

PROMTPRESS PUBLIC REPORT

# Channel audit

## Design-Sniper



@designsniper

Clear design right on target. Best channel about creative growth.  
Design under the lens of meaning. Author & host: Dmitry Karpov  
@desmonych Collaboration: desmonych@gmail.com  
Roskomnadzor...

SUBSCRIBERS

**28 260**

-38 per month

ERR (% SEE POSTS)

**6.0%**

in 24 hrs 3.6%

REACH/POST

**1.5K**

ad reach 1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

|                                                                                                                                                    |                                                                                                                                                                                         |                                                                                                                                                                                        |                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>28 260</div> <div>—</div>            | <div> SUBS REACH</div> <div>5.39%</div> <div>avg % of subs see post</div>                              | <div> VIEWS/POST</div> <div>1.5K</div> <div>median 1.5K · 29 days</div>                               | <div> POSTS/WEEK</div> <div>36.7</div> <div>over period</div>                     |
| <div> 7D TREND</div> <div>-0.2%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>28.6</div> <div>total 4,487 reactions, 2,369 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>219 chars</div> <div>median 115 · 29 days</div>                          | <div> POSTS ANALYZED</div> <div>157</div> <div>29 days</div>                      |
| <div> AD REACH</div> <div>1K</div> <div>24h avg</div>            | <div> CHURN / MONTH</div> <div>-38</div> <div>last month</div>                                        | <div> CITATION RATE</div> <div>116</div> <div>citation index · 955 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>7 years 1 month</div> <div>created 06.06.2019</div> |

AI EDITOR SUMMARY

Channel «Design-Sniper» – 28 260 subs. Each post averages 1.5K people (5% of subs), reach is low – consider expanding audience. Publishes 37 posts per week (~5/day) – active posting. For the week of Jul 6–12, reach stable (-0.2% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 157 posts over 29 days.
- 02 Dominant format – Photo (96/157 posts).
- 03 Avg post length – 219 chars (median 115).
- 04 Peak audience activity – Friday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.1K avg for top vs 1.3K for worst) – among 157 posts in 29 days. Analyze what top posts have in common: topic, format, publish time.

TOP 5 POSTS

|                                                                                                                                                                                                                           |         |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div><div>Nº1</div><div>26.06 · 18:33</div><div>PHOTO</div></div> <div>Typography minute: Love that everything is in a single design style – scene background, badges, diplomas. Has its own special energy. via...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                           | 2 209   | 65        |
|                                                                                                                                                                                                                           | REPOSTS | ER        |
|                                                                                                                                                                                                                           | 60      | 7.8%      |
| <div><div>Nº2</div><div>16.07 · 07:56</div><div>VIDEO</div></div> <div>Teamwork moment: When you initially execute the same task per brief, then diverge in design concepts</div>                                         | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                           | 2 037   | 45        |
|                                                                                                                                                                                                                           | REPOSTS | ER        |
|                                                                                                                                                                                                                           | 69      | 7.2%      |
| <div><div>Nº3</div><div>25.06 · 09:26</div><div>VIDEO</div></div> <div>Moment for two: Good design – when it's very personal, for two.</div>                                                                              | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                           | 2 024   | 72        |
|                                                                                                                                                                                                                           | REPOSTS | ER        |
|                                                                                                                                                                                                                           | 47      | 7.2%      |

|                                                                                                                                                                                                               |                                                                    |                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>23.06 · 04:34</div><div>VIDEO</div></div> <div>Typography minute: Love the monumentality and attention to verbal culture 'in concrete'. Designed by architectural bureau Tod...</div> | <div>VIEWS</div> <div>2 010</div> <div>REPOSTS</div> <div>17</div> | <div>REACTIONS</div> <div>16</div> <div>ER</div> <div>7.1%</div> |
| <div><div>Nº5</div><div>07.07 · 06:28</div><div>VIDEO</div></div> <div>Retro minute: Computer graphics in the USSR. Tube-style report.</div>                                                                  | <div>VIEWS</div> <div>1 938</div> <div>REPOSTS</div> <div>28</div> | <div>REACTIONS</div> <div>36</div> <div>ER</div> <div>6.9%</div> |

