

PROMTPRESS PUBLIC REPORT

Channel audit

Figma Design



@figmadesign

Collab: @normanross

SUBSCRIBERS

107 340

-439 per month

ERR (% SEE POSTS)

15.0%

per day 5.8%

REACH/POST

13.7K

ad reach 6.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

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 is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 107 340 —	 SUBS REACH 12.79% avg % subs see post	 VIEWS/POST 13.7K median 10.9K · 22 days	 POSTS/WEEK 1.6 for the period
 7D TREND — no data for period	 REACTIONS/POST 3.6 only 18 reactions, 936 reposts, 0 comments	 POST LENGTH 566 chars median 783 · 22 days	 POSTS ANALYZED 5 22 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH -439 for the last month	 CITATION RATE 186 citation index · 729 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 16.08.2019

AI EDITOR SUMMARY

Channel «Figma Design» — 107 340 subs. Each post averages 13.7K people (13% from subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts in 22 days.
- 02 Dominant format — Video (3/5 posts).
- 03 Avg post length — 566 chars (median 783).
- 04 Peak audience activity — Monday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (17.1K avg for top vs 9.4K for worst) — among 5 posts over 22 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 15.06 · 16:40 VIDEO Figma now allows grouping tabs.	VIEWS 20 859 REPOSTS 244	REACTIONS 13 ER 19.4%
Nº2 25.06 · 08:20 VIDEO What Figma Config 2026 showed Figma is actively developing the platform towards "all in one". Main announcements: Figma Motion — full-fledged...	VIEWS 19 586 REPOSTS 375	REACTIONS 5 ER 18.2%
Nº3 04.07 · 08:41 VIDEO Big Crunch — a plugin that replaces manual image prep after Figma export. Resizes, converts to WebP/JPG/PNG and...	VIEWS 10 936 REPOSTS 239	REACTIONS — ER 10.2%

Nº4 07.07 · 08:32 PHOTO Graphic design isn't about talent. What matters more is visual literacy, understanding modern trends, and mastering the tools...	VIEWS 8 910 REPOSTS 13	REACTIONS — ER 8.3%
Nº5 07.07 · 19:41 PHOTO Figma published AI Report 2026 Key takeaway: AI shifts from a solo tool to a collaboration method...	VIEWS 8 343 REPOSTS 65	REACTIONS — ER 7.8%

