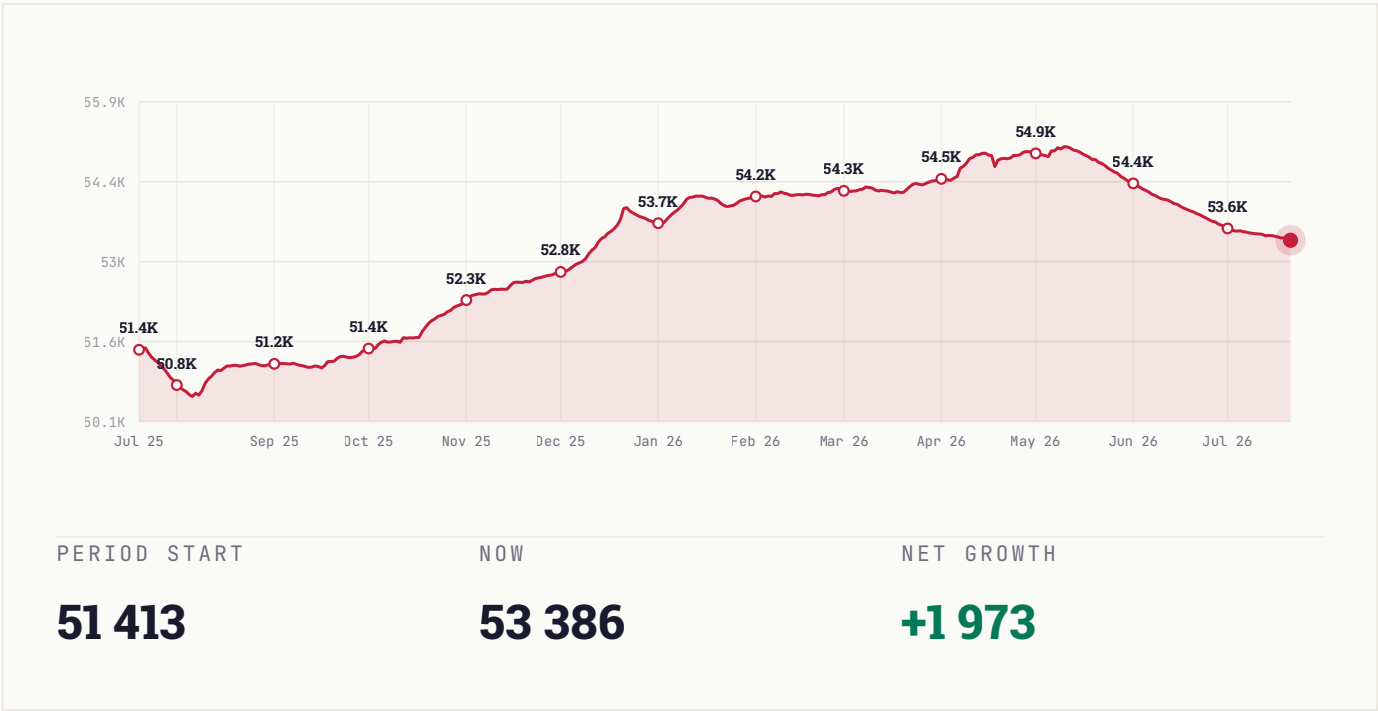
WORST 3

↓ 18.07 • 06:04 TEXT ☕ Glasno is hiring layout designers Tasks: - work with templates - create layouts per brief - save PSD/PNG/JPG -...	VIEWS 809 REPOSTS 6 REACTIONS — ER 1.5%
↓ 18.07 • 11:03 TEXT Product Designer (AI) Remote within Russia or hybrid in Moscow Designing a new AI app for preventive medicine with...	VIEWS 787 REPOSTS 5 REACTIONS — ER 1.5%
↓ 18.07 • 04:01 TEXT Motion Designer — SF AI Startup We're Ryze AI (San Francisco) — an AI marketing agent running SEO and ads for hundreds of businesses...	VIEWS 752 REPOSTS 2 REACTIONS — ER 1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

