

PROMTPRESS PUBLIC REPORT

Channel audit

Design Homework



@designdomashka

The channel is run by design director at CreativePeople, Alexander Kovalsky. Design Homework — dsgners.ru project with tasks for skill-building and useful UX lifehacks for product designers. Ads:...

SUBS

12 116

-13 per month

ERR (% SEE POSTS)

17.0%

in 24 hours 6.5%

REACH/POST

2.1K

ad reach 783/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 12 116 —	 SUB REACH 17.17% avg % subs see post	 VIEWS/POST 2.1K median 2.1K · 20 days	 POSTS/WEEK 2.8 over period
 7D TREND -15.0% vs previous week	 REACTIONS/POST 33.1 only 265 reactions, 106 reposts, 8 comments	 POST LENGTH 816 chars median 1000 · 20 days	 POSTS ANALYZED 8 20 days
 AD REACH 783 24h avg	 CHURN / MONTH -13 over last month	 CITATION RATE 71 citation index · 240 channels mentioned ever	 CHANNEL AGE 4 years 3 days created 18.07.2022

AI EDITOR SUMMARY

Channel «Design Homework» – 12 116 subs. Each post gets avg 2.1K people (17% of subs), avg reach – room to grow. Posts 3 posts per week (~0/day) – rare. Week Jul 6–12 reach dropped -15.0% by week of Jun 29 – Jul 5 – worth analyzing why.

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 HAVE IN COMMON

- 01 Analysis based on 8 posts in 20 days.
- 02 Dominant format – Photo (4/8 posts).
- 03 Avg post length – 816 chars (median 1000).
- 04 Peak audience activity – Friday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (2.5K avg for top vs 1.7K for worst) – among 8 posts in 20 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 03.07 · 13:30 PHOTO Job found online by chance, but resonates a lot, especially if you remove the hype 'AI-des' (like writing photoshop-des or...	VIEWS 2 497 REPOSTS 13	REACTIONS 41 ER 20.6%
Nº2 24.06 · 12:15 VIDEO Intent-Driven Interface approach. In the previous post I gave you a topic to think about: what to do when the usual stages of creation disappear from work...	VIEWS 2 485 REPOSTS 41	REACTIONS 35 ER 20.5%
Nº3 23.06 · 12:31 PHOTO The designer's role is changing fast. Drawing every screen by hand is gradually ceasing to be the main job. Now the designer's task is...	VIEWS 2 386 REPOSTS 10	REACTIONS 9 ER 19.7%

Nº4 01.07 · 15:05 VIDEO Key insight: everyone's a bit tired Those who talk a lot with designers see: some are tired of studio work or freelancing and want...	VIEWS 2 192 REPOSTS 7	REACTIONS 7 ER 18.1%
Nº5 08.07 · 12:54 VIDEO In a follow-up post about Intent-Driven Interface and the new designer role in designing adaptive AI systems with dynamic...	VIEWS 2 079 REPOSTS 19	REACTIONS 15 ER 17.2%

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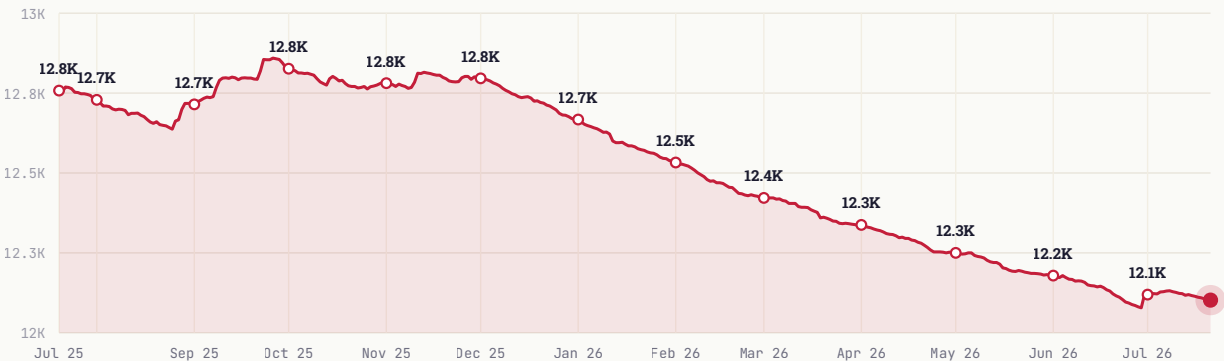
WORST 3

