

PUBLIC PROMTPRESS REPORT

Channel audit

duo sapiens*



@duosapiens

we are evgeny, nastya, max desyatykh and all duo sapiens mentors*
— running this channel about life in the design profession find your
mentor or ask — @hi_duosapiens * more about the project —...

SUBS

14 724

+138 per month

ERR (% SEE POSTS)

30.0%

in 24 hours 6.3%

REACH/POST

2.4K

ad reach 929/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 14 724 —	 SUB REACH 16.62% avg % of subs see post	 VIEWS/POST 2.4K median 1.9K · 29 days	 POSTS/WEEK 5.3 over period
 7D TREND +38.5% vs previous week	 REACTIONS/POST 18.0 only 395 reactions, 365 reposts, 3 comments	 POST LENGTH 369 chars median 216 · 29 days	 POSTS ANALYZED 22 29 days
 AD REACH 929 24h avg	 CHURN / MONTH +138 last month	 CITATION RATE 51 citation index · 316 channels mentioned over all time	 CHANNEL AGE 4 years 10 months created 16.09.2021

AI EDITOR SUMMARY

Channel «duo sapiens*» – 14 724 subs. Each post is viewed on average by 2.4K people (17% from subs), this is average reach – room to grow. Publishes 5 posts per week (~1 per day) – rare publications. For the week of July 6–12, reach grew +38.5% to the week of June 29 – July 5 – positive dynamics.

SECTION 02 · CONTENT ANALYSIS

What works best

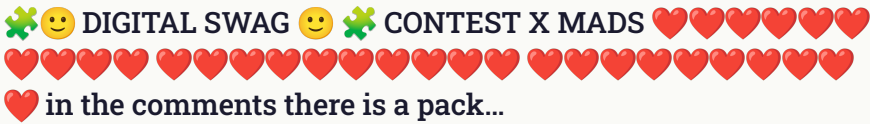
Top posts by engagement & outsiders – see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts over 29 days.
- 02 Dominant format – Text (13/22 posts).
- 03 Avg post length – 369 chars (median 216).
- 04 Peak audience activity – Wednesday, 21:00 MSK.
- 05 Top posts get 5x more views than the weakest (7.5K avg top vs 1.6K worst) – among 22 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

