

PROMTPRESS PUBLIC REPORT

Channel audit

Desiggn



@designmdk

Bad design Chat — https://t.me/+Ppveo_T4NvjVGZTN VK — <https://vk.com/designmdk> MAX - <https://max.ru/designmdk>

SUBSCRIBERS

14 505

+0 per month

ERR (% SEE POSTS)

55.0%

in 24 hrs **23.9%**

REACH/POST

7.8K

ad reach **3.5K/24h**

— CONTENT · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 505 —	 SUBS REACH 53.75% avg % subs see post	 VIEWS/POST 7.8K median 8.4K · 28 days	 POSTS/WEEK 6.0 for the period
 7D TREND -15.5% vs previous week	 REACTIONS/POST 164.5 only 3,947 reactions, 3,147 reposts, 320 comments	 POST LENGTH 42 chars. median 36 · 28 days	 POSTS ANALYZED 24 28 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH +0 last month	 CITATION RATE 33 citation index · 260 channels mentioned all time	 CHANNEL AGE 10 years 9 months created 22.09.2015

EDITOR AI SUMMARY

Channel «Desiggn» — 14 505 subs. Each post averages 7.8K people (54% of subs), this is wide reach for a channel this size. Publishes 6 posts per week (~1/day) — rare posts. For week Jun 29 – Jul 5 reach dropped -15.5% to week 22–28 Jun — worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 24 posts in 28 days.
- 02 Dominant format – Photo (24/24 posts).
- 03 Avg post length – 42 chars (median 36).
- 04 Peak audience activity – Friday, 21:00 MSK.
- 05 Strongest posts gather 2× more views than the weakest (10.2K avg for top vs 5.5K for worst) – among 24 posts over 28 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 18:41 PHOTO (captionless post – photo)	VIEWS 10 908 REPOSTS 231	REACTIONS 232 ER 75.2%
Nº2 24.06 · 11:09 PHOTO – This is not bad design, it's anti-slop!	VIEWS 9 828 REPOSTS 83	REACTIONS 142 ER 67.8%
Nº3 16.06 · 07:05 PHOTO Even literal icons are better than yet another new ones from Google	VIEWS 9 823 REPOSTS 50	REACTIONS 188 ER 67.7%

Nº4 16.06 · 15:05 PHOTO New Figma conference icon looks like what's left after Claude's icon work.	VIEWS 9 720 REPOSTS 48	REACTIONS 104 ER 67.0%
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Nº5 15.06 · 14:05 PHOTO Template world won, layout proved stronger...	VIEWS 9 360 REPOSTS 68	REACTIONS 211 ER 64.5%
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WORST 3

↓ 07.07 · 13:29 PHOTO Your first read word reflects your lifestyle	VIEWS 5 647 REPOSTS 122	REACTIONS 148 ER 38.9%
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↓ 07.07 · 15:35 PHOTO Today a sushi place got on my nerves	VIEWS 5 532 REPOSTS 30	REACTIONS 76 ER 38.1%
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↓ 10.07 · 07:33 PHOTO (captionless post — photo)	VIEWS 5 360 REPOSTS 265	REACTIONS 203 ER 37.0%
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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 grew and which lost subs.



START OF PERIOD	NOW	NET GROWTH
14 642	14 505	-137

SECTION 04 • CITATIONS

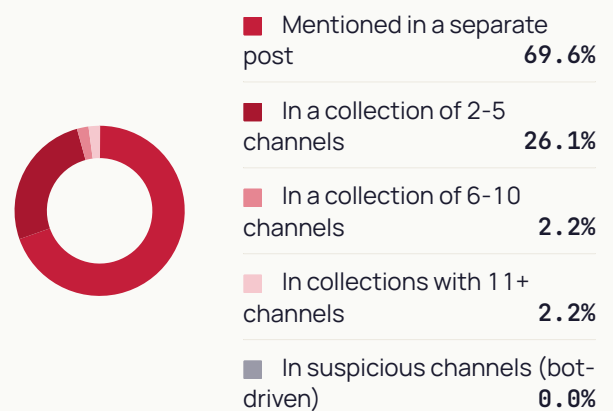
Who and how mentions the channel

Citation index **33** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel 'weighs' more than from a 1K one. All-time channel mentions: **260** different channels.