↓ 23.06 · 11:04 PHOTO I really want to write you a post about how we implemented neural networks in design... and how it changed (or didn't) everything. But this...	VIEWS 2 022 REPOSTS 3	REACTIONS 62 ER 16.7%
↓ 10.07 · 09:36 TEXT Do I know that any remote designer easily juggles household tasks within their work schedule? Of course. But when you get on a plane...	VIEWS 1 907 REPOSTS 12	REACTIONS 87 ER 15.7%
↓ 13.07 · 16:09 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 day-to-day of designers to take a break...	VIEWS 1 070 REPOSTS 1	REACTIONS 9 ER 8.8%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

Subscriber growth graph for the year. On key months the exact number of subscribers is shown. It shows which months the channel gained and which months subscribers left.

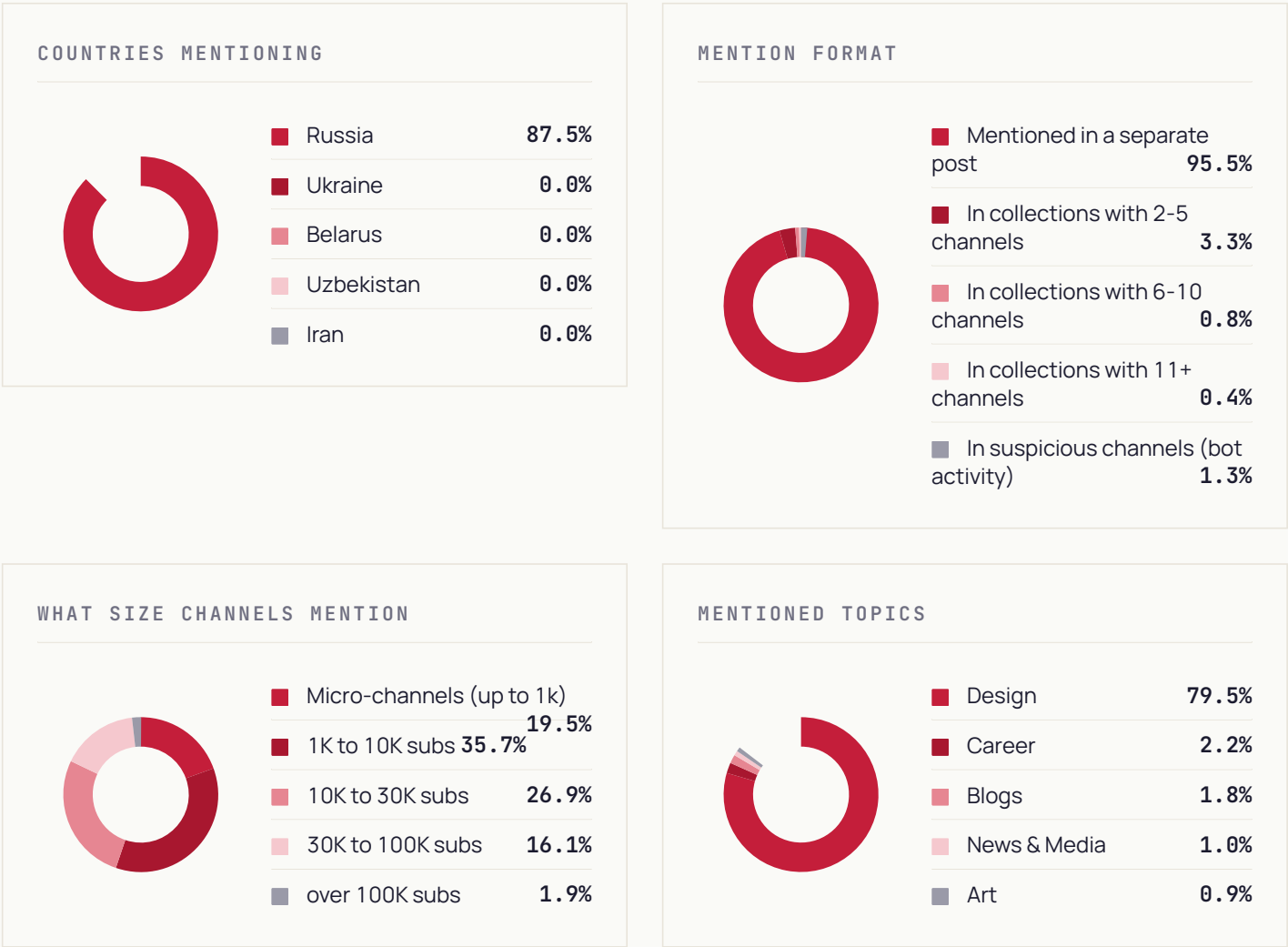


START OF PERIOD	NOW	NET GROWTH
12 768	12 116	-652

SECTION 04 · MENTIONS

Who and how mentions the channel

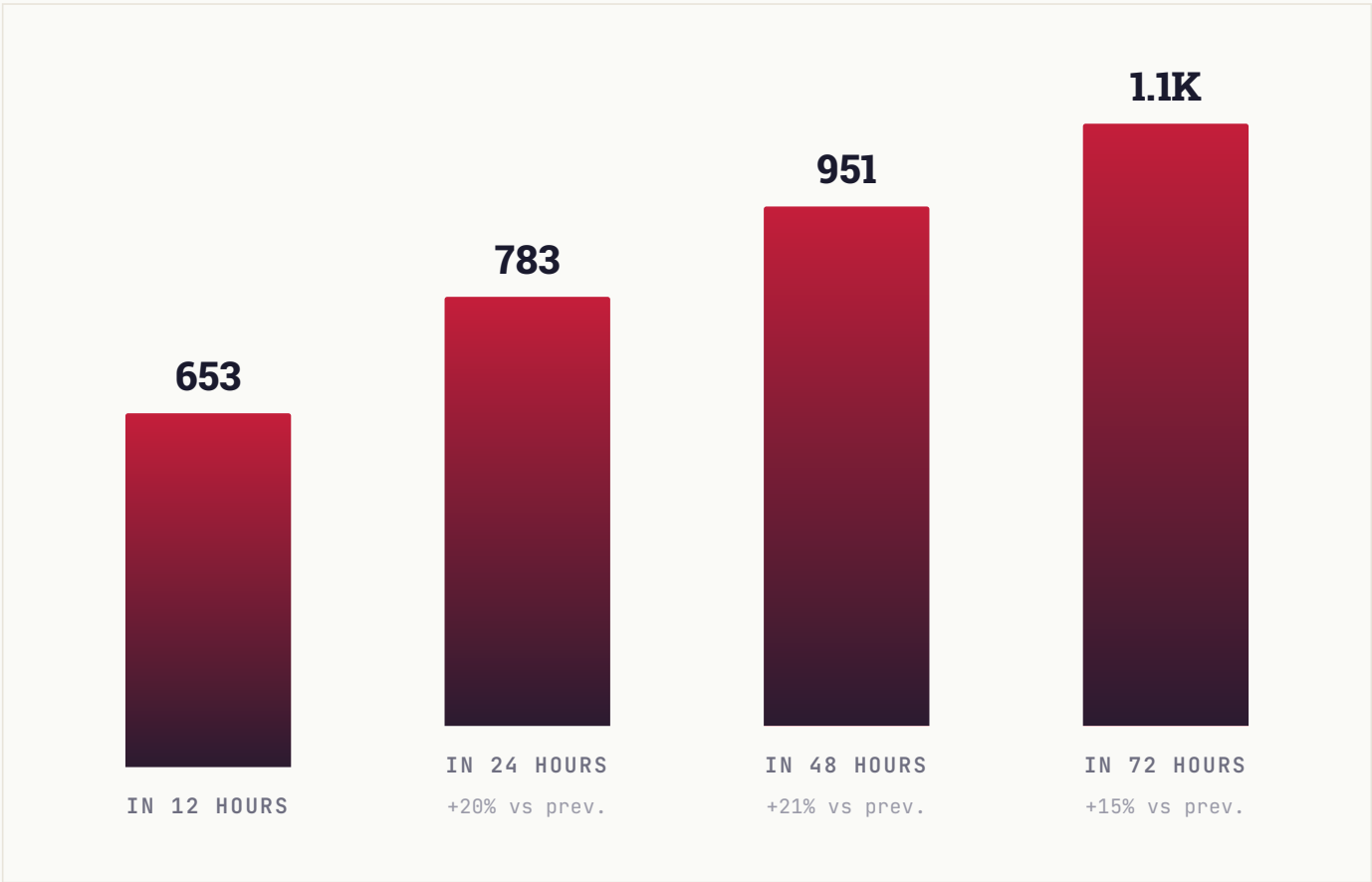
Citation index **71** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **240** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBS
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
DD Design Homework YOU	12.1K

