

PROMTPRESS PUBLIC REPORT

Channel audit

Mno Dizaina



@dsgn_tochka

Casually about design, marketing & brands. Collaboration: @vo1lex
Find a designer for free: @vo1lex Referral link <https://t.me/WiXmN7FSGAY4ZDFi> RKN: <https://vk.cc/clltc9> Channel on
TelegaIn:...

SUBSCRIBERS

24 284

-215 per month

ERR (% SEE POSTS)

5.0%

per day 2.4%

REACH/POST

1.1K

ad reach 595/24h

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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 24 284 —	 SUBSCRIBER REACH 4.66% avg % subs see post	 VIEWS/POST 1.1K median 1.1K · 28 days	 POSTS/WEEK 9.7 over period
 7D TREND -15.6% vs prev week	 REACTIONS/POST 15.9 only 637 reactions, 616 reposts, 0 comments	 POST LENGTH 170 chars median 134 · 28 days	 POSTS ANALYZED 40 28 days
 AD REACH 595 24h avg	 CHURN / MONTH -215 last month	 CITATION INDEX 112 citation index · 305 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 19.12.2022

AI EDITOR SUMMARY

Channel «Mno Dizaina» — 24 284 subs. Each post averages 1.1K people (5% from subs), reach is low — worth expanding audience. Publishes 10 posts per week (~1/day) — regular schedule. For week Jul 6–12, reach dropped by -15.6% by week of Jun 29 – Jul 5 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 40 posts over 28 days.
- 02 Dominant format — Photo (30/40 posts).
- 03 Avg post length — 170 chars (median 134).
- 04 Audience peak activity — Wed, 16:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (1.6K avg for top vs 977 for worst) — among 40 posts over 28 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 05:17 PHOTO Russian designers released a charm accessory against killjoys in the form of a trendy chicken foot They say the accessory will save you from toxic people, uninvited...	VIEWS 1 858 REPOSTS 36	REACTIONS 34 ER 7.7%
Nº2 24.06 · 13:40 PHOTO Design for event — Maykop Maslenitsa 2026 Colorful concept for the Maslenitsa event in Maykop	VIEWS 1 500 REPOSTS 7	REACTIONS 11 ER 6.2%
Nº3 22.06 · 09:34 PHOTO Brand identity for Timiryazev Biological Museum Biological Museum named after K. A. Timiryazev — one of the oldest...	VIEWS 1 492 REPOSTS 21	REACTIONS 49 ER 6.1%

Nº4 29.06 • 09:35 PHOTO Brand identity for hot Mexican candy brand «Zhgucho» «Zhgucho» — a brand of hot Mexican candies for those craving new flavors...	VIEWS 1 491 REPOSTS 14 REACTIONS 24 ER 6.1%
Nº5 25.06 • 10:27 PHOTO Striking twist background for abstract design	VIEWS 1 441 REPOSTS 25 REACTIONS 12 ER 5.9%

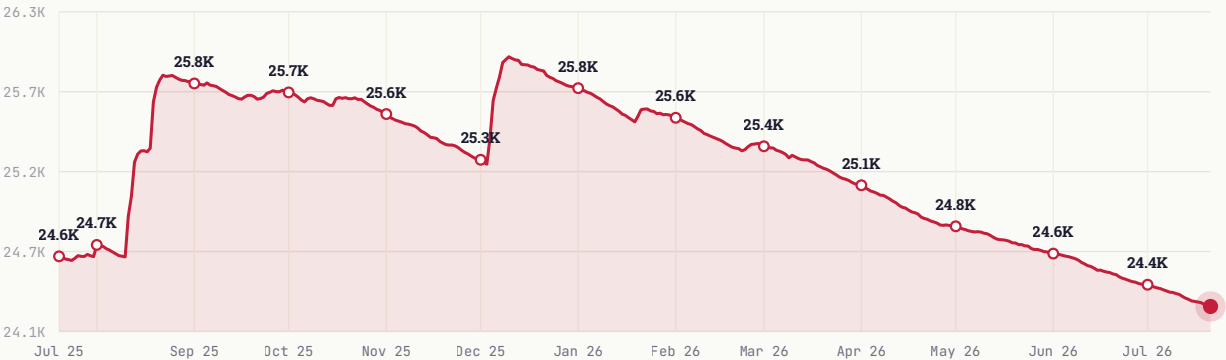
WORST 3

↓ 13.07 • 05:30 PHOTO Rebranding of the Central House of Filmmakers Great work with Soviet style for the rebranding of the Central House of Filmmakers.	VIEWS 987 REPOSTS 3 REACTIONS 10 ER 4.1%
↓ 16.07 • 05:04 PHOTO Brand identity for eco products «Ecocartel» Designer Rustam Usmanov together with Alexandra Timanova presented the concept of the brand «Ecocartel» —...	VIEWS 986 REPOSTS 14 REACTIONS 35 ER 4.1%
↓ 18.07 • 05:05 PHOTO Top rat-bag launched by Argentine designers Wear it as a waist bag or full backpack.	VIEWS 958 REPOSTS 26 REACTIONS 14 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

