

PUBLIC REPORT PROMTPRESS

# Channel audit

## Figma in 60 sec |

## Web Design



@figma60sec

⚡ Become a Figma pro and improve your design with us. Short lessons, lifehacks and access to paid materials already on the channel. Site: <https://dsgners.ru> Collaboration: @design\_manager\_bot We in...

SUBSCRIBERS

**26 109**

-465 per month

ERR (% SEE POSTS)

**1.0%**

per day 0.5%

REACH/POST

**242**

ad reach 139/24h

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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.

|                                                                                                                                                          |                                                                                                                                                                                           |                                                                                                                                                                                                 |                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>26 109</div><div>—</div></div>         | <div><div> SUBS REACH</div><div>0.93%</div><div>avg % of subs see post</div></div>                       | <div><div> VIEWS/POST</div><div>242</div><div>median 219 · 29 days</div></div>                                 | <div><div> POSTS/DAY</div><div>7.5</div><div>~52 per week</div></div>                        |
| <div><div> 7D TREND</div><div>-23.2%</div><div>vs prev week</div></div> | <div><div> REACTIONS/POST</div><div>0.3</div><div>only 57 reactions, 656 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>118 chars</div><div>median 76 · 29 days</div></div>                           | <div><div> POSTS ANALYZED</div><div>222</div><div>29 days</div></div>                        |
| <div><div> AD REACH</div><div>139</div><div>24h avg</div></div>       | <div><div> CHURN / MONTH</div><div>-465</div><div>last month</div></div>                               | <div><div> CITATION RATE</div><div>79</div><div>citation index · 242 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>3 years 8 months</div><div>created 07.11.2022</div></div> |

AI EDITOR SUMMARY

Channel «Figma in 60 seconds | Web Design» — 26 109 subs. Each post averages 242 people (1% of subs), reach is low — consider expanding audience. Publishes 52 posts per week (~7/day) — active posting. For week Jul 6–12 reach dropped by -23.2% by week of Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **222** posts over 29 days.
- 02 Dominant format – **Photo** (110/222 posts).
- 03 Avg post length – **118** chars (median 76).
- 04 Peak audience activity – **Saturday**, 17:00 MSK.
- 05 Top posts gather **3 times** more views than the weakest (398 avg for top vs 130 for worst) – among 222 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1

01.07 · 16:05

VIDEO

How to use variable font settings in Figma #easy

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 430     | 2         |
| REPOSTS | ER        |
| 10      | 1.6%      |

Nº2

24.06 · 11:01

VIDEO

Creating infographic design #easy

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 386     | —         |
| REPOSTS | ER        |
| 3       | 1.5%      |

Nº3

25.06 · 11:04

VIDEO

Breakpoints This plugin lets you combine multiple layouts into one frame with responsive breakpoints. Install

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 378     | 1         |
| REPOSTS | ER        |
| 5       | 1.4%      |

|                                                                                                                                                                                                            |                                                                 |                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>24.06 · 14:00</div><div>TEXT</div></div> <div>Corporate website NevaLab: lab systems for nuclear plants and factories Structure and production of NevaLab in a new light!...</div> | <div>VIEWS</div> <div>377</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.4%</div> |
| <div><div>Nº5</div><div>24.06 · 16:02</div><div>VIDEO</div></div> <div>How to make a glitch text effect? #easy</div>                                                                                       | <div>VIEWS</div> <div>376</div> <div>REPOSTS</div> <div>7</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.4%</div> |

|

WORST 3

|                                                                                                                                                                   |                                                                 |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>16.07 · 04:02</div><div>PHOTO</div></div> <div>Away Toothpaste : Hyunbin Baek #branding Figma</div>                                         | <div>VIEWS</div> <div>142</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.5%</div> |
| <div><div>↓</div><div>18.07 · 04:00</div><div>VIDEO</div></div> <div>Perspective Grid Tool — perspective tool. <a href="#">Figma Community</a><br/>▪ #tools</div> | <div>VIEWS</div> <div>135</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.5%</div> |
| <div><div>↓</div><div>18.07 · 04:00</div><div>VIDEO</div></div> <div>Overview of a plugin for quick animated components Name — Install plugin</div>               | <div>VIEWS</div> <div>113</div> <div>REPOSTS</div> <div>4</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>0.4%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

