

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Designdealer



@designdealer

Collaboration: @normanross

SUBSCRIBERS

88 071

-626 per month

ERR (% SEE POSTS)

14.0%

in 24 hrs 4.7%

REACH/POST

11.9K

ad reach 4.1K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 88 071 —	 SUBS REACH 13.56% avg % subs see post	 VIEWS/POST 11.9K median 11.4K · 6 days	 POSTS/WEEK 4.6 for the period
 7D TREND — no data for period	 REACTIONS/POST 73.8 total 295 reactions, 851 reposts, 32 comments	 POST LENGTH 212 chars median 204 · 6 days	 POSTS ANALYZED 4 6 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH -626 for the last month	 QUOTABILITY 465 citation index · 1,009 channels mentioned all time	 CHANNEL AGE 7 years 7 months created 19.11.2018

AI EDITOR SUMMARY

Channel «Designdealer» – 88 071 subs. Each post averages 11.9K people (14% of subs), reach is low – consider expanding audience. Publishes 5 posts per week (~1/day) – infrequent.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts in 6 days.
- 02 Dominant format – Video (3/4 posts).
- 03 Avg post length – 212 chars (median 204).
- 04 Peak audience activity – Tuesday, 11:00 MSK.
- 05 Top posts get 1x more views than the weakest (12.9K avg for top vs 10.6K for worst) – among 4 posts in 6 days. Analyze commonalities: topic, format, timing.

TOP 4 POSTS

Nº1 16.06 · 08:43 VIDEO Higgsfield released a Photoshop plugin Now you can: – Turn a sketch into a finished image in real time as you draw –...	VIEWS 15 970 REPOSTS 242	REACTIONS 77 ER 18.1%
Nº2 18.06 · 12:19 VIDEO HONOR unveiled MagicOS 11. If it seemed so, it wasn't your imagination.	VIEWS 11 778 REPOSTS 166	REACTIONS 122 ER 13.4%
Nº3 19.06 · 08:27 PHOTO Submissions for Russian Design Cup 2026 are open. Three rounds with no preselection, reviews by designers and art directors from VK...	VIEWS 11 073 REPOSTS 94	REACTIONS 28 ER 12.6%

Nº4 22.06 · 09:50 VIDEO Need fresh inspiration? Check Recent. Every day the service publishes a new selection of top design from around...	VIEWS	REACTIONS
	8 941	68
	REPOSTS	ER
	349	10.2%