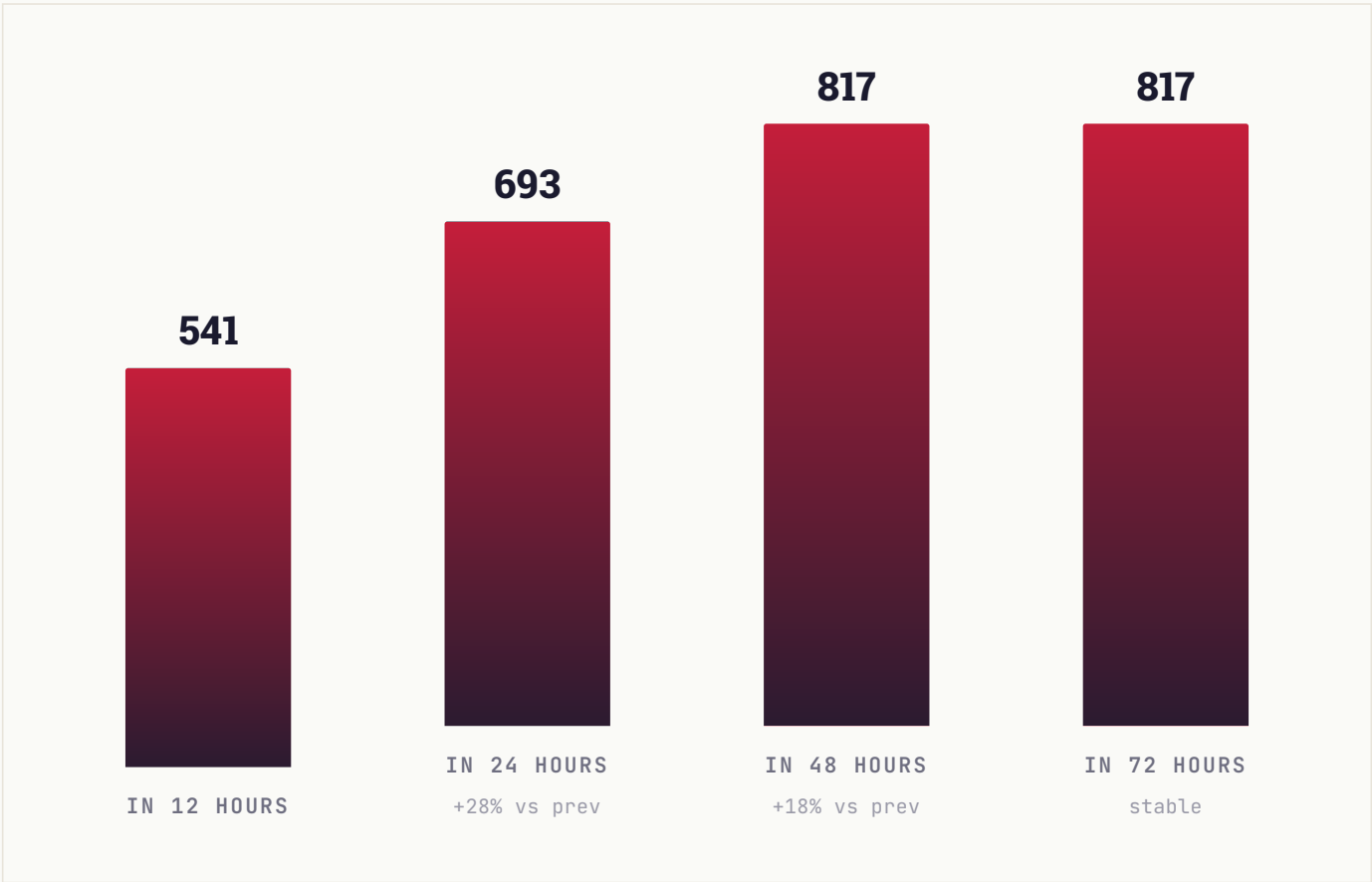
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 closest 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
Design Exchange 💰 YOU	53.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#77 of 99). Niche median — 65.4K subs.
First growth KPI — reach the median. Leader: 66Lottery

🏆🏆

 CRYPTO (387.4K).

SECTION 06 · MENTION DYNAMICS

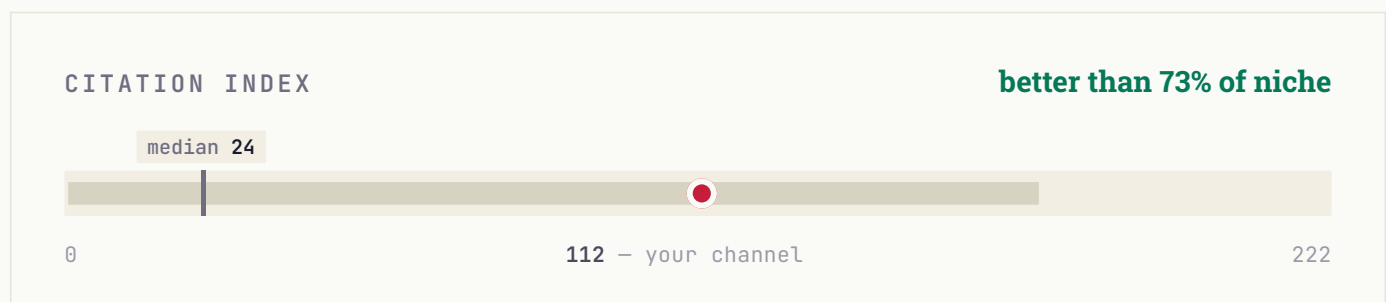
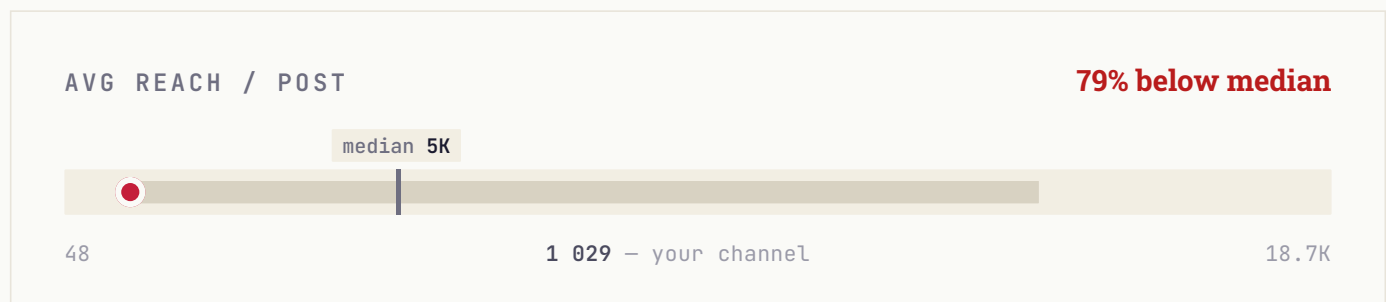
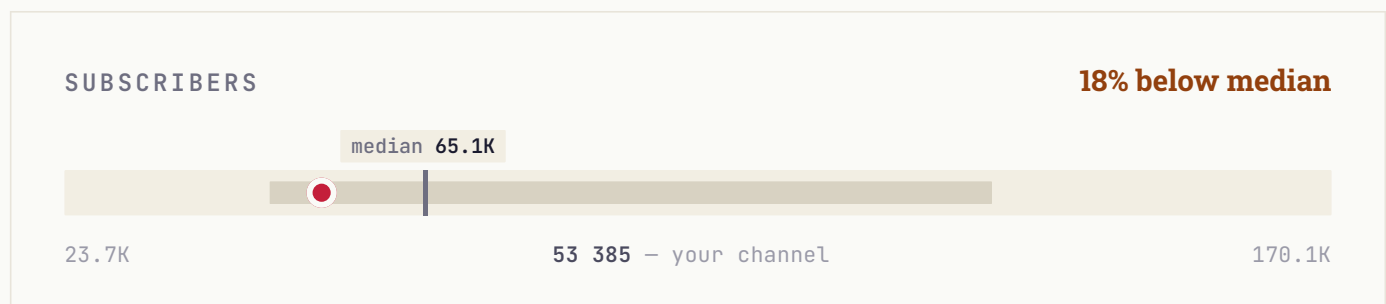
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **4 418** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	666
Dec 2025	1	1	1 169
Nov 2025	0	0	589
Oct 2025	1	1	890
September 2025	0	0	414
August 2025	0	0	690
TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS	
3	6	4 418	

Where your channel stands in its league

#77 /100 POSITION IN NICHE
Channel in bottom half of rating



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase video posts share

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 1.93% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.6pp ER

04

Systematic traffic buying

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

EFFECT

+1K-3K subs

05

Test polls and 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 PromptPress?

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