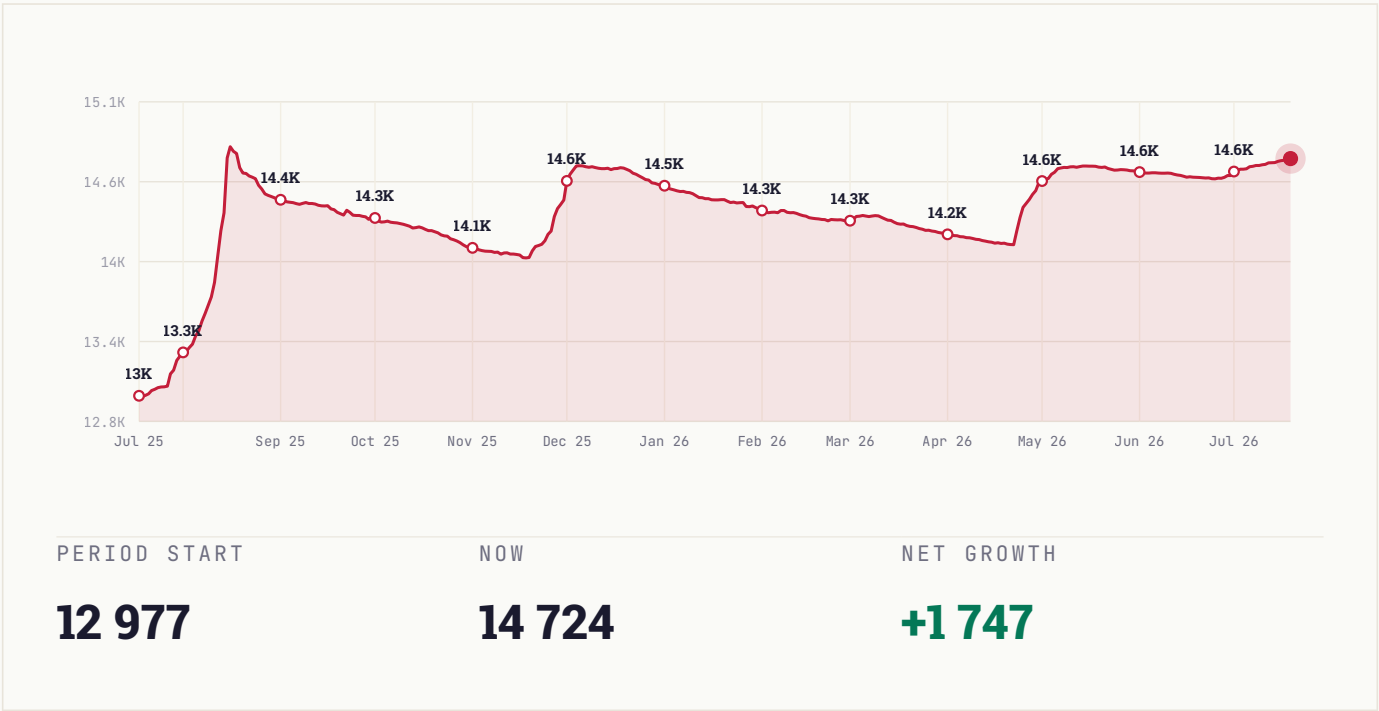
Nº1 08.07 · 18:15 PHOTO duo sapiens is going to the conference! and we invite you with us 📍 July 19 in Moscow digital humans will meet at the conference from Pragmatika –...	VIEWS 8 315 REPOSTS 47	REACTIONS 39 ER 56.5%
Nº2 27.06 · 08:59 PHOTO this weekend you can apply to vacancies. and how to do it right – our mentor zhenya opytin will tell	VIEWS 7 343 REPOSTS 92	REACTIONS 23 ER 49.9%
Nº3 30.06 · 17:09 PHOTO July 7 at 7:00 PM MSK we'll host a stream on packaging design 🧑🏻 Maria Mikshieva – brand designer and art director with 20 years of experience...	VIEWS 6 790 REPOSTS 69	REACTIONS 20 ER 46.1%

Nº4 03.07 • 18:24 TEXT This is my second experience with a mentor at duo sapiens. The first time was a year ago – the graphic design mentor helped...	VIEWS 2 334 REACTIONS 21 REPOSTS 2 ER 15.9%
Nº5 19.06 • 11:47 TEXT recording of the stream with Igor Starkov is out on YouTube & VK – with timestamps & links	VIEWS 2 195 REACTIONS 7 REPOSTS 9 ER 14.9%
WORST 3	
↓ 02.07 • 16:30 PHOTO  in the comments there is a pack...	VIEWS 1 699 REACTIONS 9 REPOSTS 20 ER 11.5%
↓ 13.07 • 10:18 TEXT recording of the stream with Maria Mikshieva is out on YouTube & VK – with timestamps & presentation link 	VIEWS 1 691 REACTIONS 12 REPOSTS 10 ER 11.5%
↓ 14.07 • 10:10 TEXT live stream with anastasia sycheva will be tonight ~	VIEWS 1 548 REACTIONS 12 REPOSTS 1 ER 10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