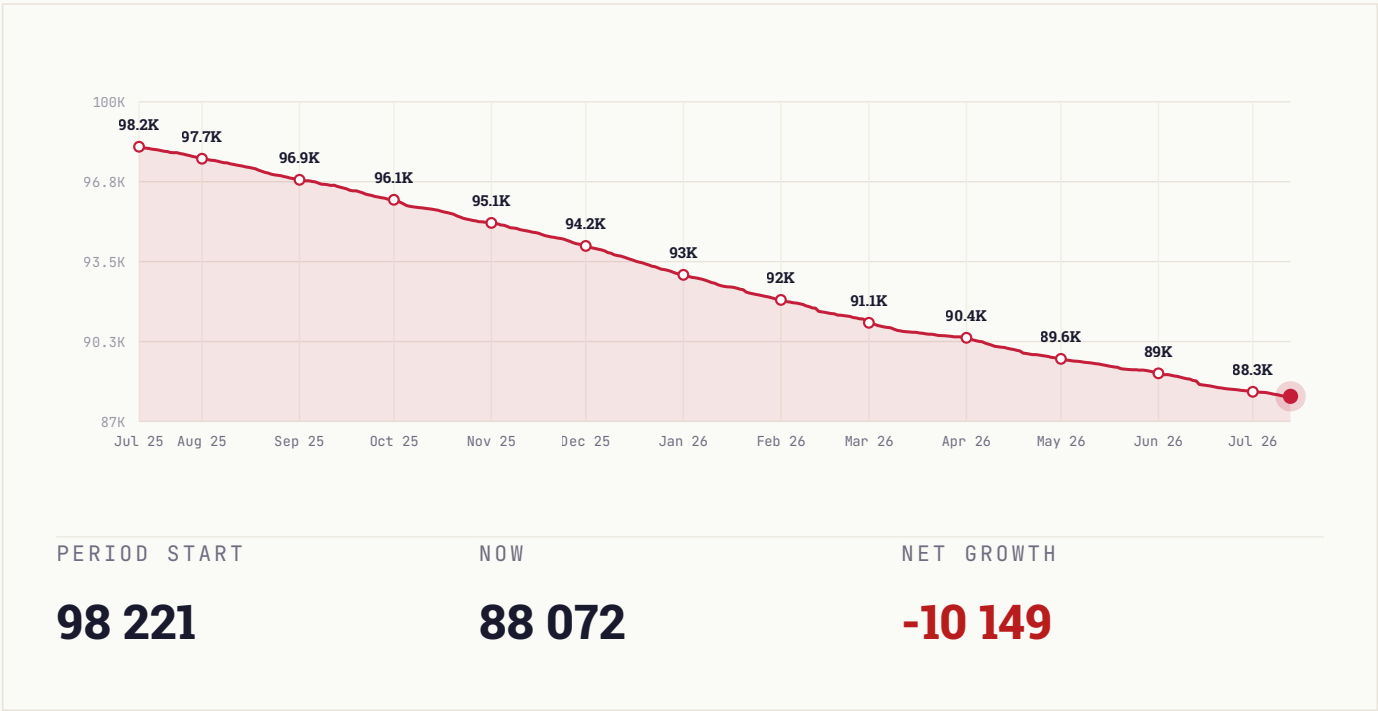
WORST 3

↓ 18.06 · 12:19 VIDEO HONOR unveiled MagicOS 11. If it seemed so, it wasn't your imagination.	VIEWS	REACTIONS
	11 778	122
	REPOSTS	ER
	166	13.4%
↓ 19.06 · 08:27 PHOTO Submissions for Russian Design Cup 2026 are open. Three rounds with no preselection, reviews by designers and art directors from VK...	VIEWS	REACTIONS
	11 073	28
	REPOSTS	ER
	94	12.6%
↓ 22.06 · 09:50 VIDEO Need fresh inspiration? Check Recent. Every day the service publishes a new selection of top design from around...	VIEWS	REACTIONS
	8 941	68
	REPOSTS	ER
	349	10.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

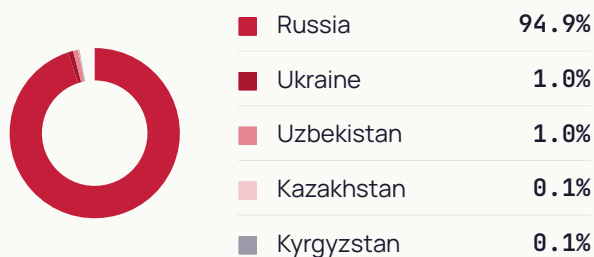


— SECTION 04 · MENTIONS

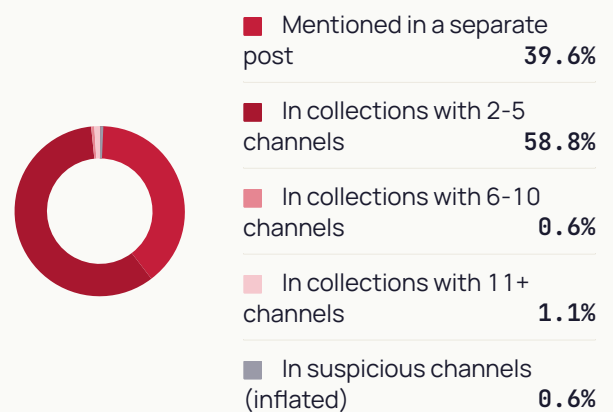
Who mentions the channel and how

Citation index **465** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 009** different channels.

COUNTRIES MENTIONING



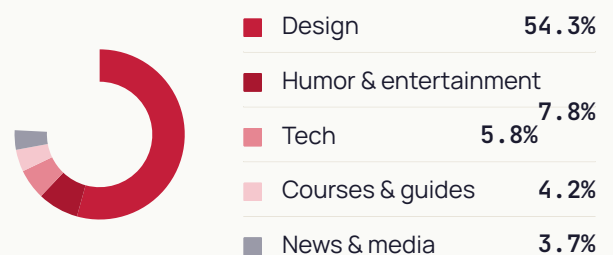
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