COMPARATIVE INSIGHT

Channel is not yet outside top 99 of niche — early growth stage. Niche leader — 66Lottery

🏆🏆

CRYPTO (387.4K), top-99 median: 65.4K. First goal — enter top-99 through systematic work on traffic and content.

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 **1**, they brought **401** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	2
December 2025	1	1	4
Nov 2025	0	0	84
Oct 2025	0	0	56
Sep 2025	0	0	162
August 2025	0	0	93

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	401

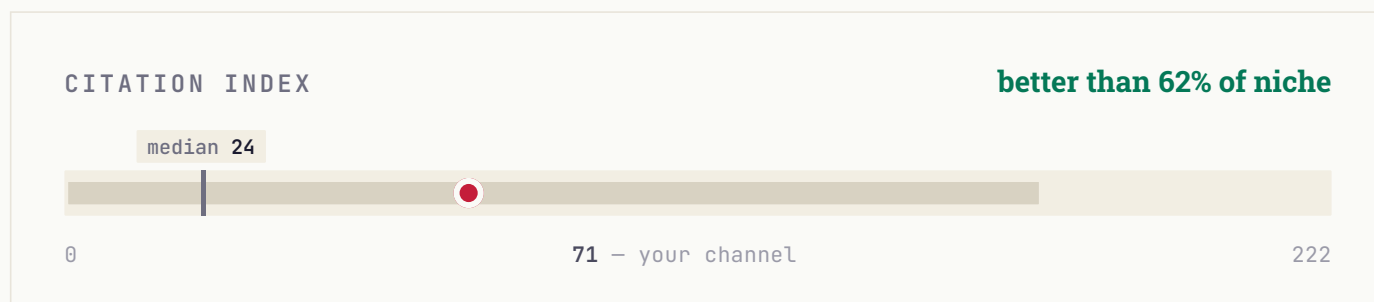
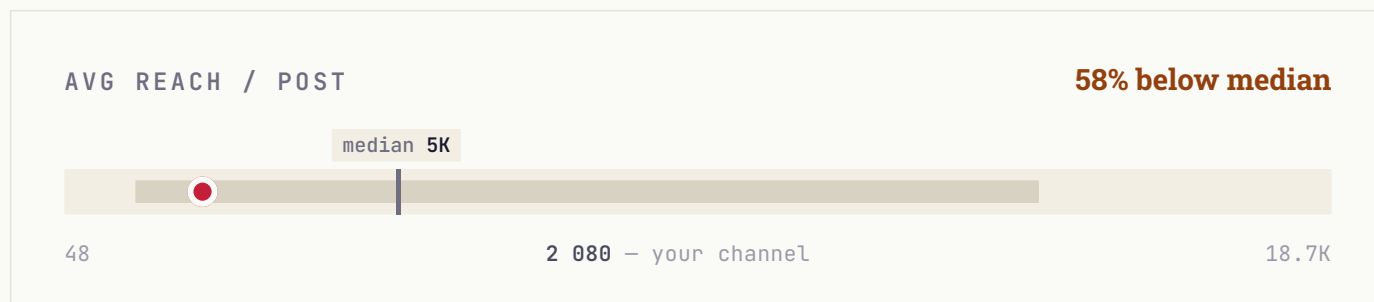
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «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.



— 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

Increase posting frequency

Currently 2.8 posts/week. Active channels average 7-10. Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

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

EFFECT

**Best window
for an
important post**

03

System 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 poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 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 based on public data. If you want to go further — run ads through 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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