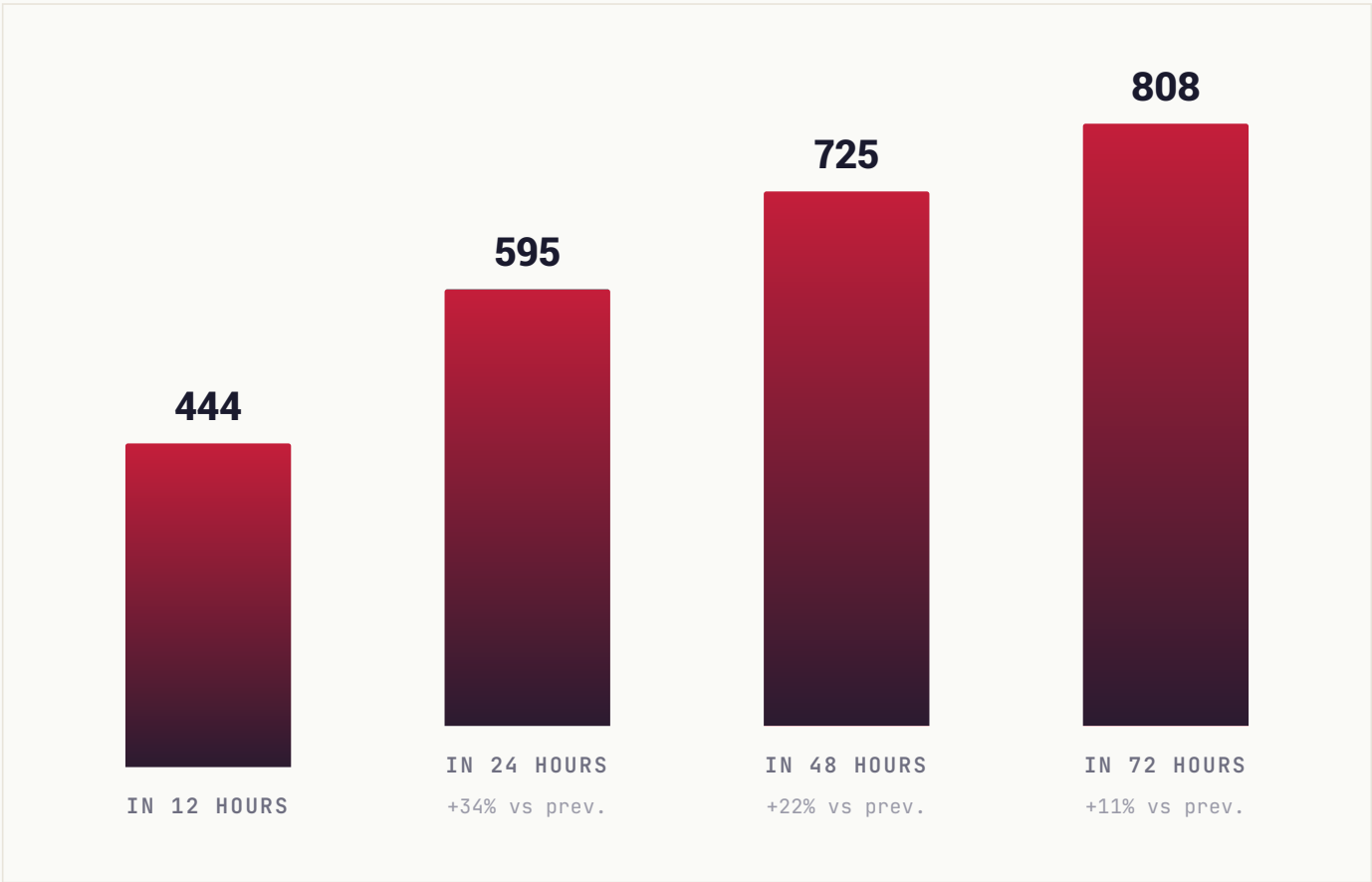


START OF PERIOD	NOW	NET GROWTH
24 622	24 283	-339

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and 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
MD Mno Dizaina YOU	24.3K

COMPARISON INSIGHT

Channel is still outside top 99 of niche — 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 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **192**, they brought **2 346** new subs.