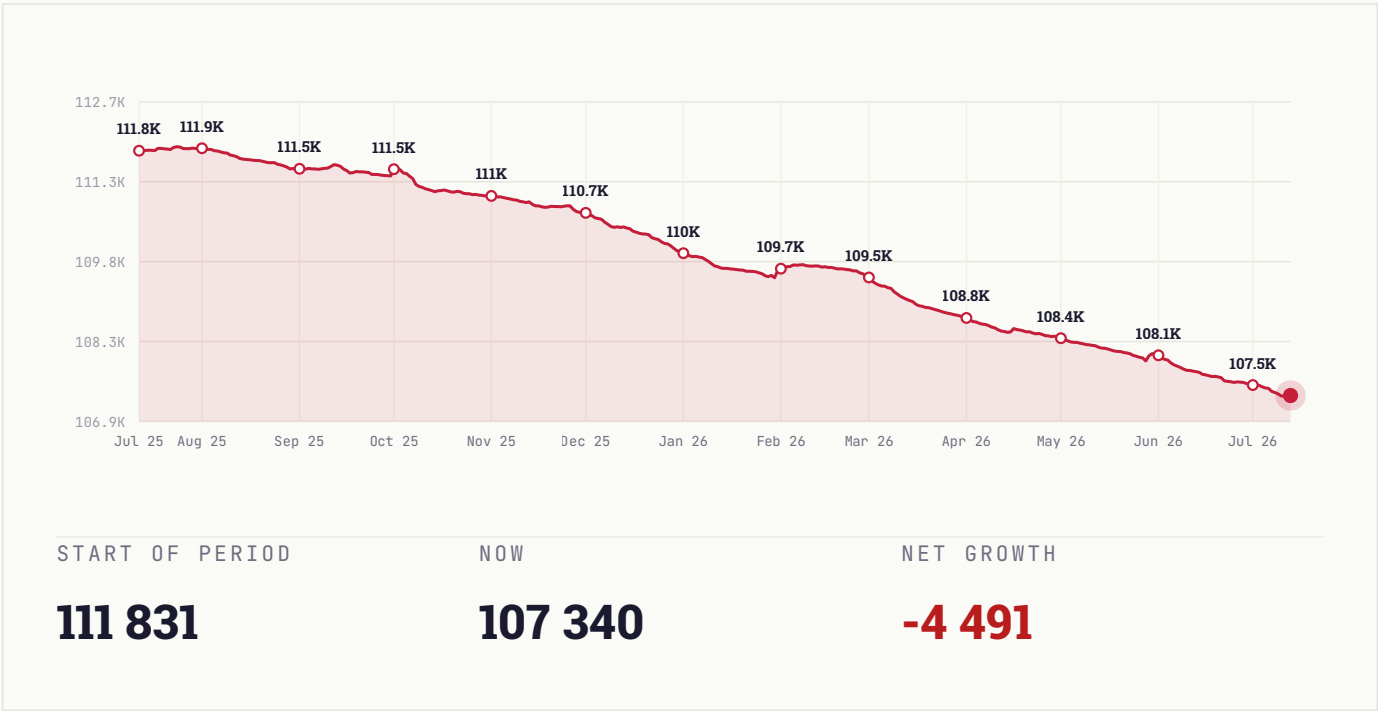
WORST 3

↓ 04.07 · 08:41 VIDEO Big Crunch — a plugin that replaces manual image prep after Figma export. Resizes, converts to WebP/JPG/PNG and...	VIEWS 10 936 REPOSTS 239	REACTIONS — ER 10.2%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

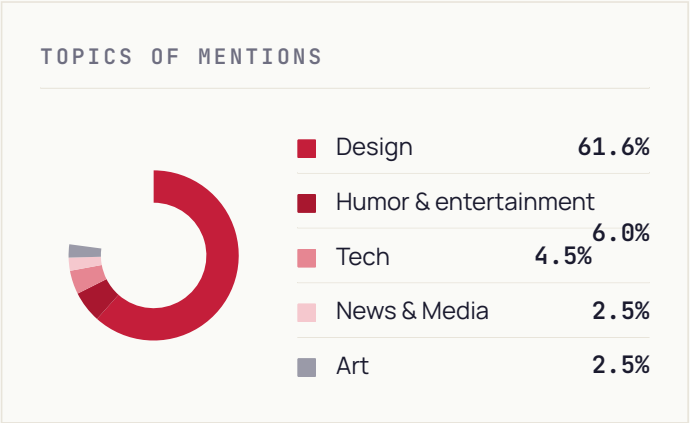
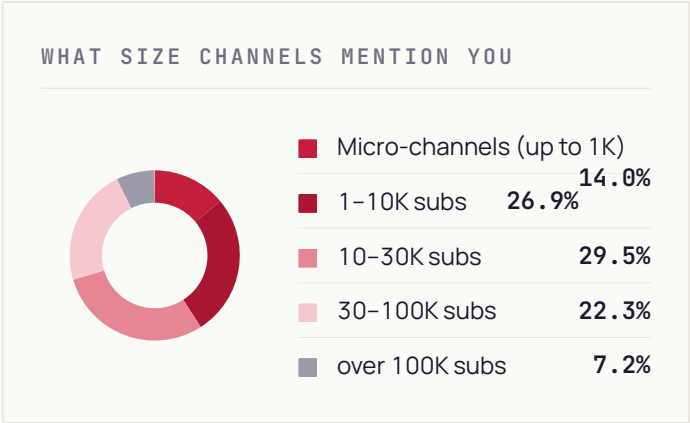
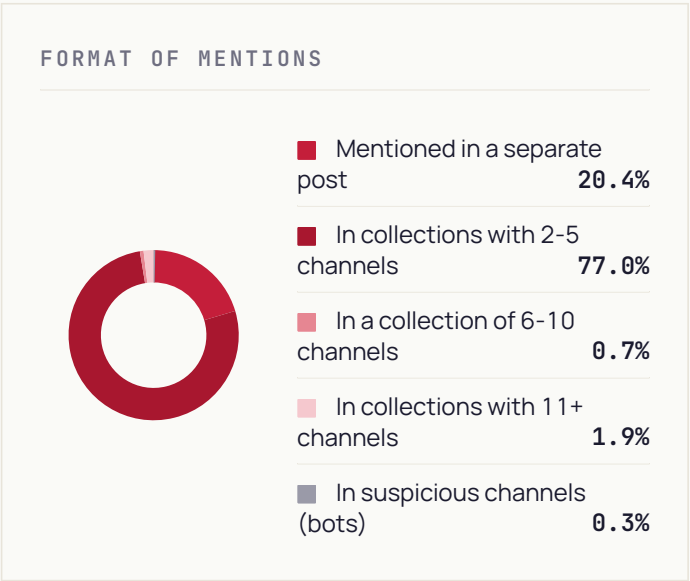
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

