

PROMTPRESS PUBLIC REPORT

Channel audit

Designer Notes



@designwrite

Tips, tricks & lessons for designers. Site: <https://dsgners.ru> Ads/
contact: @design_manager_bot We are in the registry: <https://vk.cc/cGfIL>

SUBSCRIBERS

14 203

-151 per month

ERR (% SEE POSTS)

2.0%

per day 0.7%

REACH/POST

185

ad reach 97/24h

— 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 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Design» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 203 —	 SUBSCRIBER REACH 1.3% avg % subs see post	 VIEWS/POST 185 median 145 · 27 days	 POSTS/WEEK 29.4 over period
 7D TREND -40.0% vs previous week	 REACTIONS/POST 0.2 only 20 reactions, 273 reposts, 0 comments	 POST LENGTH 167 chars median 148 · 27 days	 POSTS ANALYZED 114 27 days
 AD REACH 97 24h avg	 CHURN / MONTH -151 last month	 CITATION RATE 91 citation index · 373 channels mentioned all time	 CHANNEL AGE 9 years 4 months created 12.03.2017

AI EDITOR SUMMARY

Channel «Designer Notes» – 14 203 subs. Each post averages 185 people (1% of subs), reach is low – consider expanding audience. Publishes 29 posts per week (~4/day) – active posting. For week Jul 6–12, reach dropped by -40.0% by week Jun 29 – Jul 5 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 114 posts over 27 days.
- 02 Dominant format – Photo (51/114 posts).
- 03 Avg post length – 167 chars (median 148).
- 04 Peak audience activity – Wed, 16:00 MSK.
- 05 Top posts get 4× more views than the weakest (377 avg for top vs 95 for worst) – among 114 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 07:00 TEXT What the market expects from a mid-level? Analysis of product & UX/UI designer vacancies The article covers market salary, work format and...	VIEWS 388 REPOSTS 3 REACTIONS ER 2.7%
Nº2 24.06 · 14:00 TEXT What a website for IT products should be like A designer working on IT projects faces different viewpoints from various specialists on...	VIEWS 372 REPOSTS — REACTIONS ER 2.6%
Nº3 01.07 · 14:00 TEXT What habit makes your workflow more efficient? Experts from Lamoda, T-Bank, Ozon and other companies share secrets of successful work in...	VIEWS 372 REPOSTS — REACTIONS ER 2.6%

Nº4

01.07 · 13:43

TEXT

Can't figure out myself and my career in 2026. What to do? In 2026, many designers face uncertainty and a tough...

VIEWS

369

REPOSTS

—

REACTIONS

—

ER

2.6%

Nº5

02.07 · 07:00

TEXT

Why in a year designers will work without Figma Find out why the most expensive stage of a project is no longer in layouts. Read the full article for...

VIEWS

365

REPOSTS

1

REACTIONS

1

ER

2.6%

WORST 3

↓ 17.07 · 06:01 VIDEO Effect «When you're slightly tipsy and suddenly stand up» 😊 1. Duplicate photo layer (CTRL+J), set opacity 76% 2. Select tool...	VIEWS 107 REPOSTS 5	REACTIONS — ER 0.8%
↓ 18.07 · 04:00 PHOTO Floral effect in Figma.	VIEWS 104 REPOSTS 4	REACTIONS — ER 0.7%
↓ 13.07 · 08:41 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 daily grind at designers to rest...	VIEWS 75 REPOSTS —	REACTIONS — ER 0.5%

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 and which it lost subs.

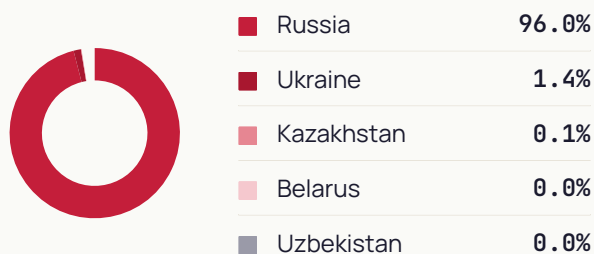


SECTION 04 • MENTIONS

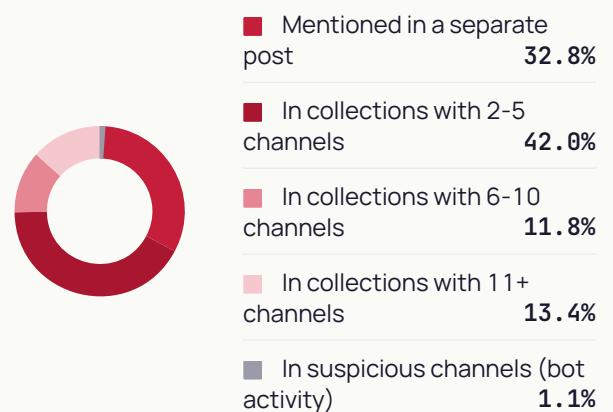
Who mentions the channel and how

Citation index **91** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **373** different channels.