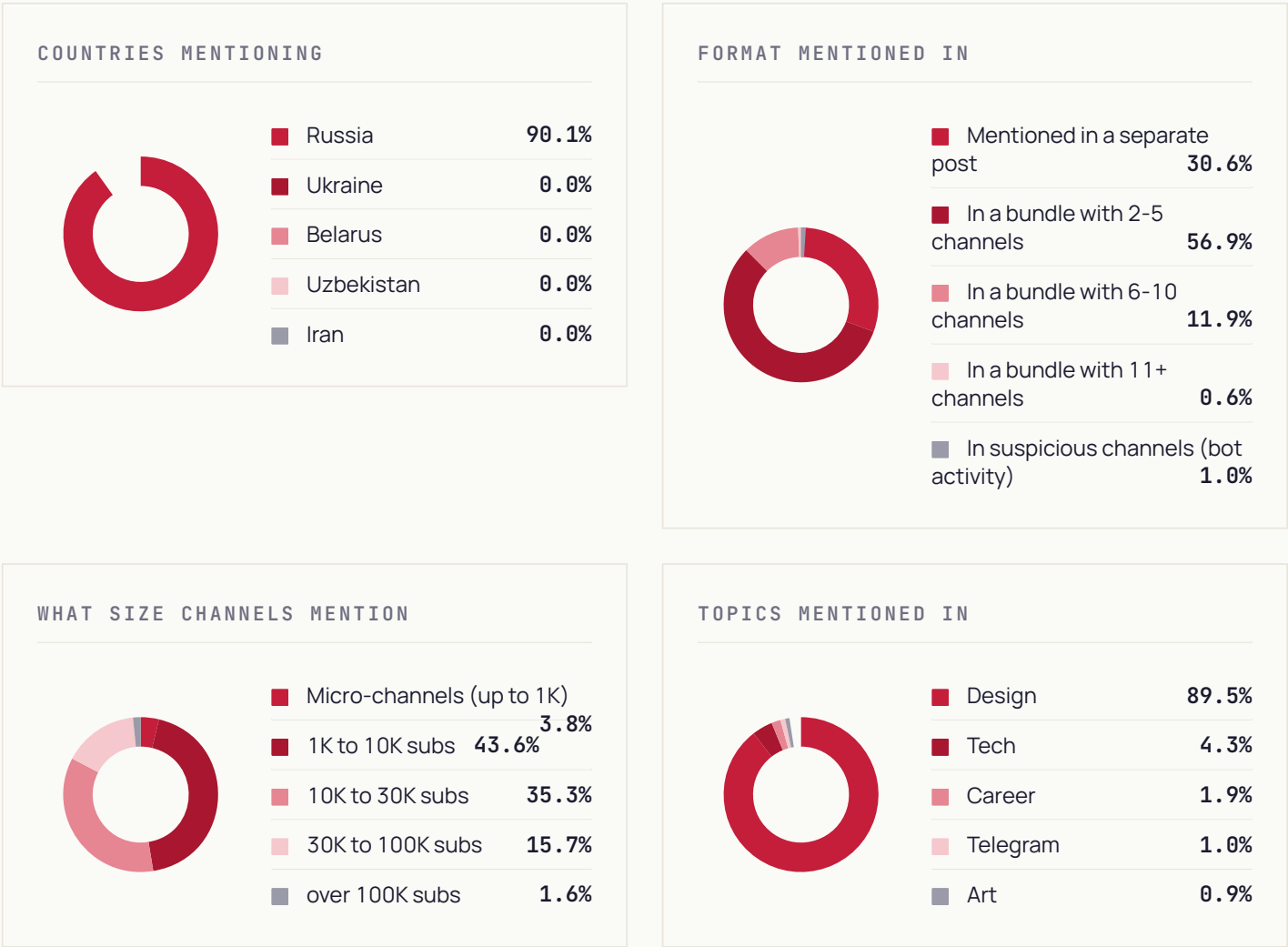
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