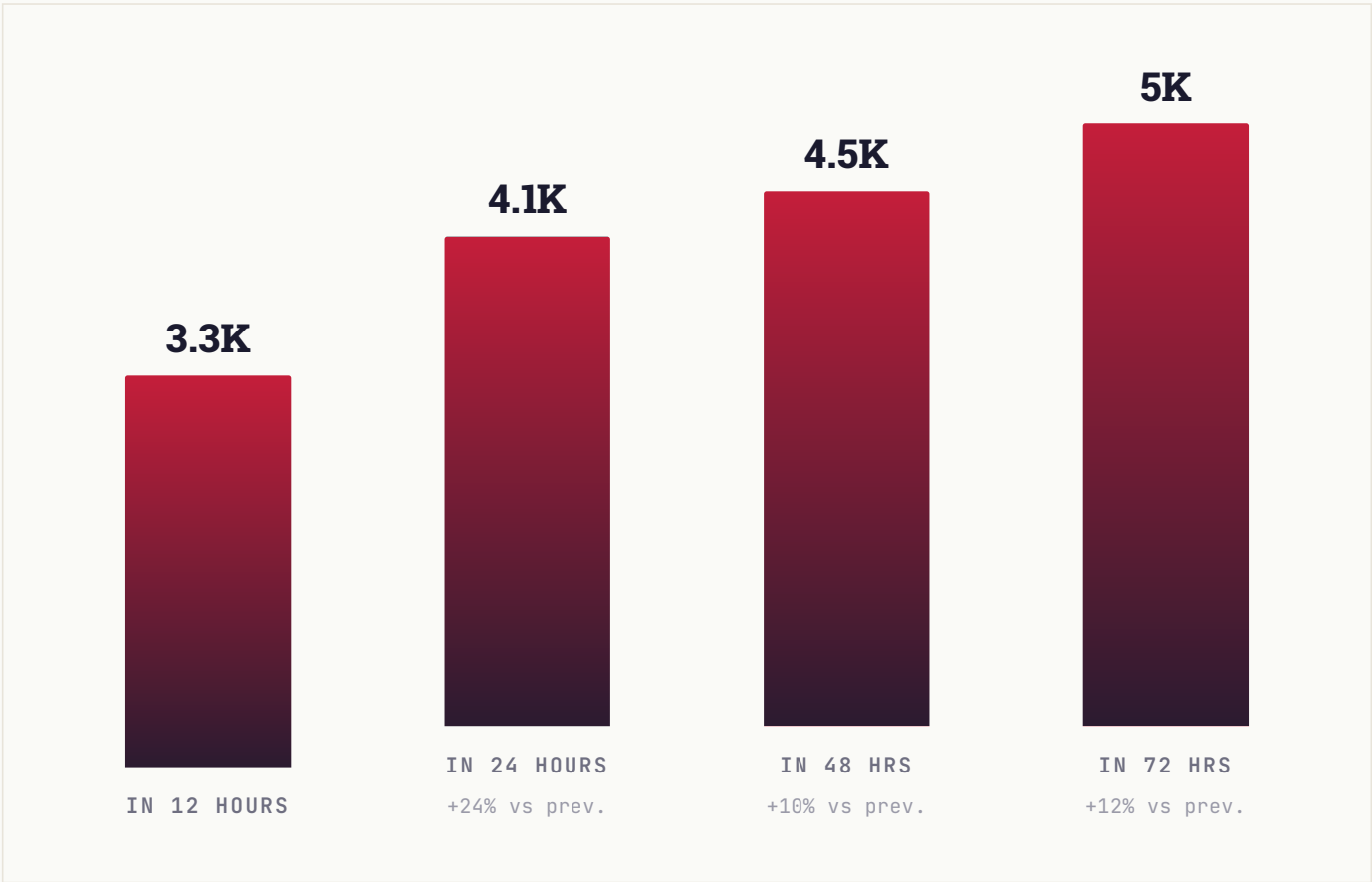
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps estimate 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 peers.

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 font is that?	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
DE Designdealer YOU	88.1K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#17 of 99). Leader — After Effects Templates (181K). Goal for coming months: enter niche top-10 through systematic traffic 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 **1**, they brought **16** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	0	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	16	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	16

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 where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#17

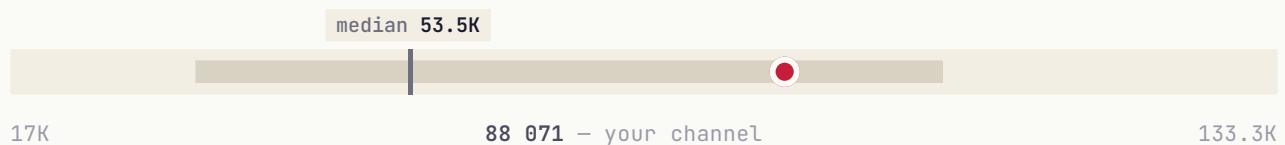
/100

RANK IN NICHE

Channel in top 17% – strong position

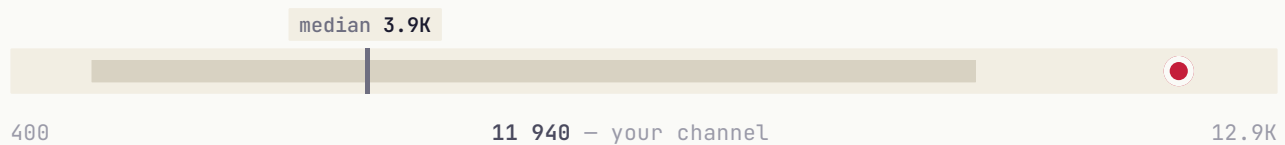
SUBSCRIBERS

better than 78% of niche



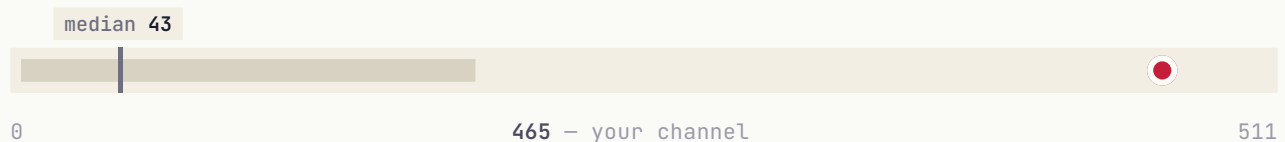
AVG REACH / POST

better than 90% of niche



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

Increase posting frequency

Currently 4.6 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

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 — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 a few minutes based on public data. To go further — run ads with us and close 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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