|

WORST 3

|                                                                                                                                                                                                                          |                                                                    |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>01.07 · 16:50</div><div>PHOTO</div></div> <div>Student minute: Central Saint Martins student project in London. A couple kissing on the print and all day in front of the print. Conceptual.</div> | <div>VIEWS</div> <div>1 273</div> <div>REPOSTS</div> <div>4</div>  | <div>REACTIONS</div> <div>11</div> <div>ER</div> <div>4.5%</div> |
| <div><div>↓</div><div>05.07 · 09:46</div><div>PHOTO</div></div> <div>Our moment: How to go without an Olympic jacket this summer? For example, design by Basic Stuff.</div>                                              | <div>VIEWS</div> <div>1 263</div> <div>REPOSTS</div> <div>9</div>  | <div>REACTIONS</div> <div>9</div> <div>ER</div> <div>4.5%</div>  |
| <div><div>↓</div><div>05.07 · 08:50</div><div>PHOTO</div></div> <div>Cool mugs. Project «Miramika» by Guli Mursalimova High-rises have never looked so CUTE</div>                                                        | <div>VIEWS</div> <div>1 261</div> <div>REPOSTS</div> <div>15</div> | <div>REACTIONS</div> <div>35</div> <div>ER</div> <div>4.5%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact sub count. Shows growth and loss months.



PERIOD START

28 851

NOW

28 260

NET GROWTH

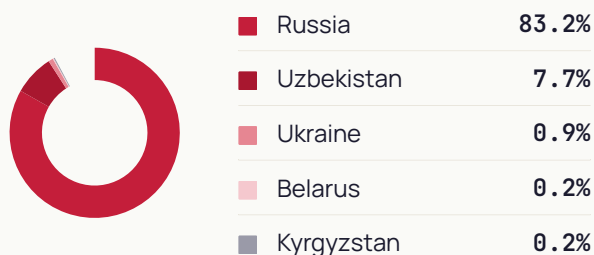
-591

## SECTION 04 • MENTIONS

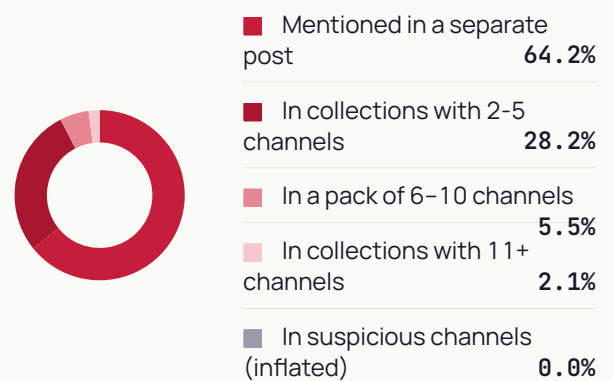
# Who mentions the channel and how

Citation index **116** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **955** different channels.

### COUNTRIES MENTIONING



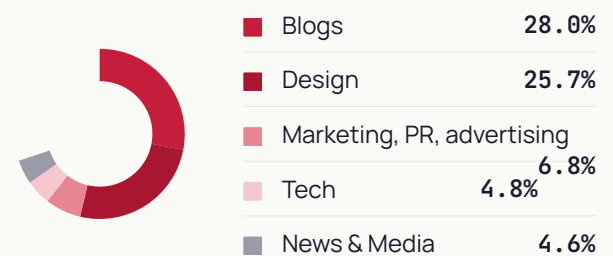
### FORMAT OF MENTIONS



### WHAT SIZE CHANNELS MENTION



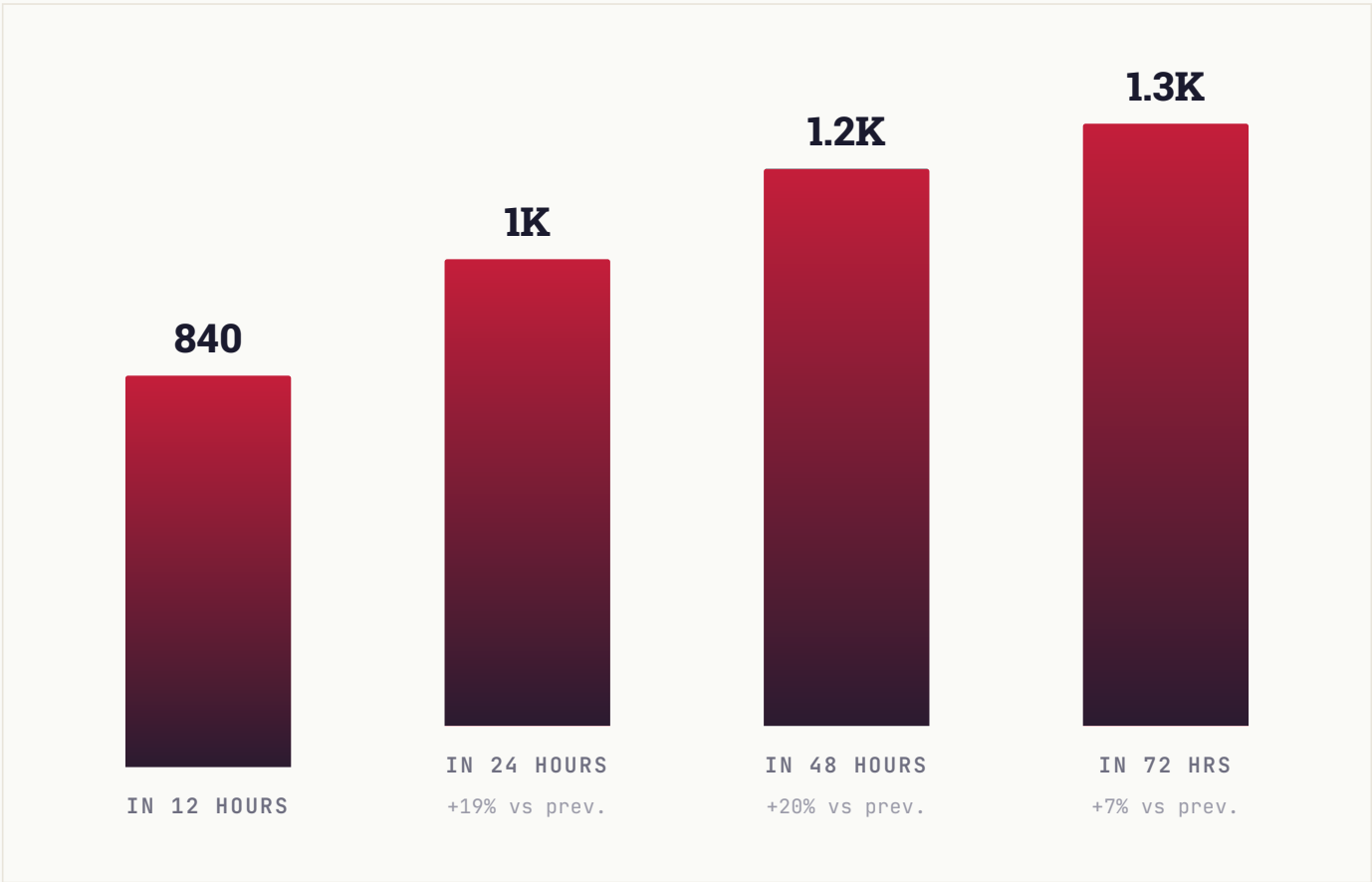
### TOPICS OF MENTIONS



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. Your channel highlighted — see its rank among niche neighbors.

| CHANNEL                            | SUBSCRIBERS |
|------------------------------------|-------------|
| 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      |
| CPM Sexy font. Cyrillic            | 134.7K      |
| DI Design-Sniper YOU               | 28.3K       |

COMPARATIVE INSIGHT

Channel not yet outside niche top 99 — early growth stage. Niche leader — 66Lottery CRYPTO (387.4K), top-99 median: 65.4K. First goal — enter top-99 via systematic traffic & content 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 **39**, they brought **333** new subs.

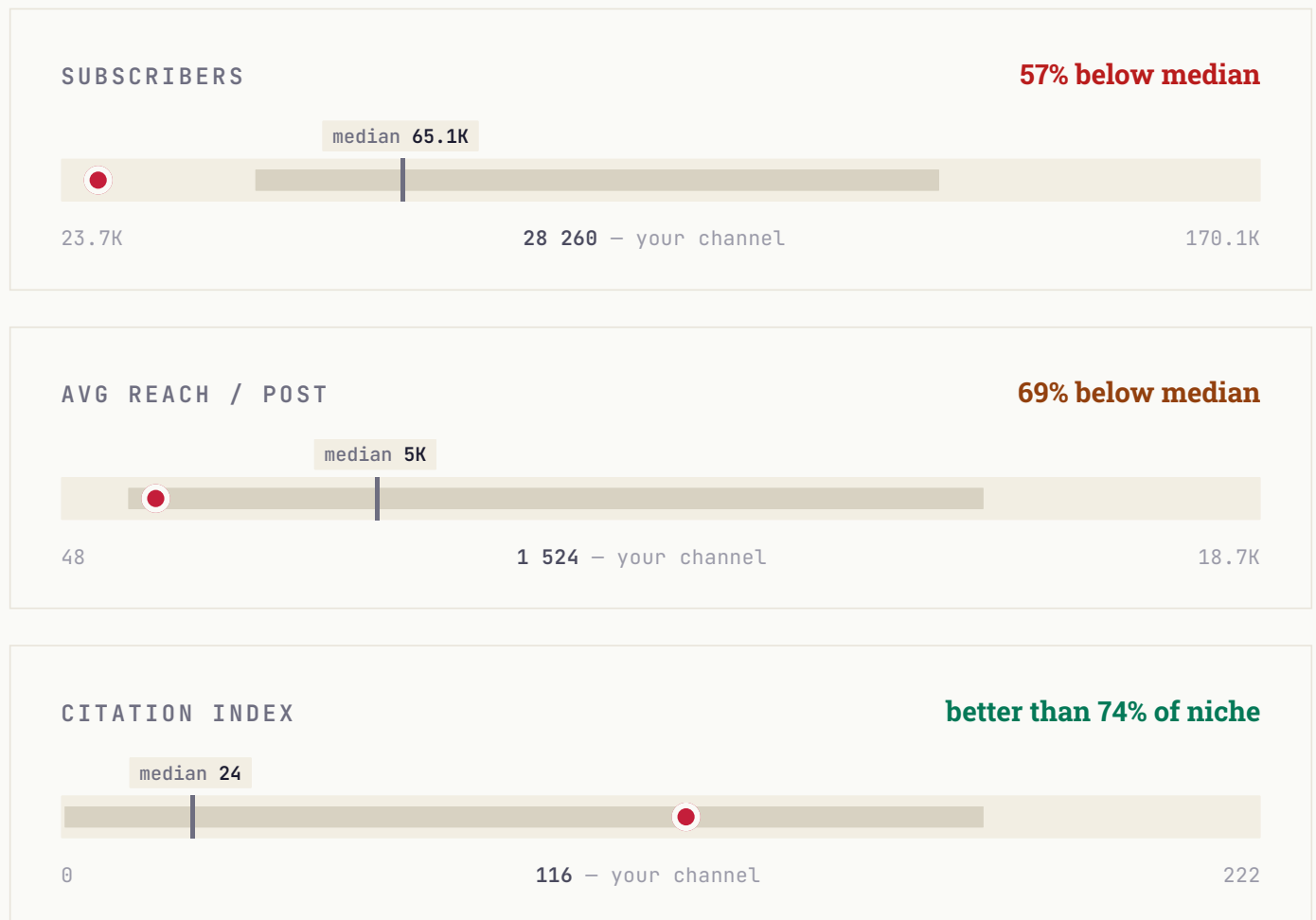
| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |
|---------------|----------|----------|--------------|
| Jan 2026      | 3        | 3        | 85           |
| December 2025 | 3        | 3        | 9            |
| Nov 2025      | 6        | 6        | 48           |
| Oct 2025      | 12       | 11       | 71           |
| Sep 2025      | 12       | 7        | 97           |
| August 2025   | 3        | 3        | 23           |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 39             | 6              | 333            |

## SECTION 08 · NICHE COMPARISON

# Where channel ranks in its league

Took top-100 channels in «Design» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-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 in a month.

- 01

**Main 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

**ER below niche benchmark — rethink formats**

Current ER 5.39% vs norm 5.5%. Try polls & interactive formats.

EFFECT

**+0.1pp ER**
- 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 weekly poll on a hot topic is an easy win.

EFFECT

**+5-15% ER**
- 05

**Cross-promo with neighboring channels**

Exchange 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 — what we can do in a few minutes based on public data. Want to go further — run ads with us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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