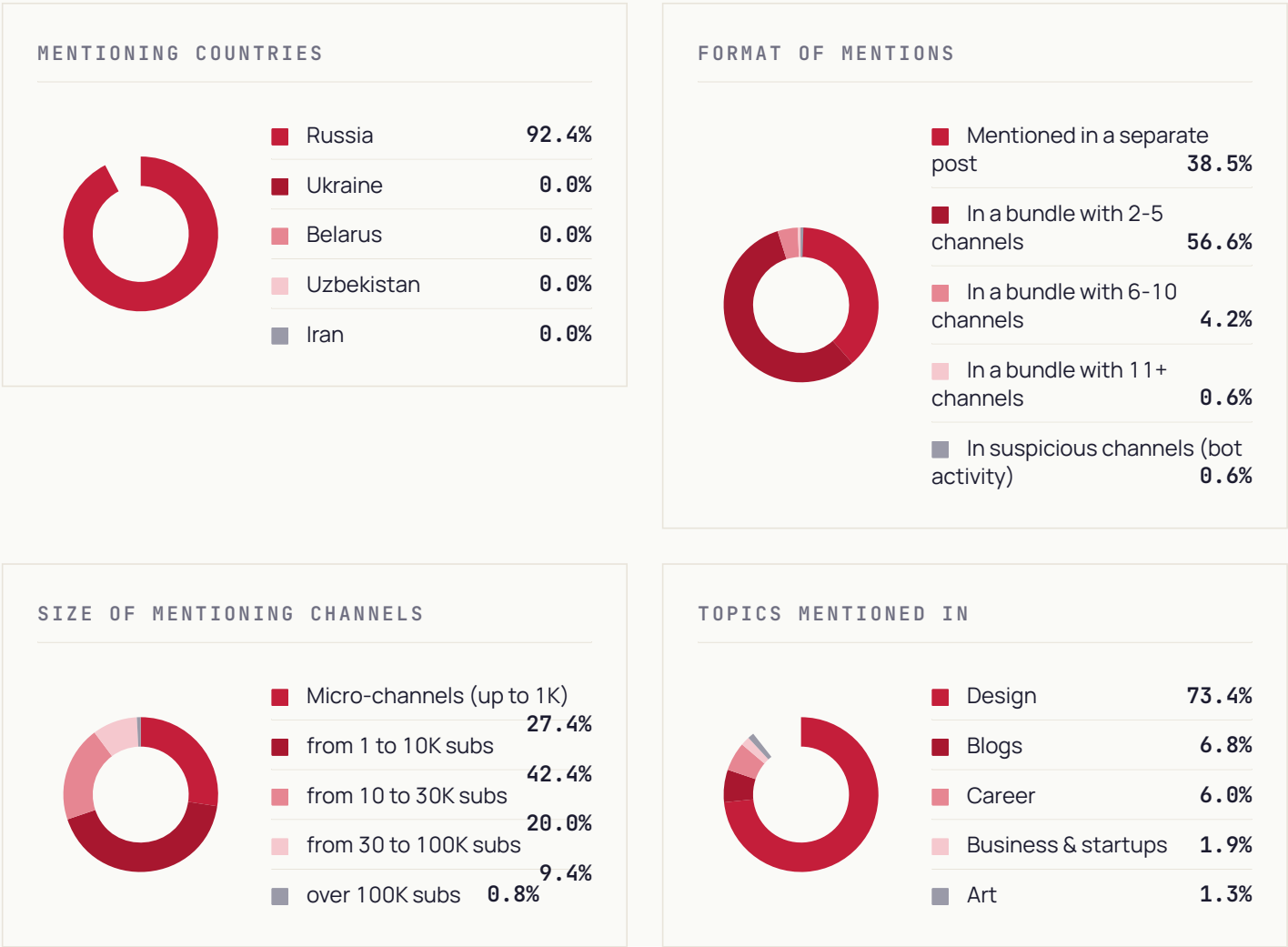
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. churn.