COUNTRIES MENTIONING



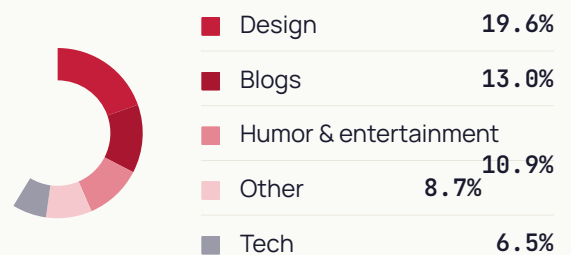
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



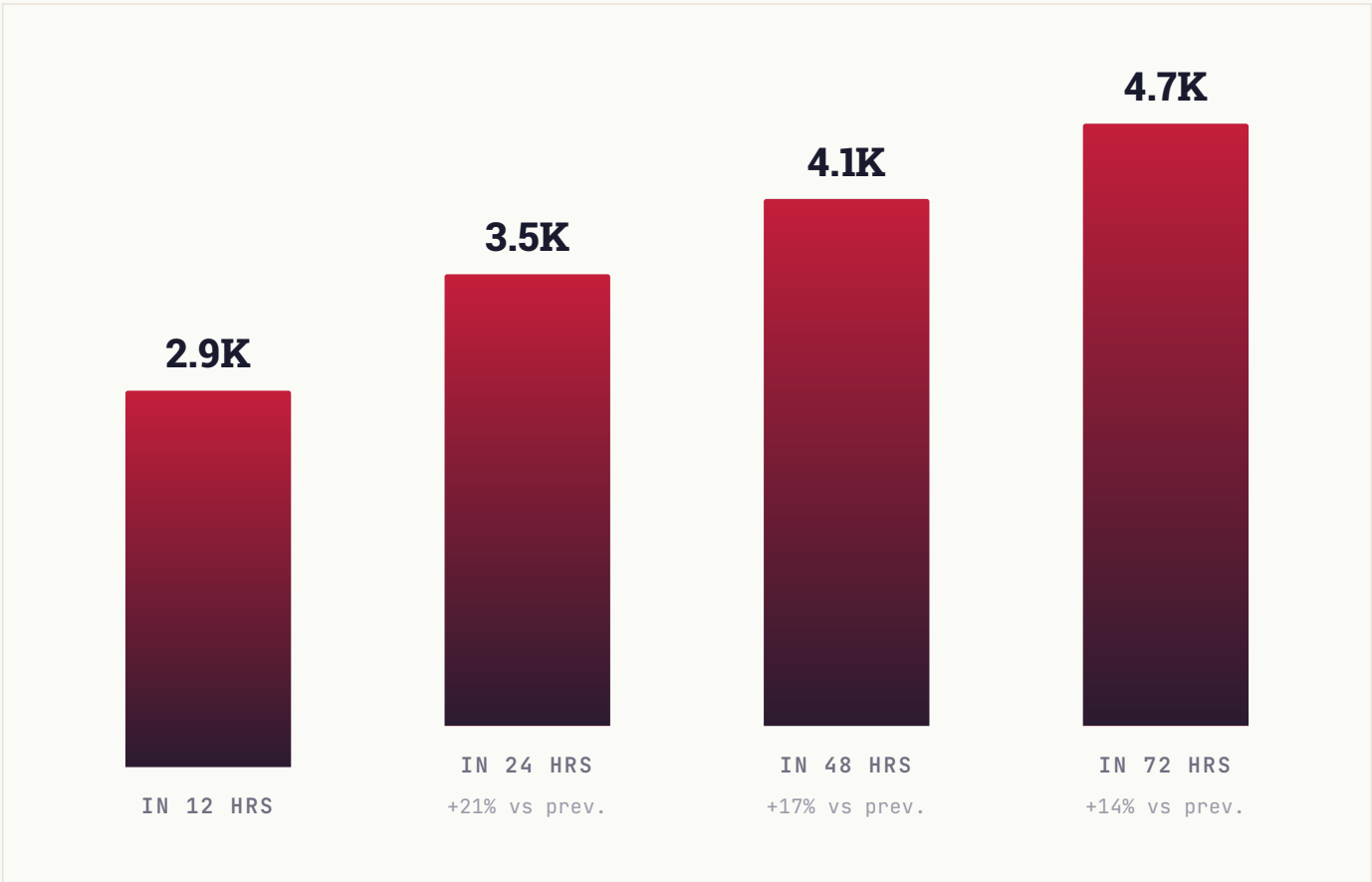
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge 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 neighbors.