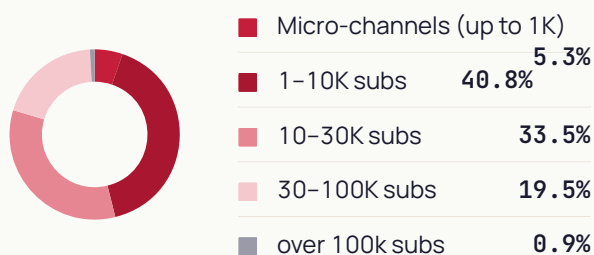
COUNTRIES MENTIONING YOU



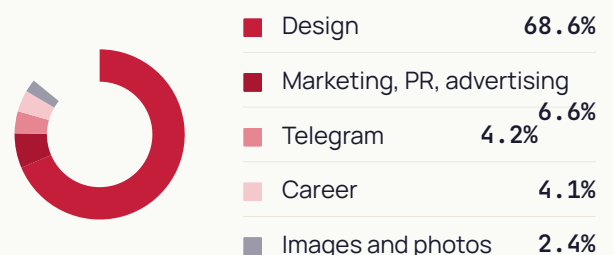
MENTION FORMATS



WHAT SIZE CHANNELS MENTION YOU



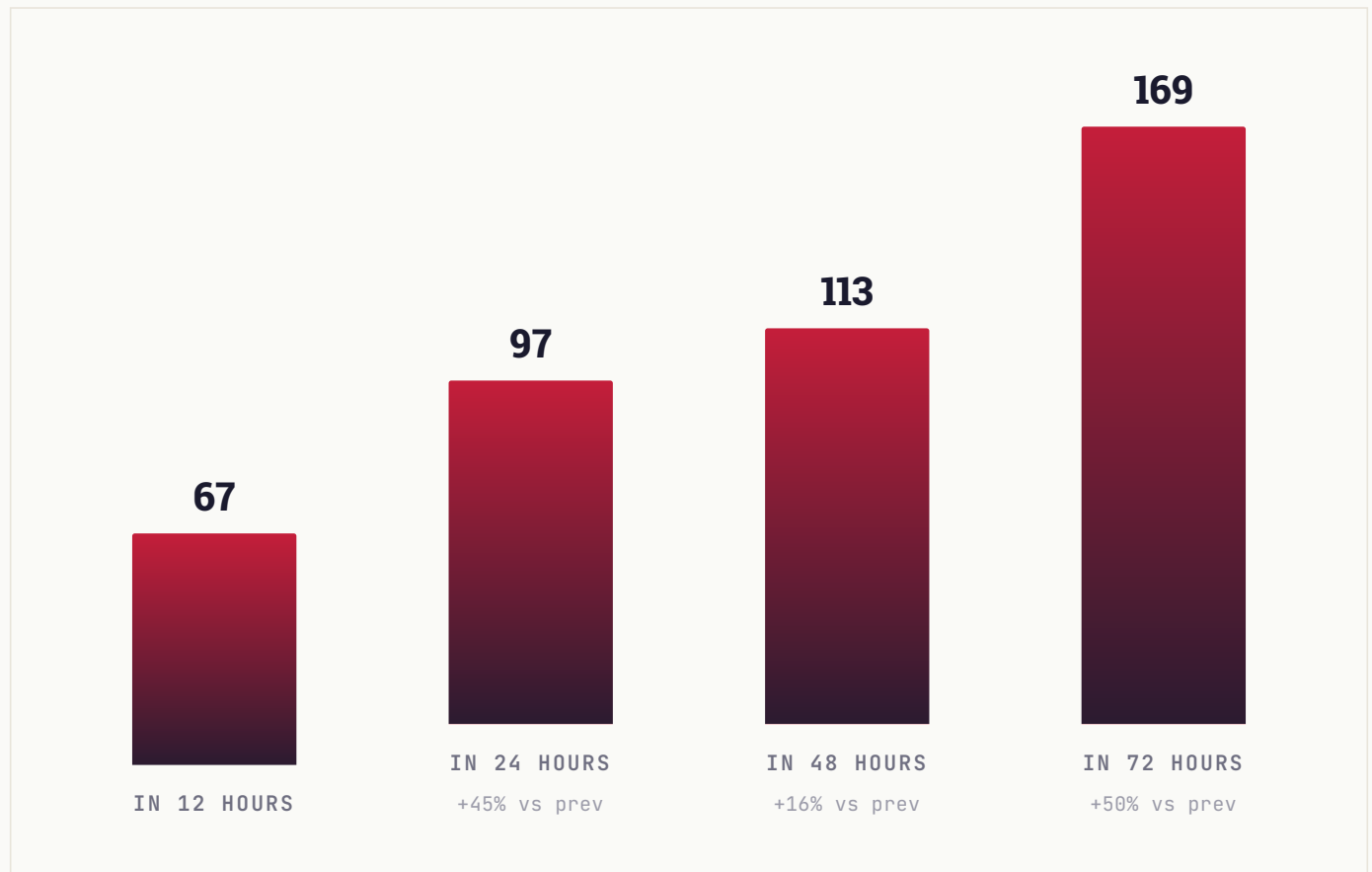
MENTION TOPICS



— SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg ad post reach by time since publish. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

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
ER Sexy font. Cyrillic	134.7K
DN Designer Notes YOU	14.2K

COMPARATIVE CONCLUSION

Channel 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 DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **22**, they brought **1 183** new subs.