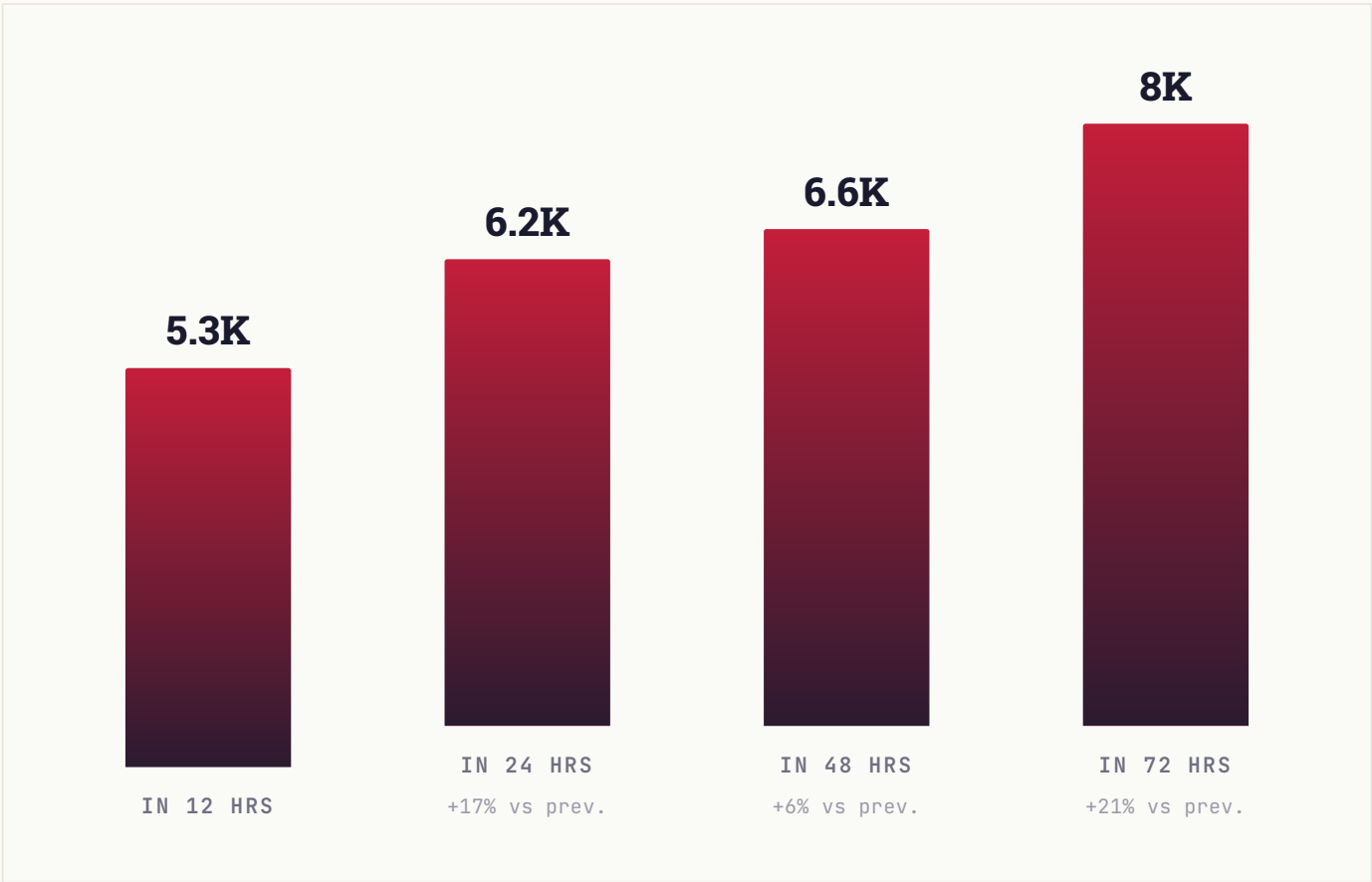
Citation index **186** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **729** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
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 the font?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
SHT What is Photoshop?	108.1K
FD Figma Design YOU	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
DM Jam Mockup	102.4K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#8 of 99). Strong position. Niche leader — After Effects Templates (181K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **6**, they brought **588** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	161
December 2025	3	3	20
Nov 2025	1	1	50
Oct 2025	1	1	201
Sep 2025	0	0	145
August 2025	1	1	11
TOTAL MENTIONS			6
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			588

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Design» (Russia) and compared your channel. Gray band – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#8/100

RANK IN NICHE

Channel in top 8% of Design Russia



— 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

Increase posting frequency

Now 1.6 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

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 weekly poll on a hot topic — an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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