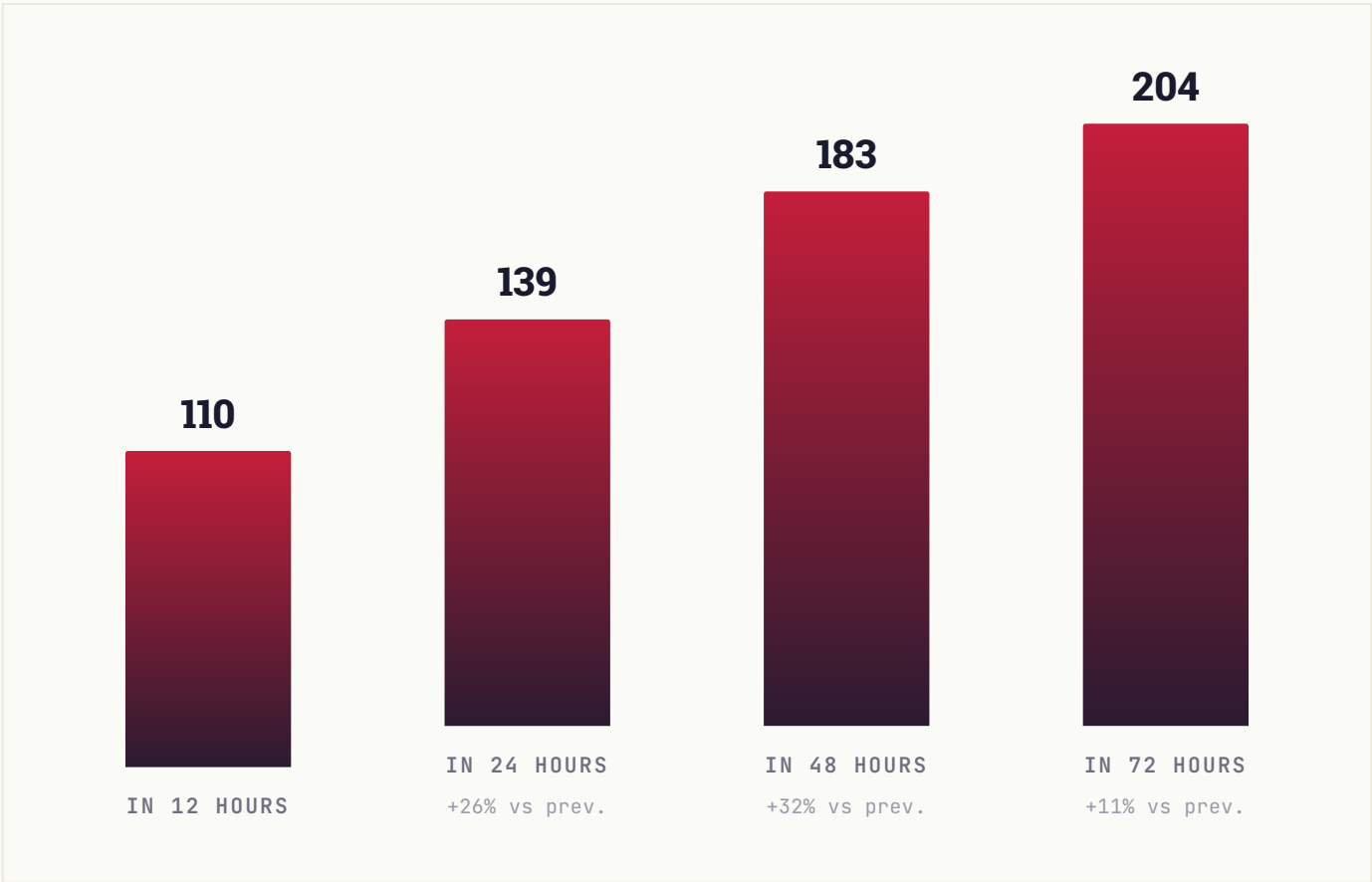
Citation index **79** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **242** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

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



SECTION 06 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Your channel highlighted — shows its rank among niche neighbors.

| CHANNEL                                        | SUBSCRIBERS |
|------------------------------------------------|-------------|
| <div>66Lottery CRYPTO</div>                    | 387.4K      |
| <div>缅甸 缅甸缅北吃瓜新闻曝光</div>                       | 257.3K      |
| <div>AE After Effects Templates</div>          | 181.4K      |
| <div>R R</div>                                 | 178.6K      |
| <div>3D 3Dline.net</div>                       | 173.8K      |
| <div>DG Designer Gang</div>                    | 147.1K      |
| <div>TC template canva gratis</div>            | 144.3K      |
| <div>TS Tube Sensei</div>                      | 137.2K      |
| <div>SZ STL Zone / 3D models / Free STL</div>  | 136.8K      |
| <div>SK Sexy font. Cyrillic</div>              | 134.7K      |
| <div>F3 Figma in 60 sec   Web Design YOU</div> | 26.1K       |

COMPARATIVE INSIGHT

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 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **186**, they brought **1 591** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|---------------|----------|----------|---------------------|
| Jan 2026      | 25       | 4        | 405                 |
| December 2025 | 30       | 5        | 212                 |
| Nov 2025      | 33       | 5        | 469                 |
| Oct 2025      | 47       | 5        | 344                 |
| Sep 2025      | 27       | 3        | 46                  |
| August 2025   | 24       | 3        | 115                 |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 186            | 6              | 1 591                 |

— SECTION 08 · NICHE COMPARISON

# Where the channel ranks in its league

Took top-100 channels in category «Design» (Russia) and compared your channel.  
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 as done and revisit this report in a month.

01

## Top post of the week — on Saturday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## ER below niche benchmark — rethink formats

Current ER 0.93% vs norm 5.5%. Try polls & interactive formats.

EFFECT

**+4.6pp 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 typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. 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 minutes using public data. Want to go further — run ads through 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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