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐	147.4K
SZ STL Zone / 3D models / Free STL	136K
Avg 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 Desiggn YOU	14.5K

COMPARATIVE SUMMARY

Channel not yet outside top 99 of niche — early growth stage. Niche leader — After Effects Templates (181K), top-99 median: 53.6K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · 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 **2**, they brought **211** new subs.

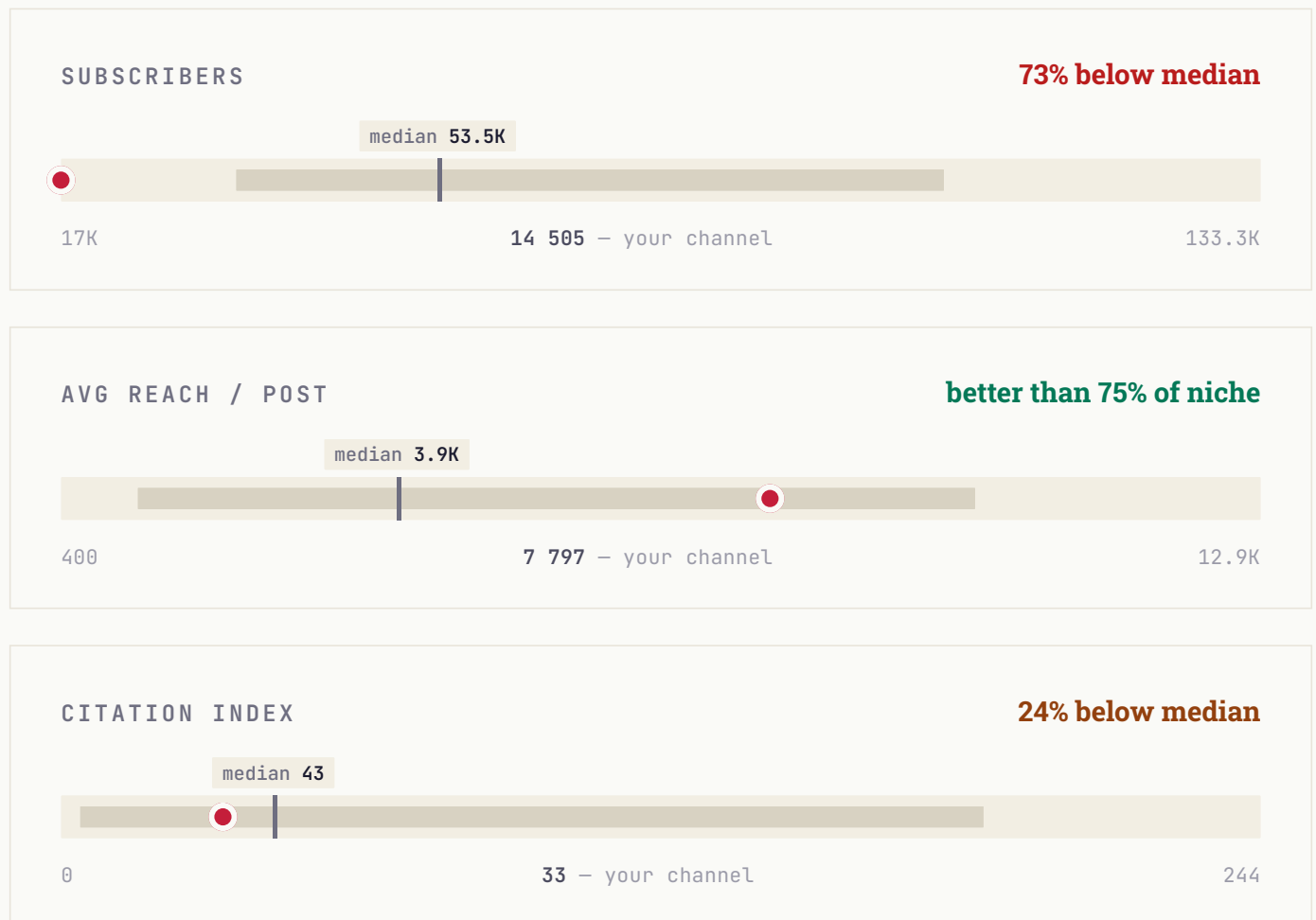
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1	1	10	
December 2025	0	0	20	
November 2025	0	0	42	
October 2025	0	0	72	
September 2025	0	0	30	
August 2025	1	1	37	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2	6	211

— 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 for 80% of niche channels (p10 to p90). Black line: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Friday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

Exchange posts with channels in the same segment quarterly. 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 minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