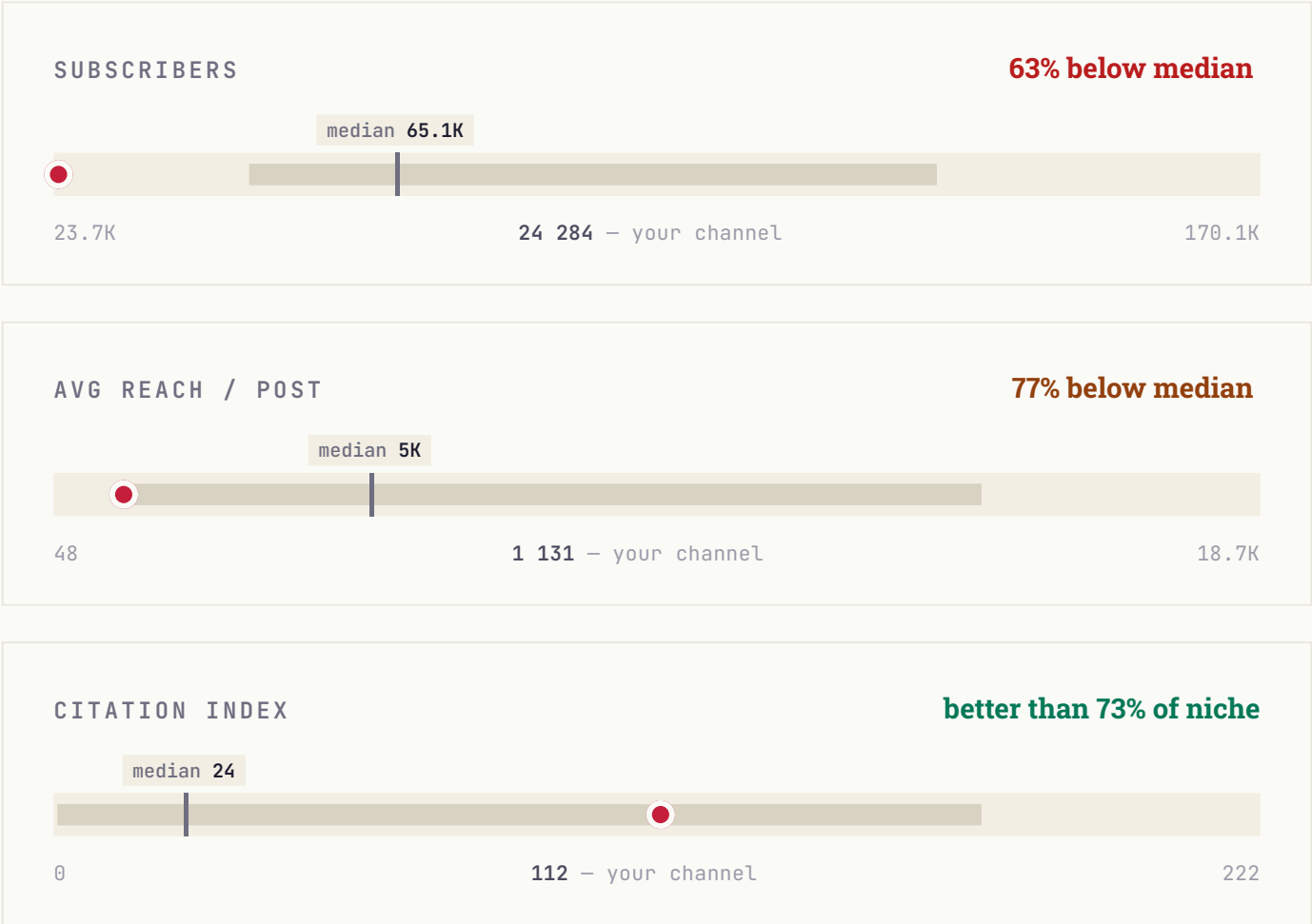
PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Jan 2026	12	4	93
December 2025	49	41	727
November 2025	17	4	0
October 2025	22	4	92
September 2025	25	15	111
August 2025	67	65	1 323

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
192	6	2 346

SECTION 07 · NICHE COMPARISON

Where your 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.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & come back in a month.

- 01

Top post of the week — Wednesday

Audience most active on this day at 16:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.66% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.8pp 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

+1K-3K subs
- 04

Test polls and 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
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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