SECTION 04 · MENTIONS

Who and how mentions the channel

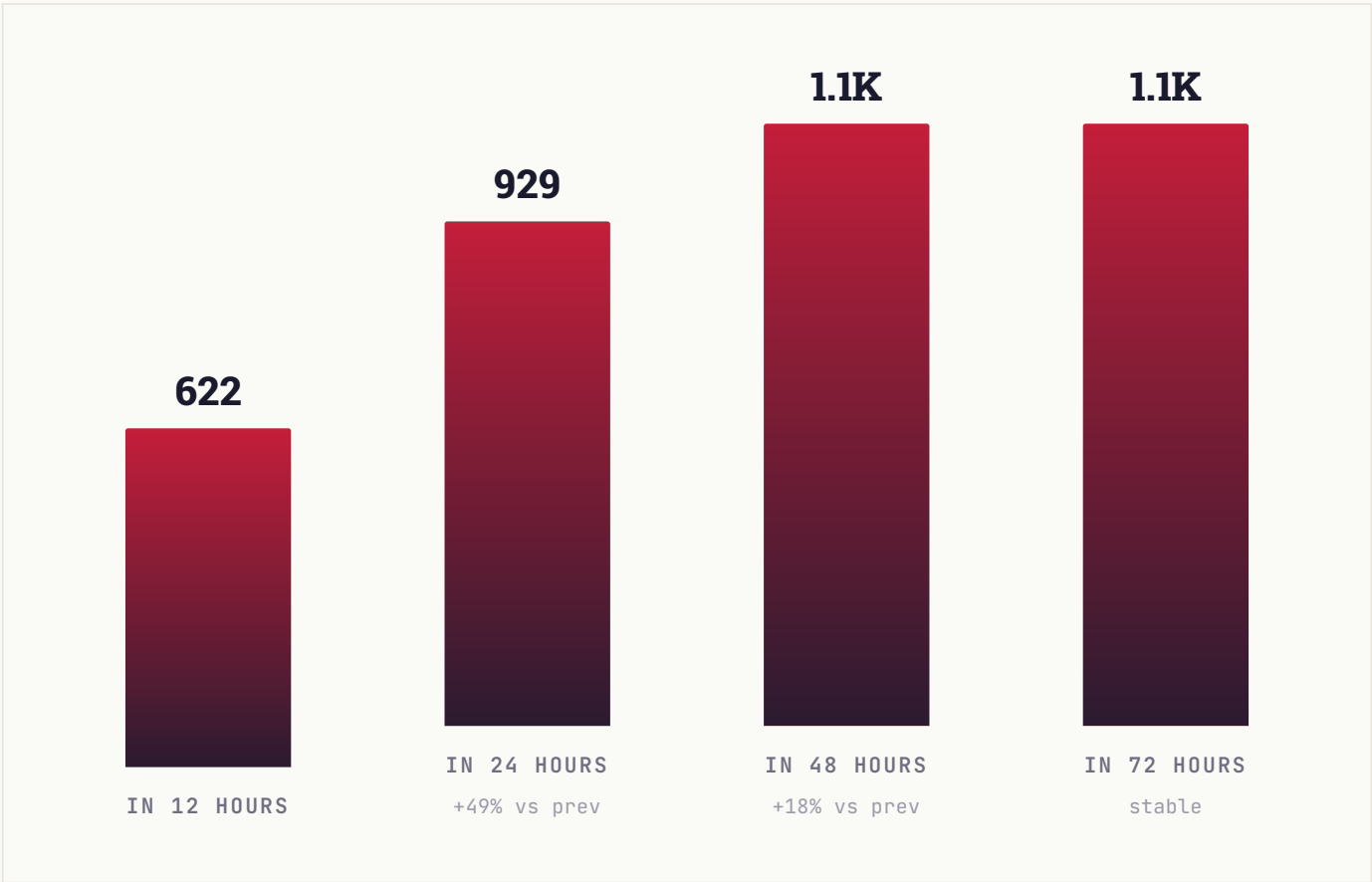
Citation index **51** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **316** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
6 66Lottery 🏆🏆 CRYPTO	407.7K
缅甸 缅甸缅北吃瓜新闻曝光	273.3K
AE After Effects Templates	181.2K
R R	177.9K
3D 3Dline.net	173.7K
DG Designer Gang 👉	147.3K
TC template canva gratis 😊🐱	144.2K
TS Tube Sensei	137.2K
SZ STL Zone / 3D models / Free STL	136.4K
ER Sexy font. Cyrillic	134.7K
DS duo sapiens* YOU	14.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — 66Lottery

🏆🏆

CRYPTO (407.7K), top-99 median: 65.4K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

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 **64**, they brought **2 348** new subs.

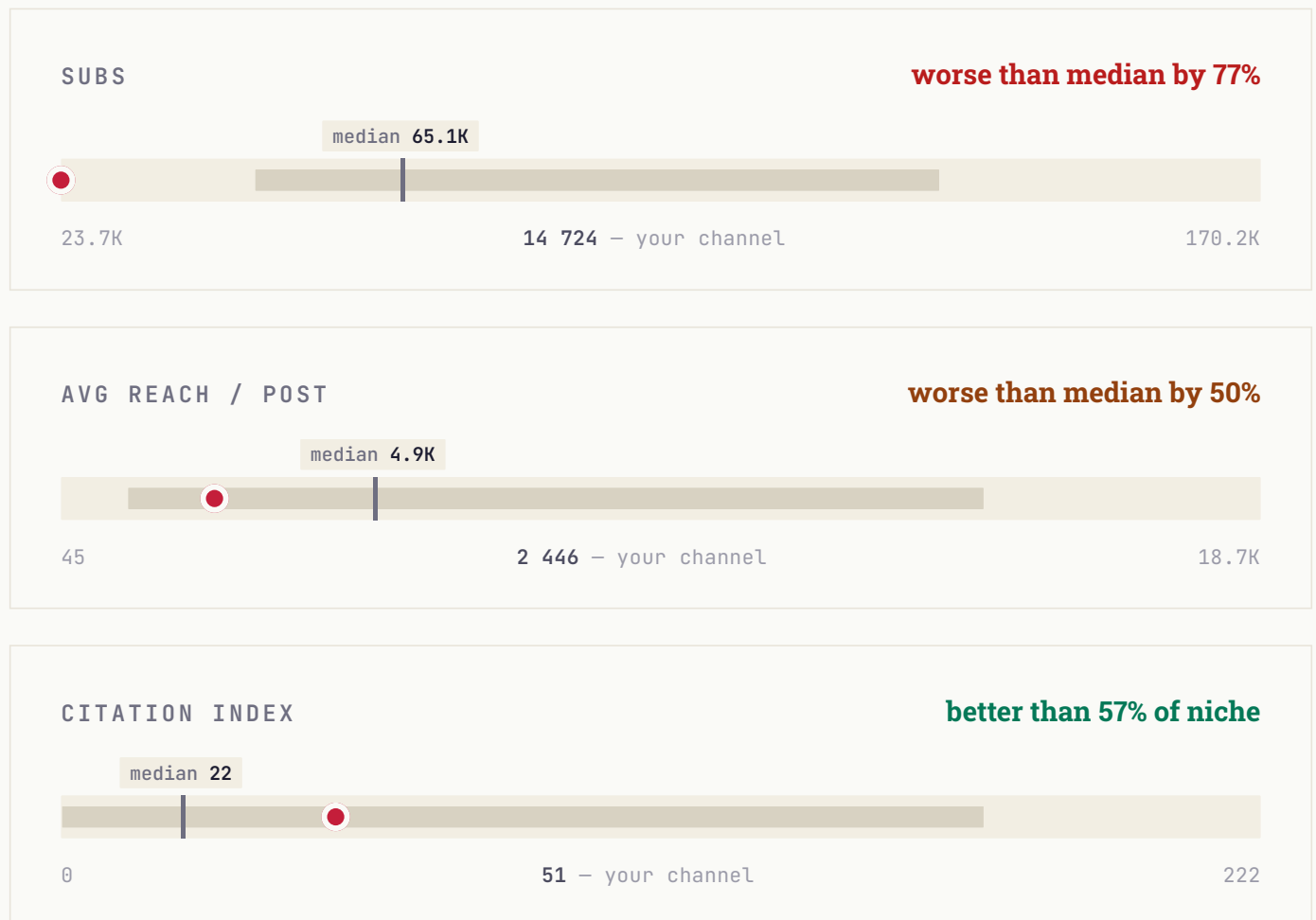
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	14	
December 2025	16	7	273	
November 2025	19	15	439	
October 2025	11	5	15	
September 2025	1	1	65	
August 2025	17	15	1 542	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
64	6	2 348

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Design» (Russia) and compared your channel against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

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

EFFECT

**Best window
for important
posts**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

3 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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want more? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager