

PROMTPRESS PUBLIC REPORT

Channel audit

Design Hunters



@designhunters

Design jobs. Site: <https://dsgners.ru> For jobs & ads
@design_manager_bot Listed at <https://vk.cc/cFPRnt>

SUBSCRIBERS

79 653

+1056 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 2.2%

REACH/POST

2.5K

ad reach 1.8K/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

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your rank

06 Niche comparison

Position in «Design» category

07 Strategy

5 priority actions

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.

 SUBSCRIBERS 79 653 —	 SUBSCRIBER REACH 3.09% avg % subs see post	 VIEWS/POST 2.5K median 2.5K · 29 days	 POSTS/WEEK 38.4 over period
 7D TREND -11.4% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 607 chars median 557 · 29 days	 POSTS ANALYZED 163 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +1056 over last month	 CITATIONS 116 citation index · 512 channels mentioned all time	 CHANNEL AGE 9 yrs 3 mo created 04.04.2017

AI EDITOR SUMMARY

Channel «Design Hunters» — 79 653 subs. Each post avg views 2.5K people (3% from subs), reach low — expand audience. Publishes 38 posts per week (~5/day) — active. Week Jul 6–12 reach dropped -11.4% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **163** posts over 29 days.
- 02 Dominant format — **Text** (145/163 posts).
- 03 Avg post length — **607** chars (median 557).
- 04 Audience peak activity — **Tuesday**, 09:00 MSK.
- 05 Top posts get **2x** more views than the weakest (3.6K avg top vs 1.7K worst) — among 163 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 06:04 TEXT Producer (Design Department), Wildberries and Russ Direction - development of product identities and creatives for advertising campaigns...	VIEWS 3 782 REP. 23	REACTIONS — ER 4.7%
Nº2 05.07 · 11:03 TEXT Agency LINII seeks senior identity designer Good branding works after 1, 5, or 10 years...	VIEWS 3 533 REP. 35	REACTIONS — ER 4.4%
Nº3 04.07 · 06:04 TEXT Looking for a creative AI video maker for game project ads What to do: • Create AI videos for UA (User...	VIEWS 3 366 REP. 10	REACTIONS — ER 4.2%

Nº4 06.07 • 08:01 PHOTO Free UX/UI design marathon. Figma & ChatGPT basics. Participants of the free marathon by designer Olga Chernova (9 yrs exp)...	VIEWS 3 318 REACTIONS — REP. 16 ER 4.2%
Nº5 02.07 • 11:05 TEXT Social media designer with AI generation skills NewBeautyBox is a beauty box service. We create sets for any occasion, from products...	VIEWS 3 148 REACTIONS — REP. 41 ER 4.0%

WORST 3

↓ 08.07 • 11:13 TEXT Middle SMM Manager at cdti (Center for Digital Technology and Innovation) – IT company specializing in digital transformation...	VIEWS 1 780 REACTIONS — REP. 6 ER 2.2%
↓ 18.07 • 04:00 TEXT Communications Manager / Assistant to Head of Department at premium nutraceutical brand PreventEra What to do: – manage communications with...	VIEWS 1 752 REACTIONS — REP. 5 ER 2.2%
↓ 08.07 • 11:12 TEXT Middle / Senior Community Manager / SMM Manager at GGorbit – IT & Gamedev company building an innovative competitive gaming...	VIEWS 1 680 REACTIONS — REP. 7 ER 2.1%

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.



PERIOD START

73 522

NOW

79 654

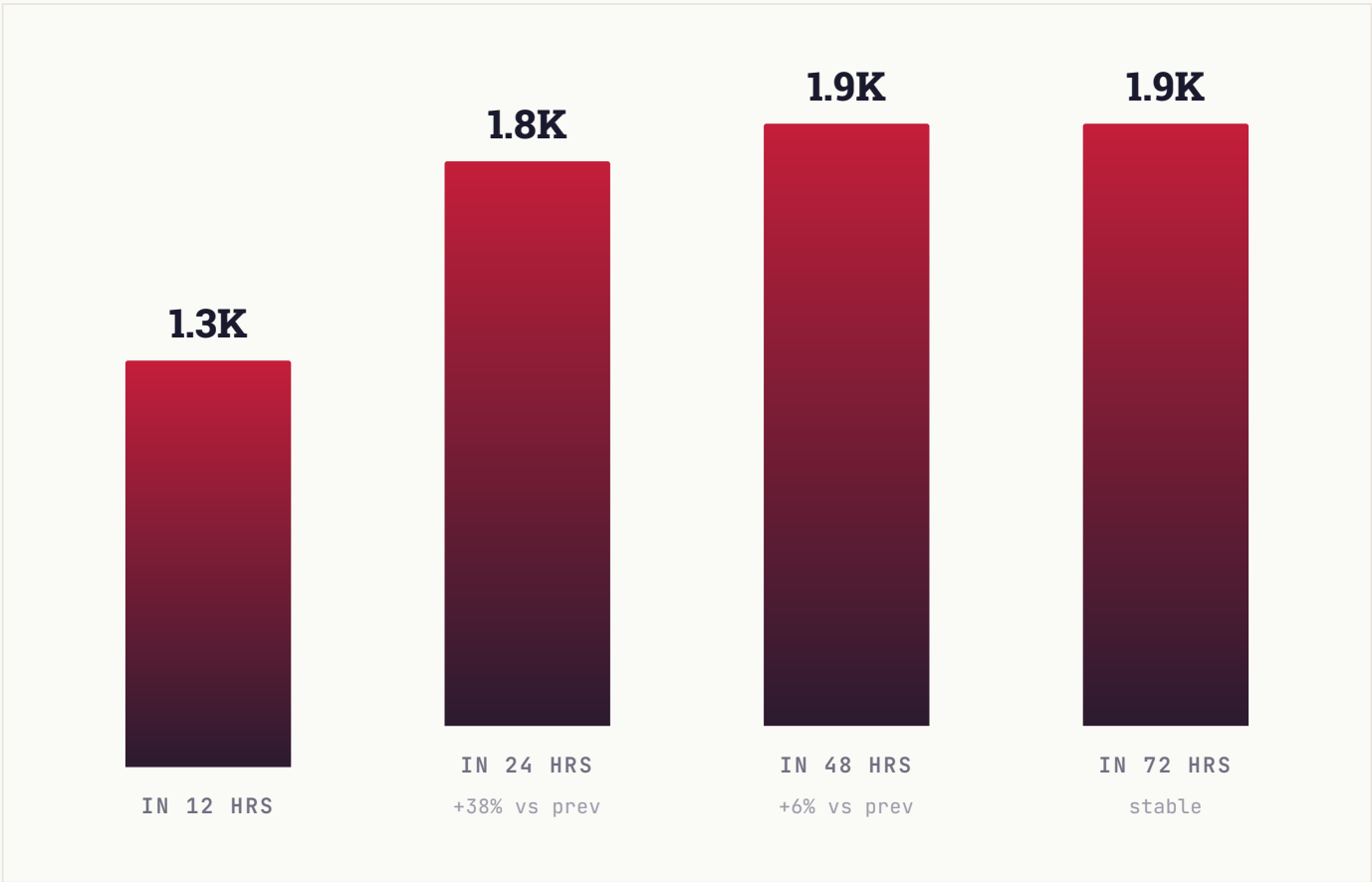
NET GROWTH

+6 132

SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel 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
SK Sexy font. Cyrillic	134.7K
DH Design Hunters YOU	79.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#35 of 99). Niche leader — 66Lottery 🏆🏆 CRYPTO (387.4K), median subs 65.4K. Aim for top quartile — realistic 6-12 month horizon.

— SECTION 06 • NICHE COMPARISON

Where your channel ranks in its league

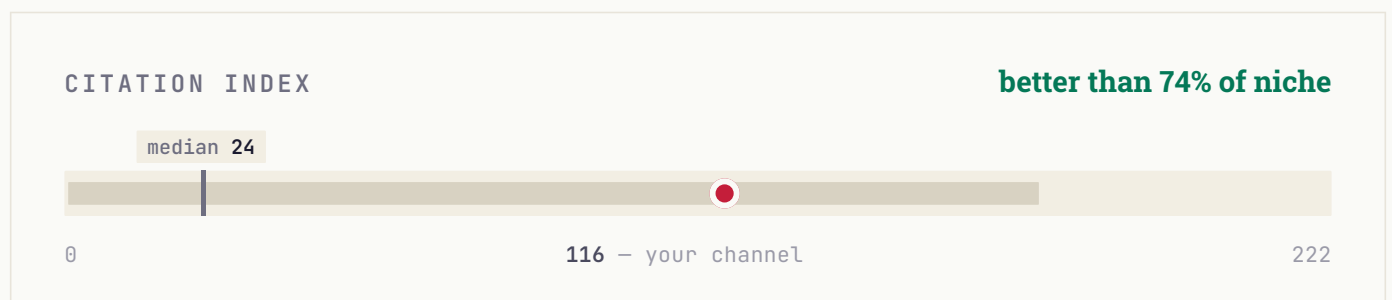
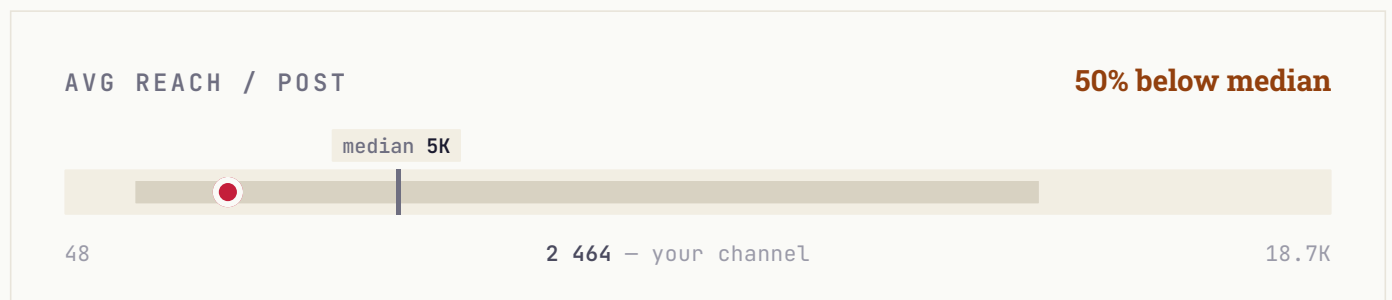
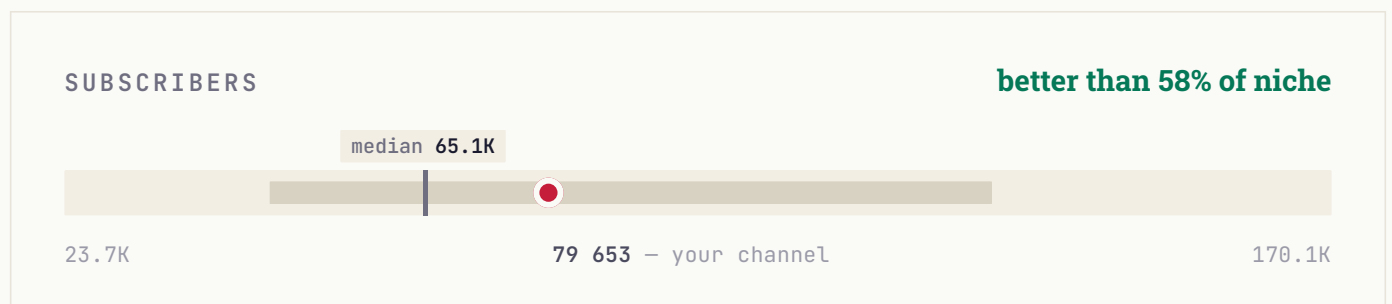
Took top **100** channels in category "**Design**" (Russia) and compared your channel.
 Gray band = range of 80% of niche channels (p10-p90). Black vertical = median.
 Red dot = your channel.

#35

/100

POSITION IN NICHE

Channel in top half of rating



— SECTION 07 · STRATEGY

What to do right now

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

- 01

Top post of the week — Tuesday

Audience most active on this day at 09:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 3.09% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.4pp ER
- 04

System traffic buy

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

EFFECT

+1000-3000 subs
- 05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
