
PUBLIC REPORT BY PROMTPRESS

Channel audit

Steam Profile

Design | Steam

Artworks | Steam

Оформление

Профиля



@designsteam

🎨 Free & custom Steam layouts ✨💰 Our site: <https://designsteam.ru> 🛒 Order or buy ready-made: @SteamDesignBot
👑 Owner: @ebooooooychik 📺 Ads - @oldpurple /...

SUBS

41 185

+1594 per month

ERR (% SEE POSTS)

21.0%

in 24 hours 8.7%

REACH/POST

8.3K

ad reach 3.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 41 185 —	 SUB REACH 20.12% avg % of subs see post	 VIEWS/POST 8.3K median 8.7K · 29 days	 POSTS/WEEK 23.1 over period
 7D TREND -13.2% vs previous week	 REACTIONS/POST 36.7 total 3,519 reactions, 3,838 reposts, 3,763 comments	 POST LENGTH 267 chars median 229 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH +1594 last month	 CITATION RATE 12 citation index · 27 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 30.09.2022

AI EDITOR SUMMARY

Channel «Steam Profile Design | Steam Artworks | Steam Оформление Профиля» — 41 185 subs. Each post averages 8.3K people (20% from subs), average reach — room to grow. Publishes 23 posts per week (~3/day) — active posting. For week Jun 29 – Jul 5, reach dropped -13.2% to week Jun 22–28 — worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **96** posts over 29 days.
- 02 Dominant format — **Photo** (59/96 posts).
- 03 Avg post length — **267** chars (median 229).
- 04 Peak audience activity — **Tuesday**, 00:00 MSK.
- 05 Top posts get **2×** more views than the weakest (1 1.2K avg for top vs 5.6K for worst) — among 96 posts over 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 14.06 · 14:00 PHOTO 🔥 [ART — static] 🔥 ~ #black #fantasy #featured ~ 🌟 Download — Google Disk ❤️ Tutorial —...	VIEWS 11 260 REACTIONS 22 REPOSTS 107 ER 27.3%
Nº2 16.06 · 21:00 VIDEO 🎵 [CHAIN CROSS — static] 🎵 ~ #black #fantasy #showcase ~ 🌟 Download — Google Disk ❤️ Tutorial —...	VIEWS 11 252 REACTIONS 46 REPOSTS 126 ER 27.3%
Nº3 16.06 · 09:00 PHOTO 🖼️ [PAINTING — static] 🖼️ ~ #gray #featured ~ 🌟 Download — Google Disk ❤️ Tutorial — YouTube ⓘ Background...	VIEWS 11 203 REACTIONS 53 REPOSTS 151 ER 27.2%

Nº4

17.06 · 11:05

PHOTO

👉 [THE CITY OF LIGHT – static] 👉 ~ #purple #city #cyberpunk #full ~ 📄 Download – Google Disk ❤️ Tutorial –...

VIEWS11 097

REACTIONS26

REPOSTS52

ER26.9%

Nº5

18.06 · 10:25

VIDEO

👤👤 [ANIME – static] 👤👤 ~ #black #red #showcase ~ 📄 Download – Google Disk ❤️ Tutorial – YouTube ⓘ...

VIEWS11 059

REACTIONS44

REPOSTS185

ER26.9%

WORST 3

↓

09.07 · 13:10

VIDEO

📄 [SONS OF ANARCHY – static] 📄 ~ #black #filmpers #showcase ~ 📄 Download – Google Disk ❤️ Tutorial –...

VIEWS5 717

REACTIONS13

REPOSTS29

ER13.9%

↓

08.07 · 15:00

PHOTO

6 24 hours until the end of the giveaway of 3 GTA 6 pre-orders 📄 Subscribe to GTA 6 Social Club & Community & Ex 👉 Click «Participate» +...

VIEWS5 638

REACTIONS45

REPOSTS6

ER13.7%

↓

09.07 · 16:59

PHOTO

Steam Summer Sale 2026 ended 📄 Next event – Social Deduction Festival. Runs July 13 to July 16 in...

VIEWS5 583

REACTIONS24

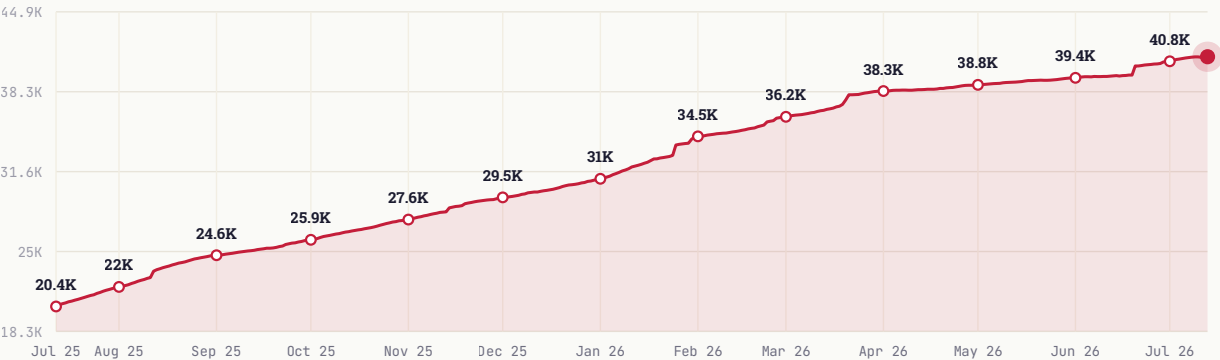
REPOSTS12

ER13.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth over the year. Key months show exact sub count. See which months gained or lost subs.



PERIOD START	NOW	NET GROWTH
20 371	41 185	+20 814

SECTION 04 • MENTIONS

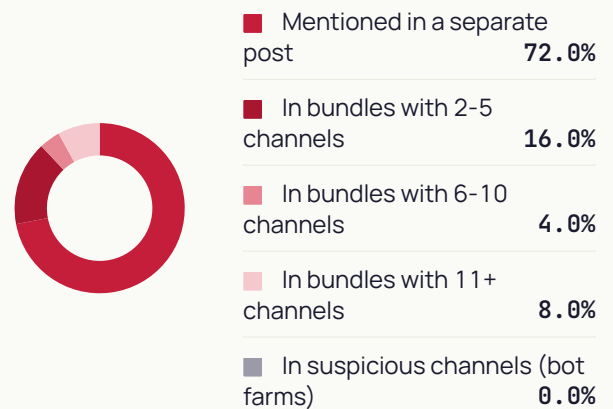
Who mentions the channel and how

Citation index **12** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **27** different channels.

COUNTRIES MENTIONING YOU



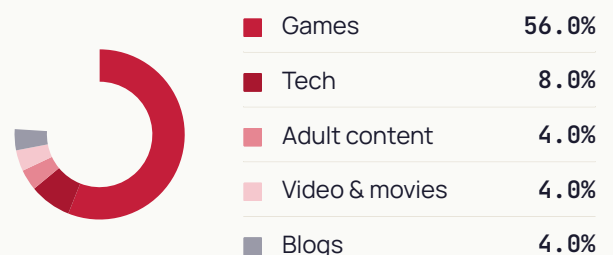
HOW THEY MENTION YOU



SIZE OF CHANNELS MENTIONING YOU



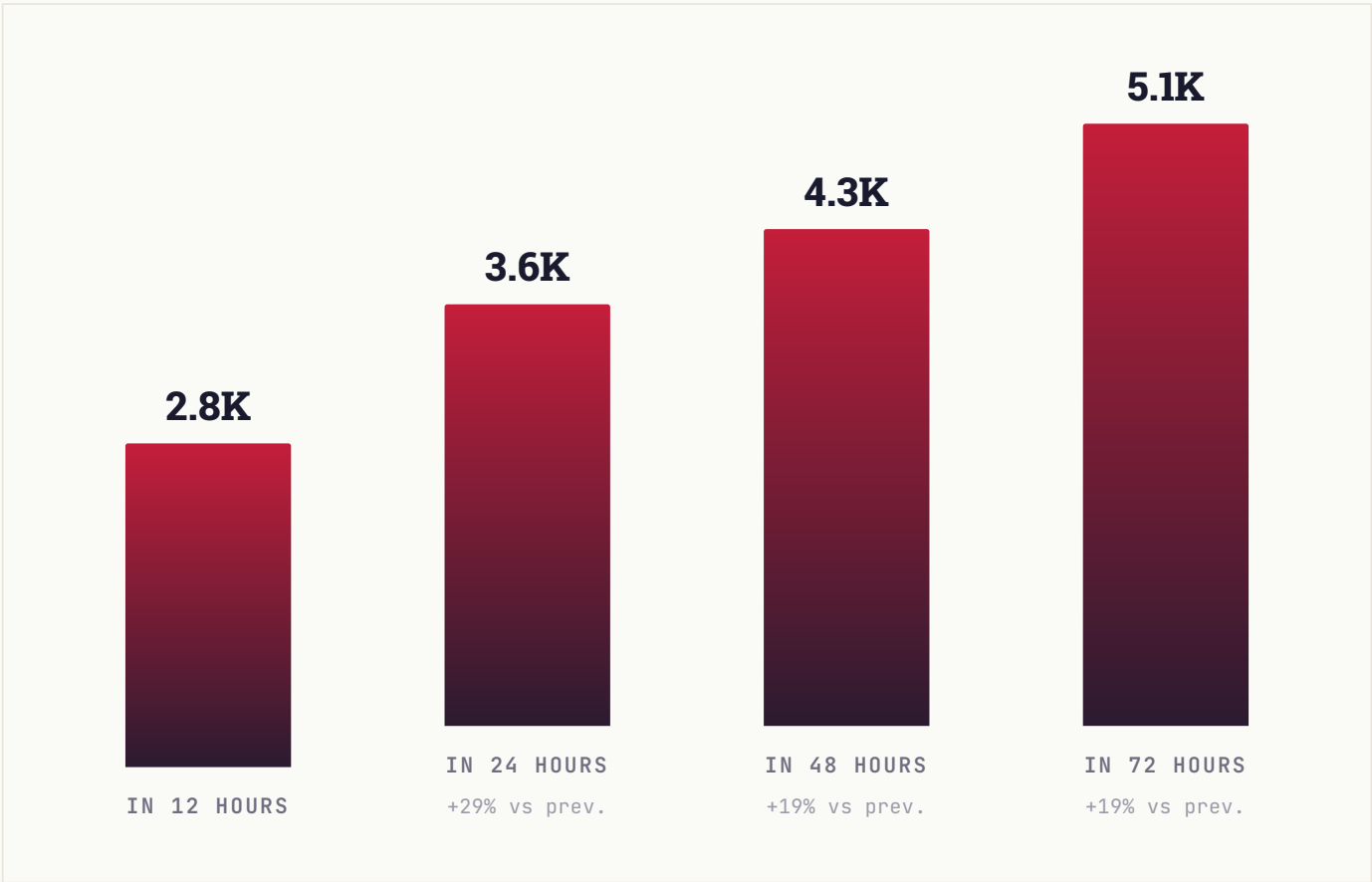
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post drives 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
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
SP Steam Profile Design Steam Artworks Steam Оформление Профиля	YOU 41.2K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#73 of 99). Niche median — 53.6K subs. First growth KPI — reach the median. Leader: After Effects Templates (181K).

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 **13**, they brought **12 559** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	3 546
December 2025	0	0	1 524
Nov 2025	9	9	1 860
Oct 2025	0	0	1 685
Sep 2025	0	0	1 262
August 2025	3	3	2 682

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
13	6	12 559

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Design» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

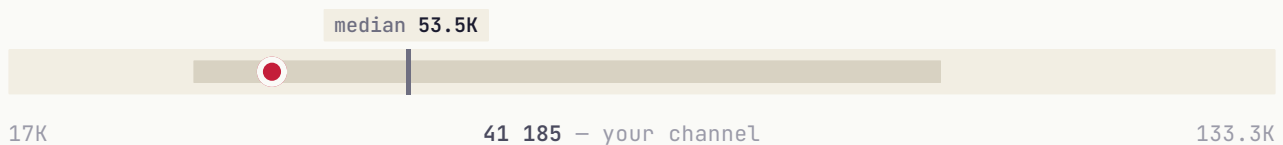
#73 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

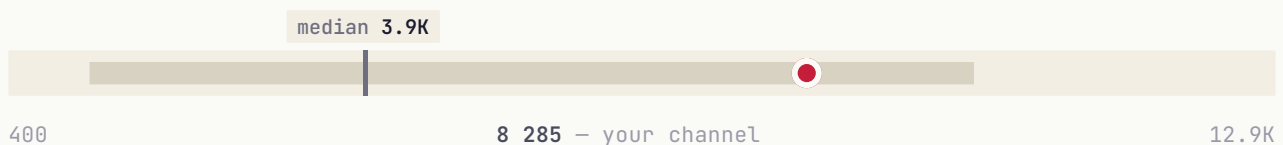
SUBS

23% below median



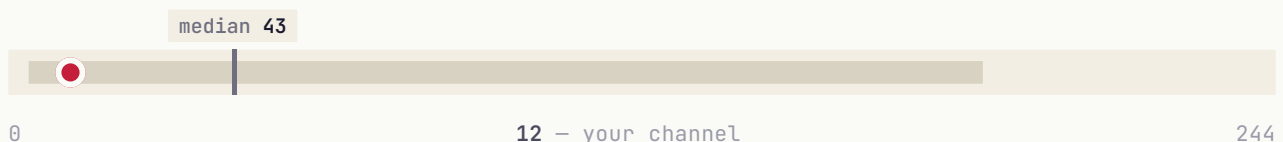
AVG REACH / POST

better than 79% of niche



CITATION INDEX

72% below median



— 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

Best post day — Tuesday
 Audience is most active on this day at 00:00 MSK.

EFFECT
Best window for an important post
- 02

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
- 03

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth target 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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