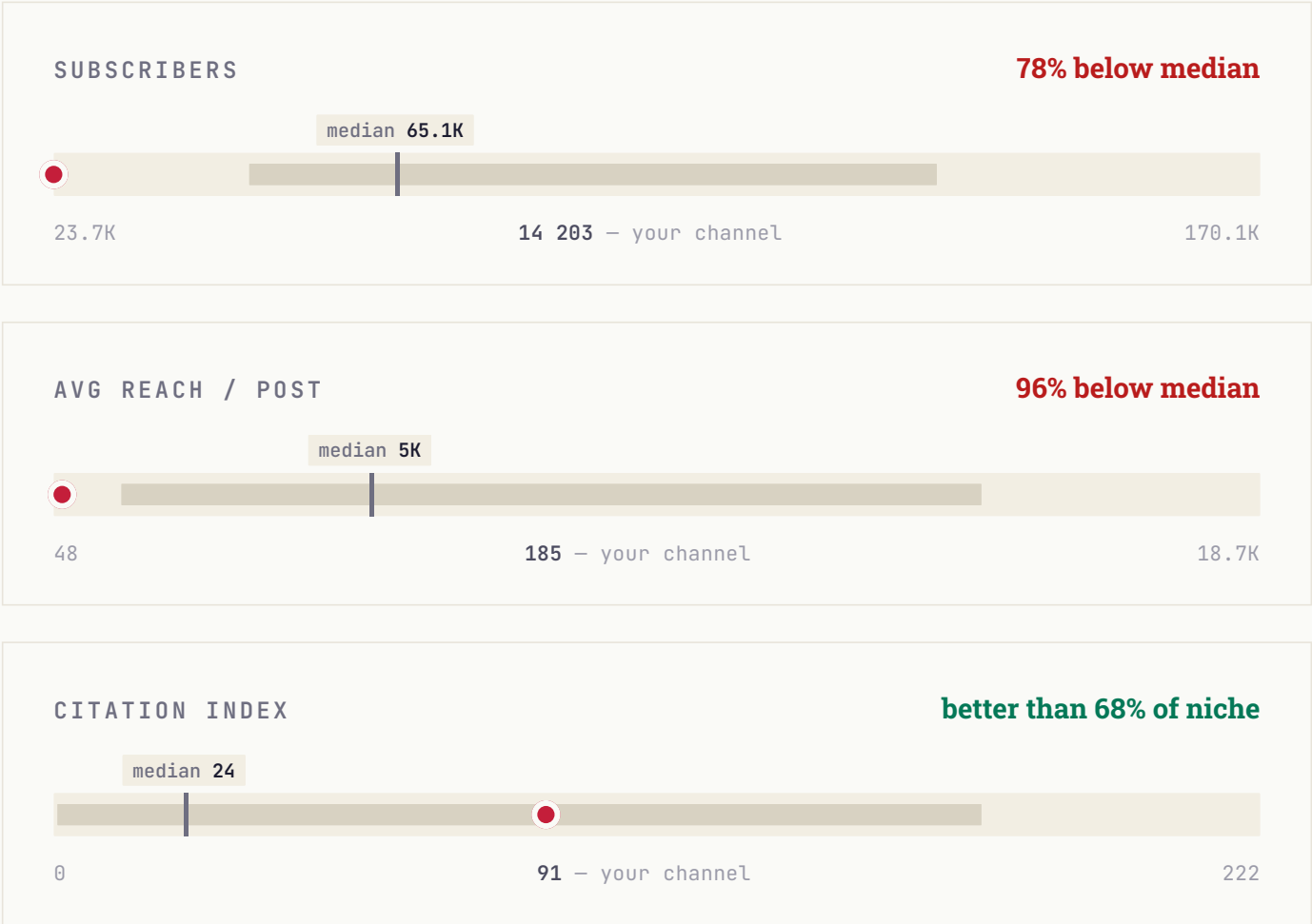
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	2	189
December 2025	6	2	79
November 2025	3	2	275
October 2025	4	4	492
September 2025	1	1	50
August 2025	4	2	98

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
22	6	1 183

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-p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Wednesday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 1.3% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.2pp ER

03

Systematic 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 win.

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 every day — 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. To go further — run ads with us & hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager