

PUBLIC REPORT BY PROMTPRESS

Channel audit

Web Design in Figma



@figmaweb

Collaboration: @design_manager_bot On the channel you'll find articles, design systems, video tutorials, UI kits, and many useful links for web designers and learning this profession Site:...

SUBSCRIBERS

41 838

-495 per month

ERR (% WHO SEE
POSTS)

3.0%

in 24 hrs **1.2%**

REACH/POST

955

ad reach **504**/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 41 838 —	 SUBS REACH 2.28% avg % of subs see post	 VIEWS/POST 955 median 1K · 27 days	 POSTS/WEEK 14.1 over period
 7D TREND -12.3% vs previous week	 REACTIONS/POST 0.1 only 6 reactions, 162 reposts, 0 comments	 POST LENGTH 295 chars median 262 · 27 days	 POSTS ANALYZED 55 27 days
 AD REACH 504 24h avg	 CHURN / MONTH -495 last month	 QUOTE RATE 69 citation index · 228 channels mentioned all time	 CHANNEL AGE 6 years 7 months created 06.12.2019

AI EDITOR SUMMARY

Channel «Web Design in Figma» — 41 838 subs. Each post averages 955 people (2% of subs), reach is low — consider expanding audience. Publishes 14 posts per week (~2/day) — consistent schedule. For week Jul 6–12, reach dropped -12.3% by week Jun 29 – Jul 5 — worth analyzing why.

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 55 posts in 27 days.
- 02 Dominant format — Text (44/55 posts).
- 03 Avg post length — 295 chars (median 262).
- 04 Peak audience activity — Sunday, 16:00 MSK.
- 05 Top posts get 2× more views than the weakest (1.3K avg for top vs 659 for worst) — among 55 posts in 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 07:00 TEXT Corporate site NevaLab: laboratory complexes for nuclear plants and factories Structure and production of NevaLab in a new light!...	VIEWS 1 361 REPOSTS 3	REACTIONS — ER 3.3%
Nº2 24.06 · 16:38 VIDEO Creating text & photo distortion effect #complex	VIEWS 1 248 REPOSTS 5	REACTIONS — ER 3.0%
Nº3 24.06 · 14:00 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 1 243 REPOSTS 7	REACTIONS — ER 3.0%

Nº4 28.06 • 13:05 PHOTO Inside the portfolio of product & UX/UI designers from T-Bank, Dodo, Figma, Alfa & Revolut The author analyzed 200+ portfolios...	VIEWS 1 231 REPOSTS 11 REACTIONS — ER 2.9%
Nº5 25.06 • 07:00 TEXT Feedback that helps vs feedback that kills A colleague pointed out a flaw, and the author improved their...	VIEWS 1 184 REPOSTS 1 REACTIONS — ER 2.8%

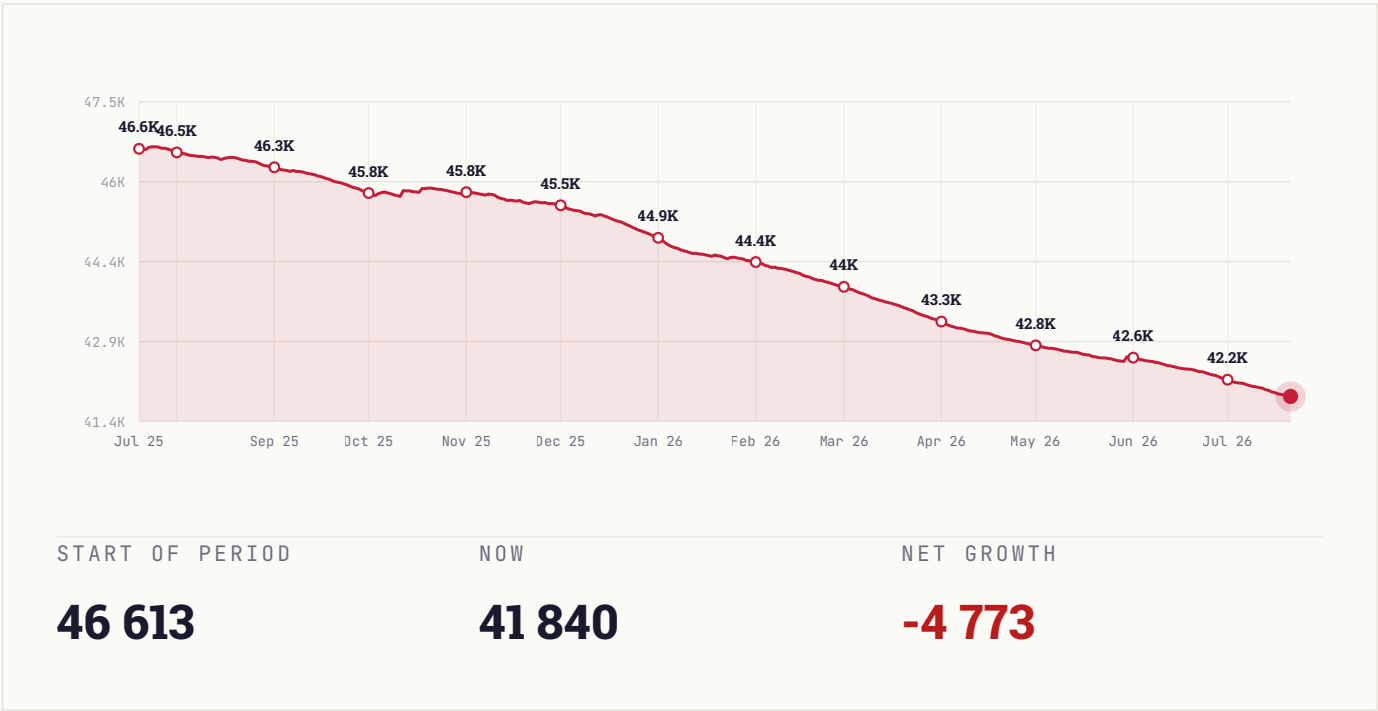
WORST 3

↓ 17.07 • 14:00 TEXT How I start website design Article about working without references and Figma Read on...	VIEWS 711 REPOSTS 1 REACTIONS — ER 1.7%
↓ 13.07 • 14:00 TEXT 24 years of continuous play, case «In Search of Stocks 2» Solving Mesoamerican riddles in a gamification case by Tonya Ganicheva. How...	VIEWS 657 REPOSTS 1 REACTIONS — ER 1.6%
↓ 13.07 • 08:41 PHOTO Hi everyone, we're back on air ⚡ Zhenya, founder of designers, here. It's been a year since I stepped away from the daily grind to rest...	VIEWS 611 REPOSTS — REACTIONS — ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

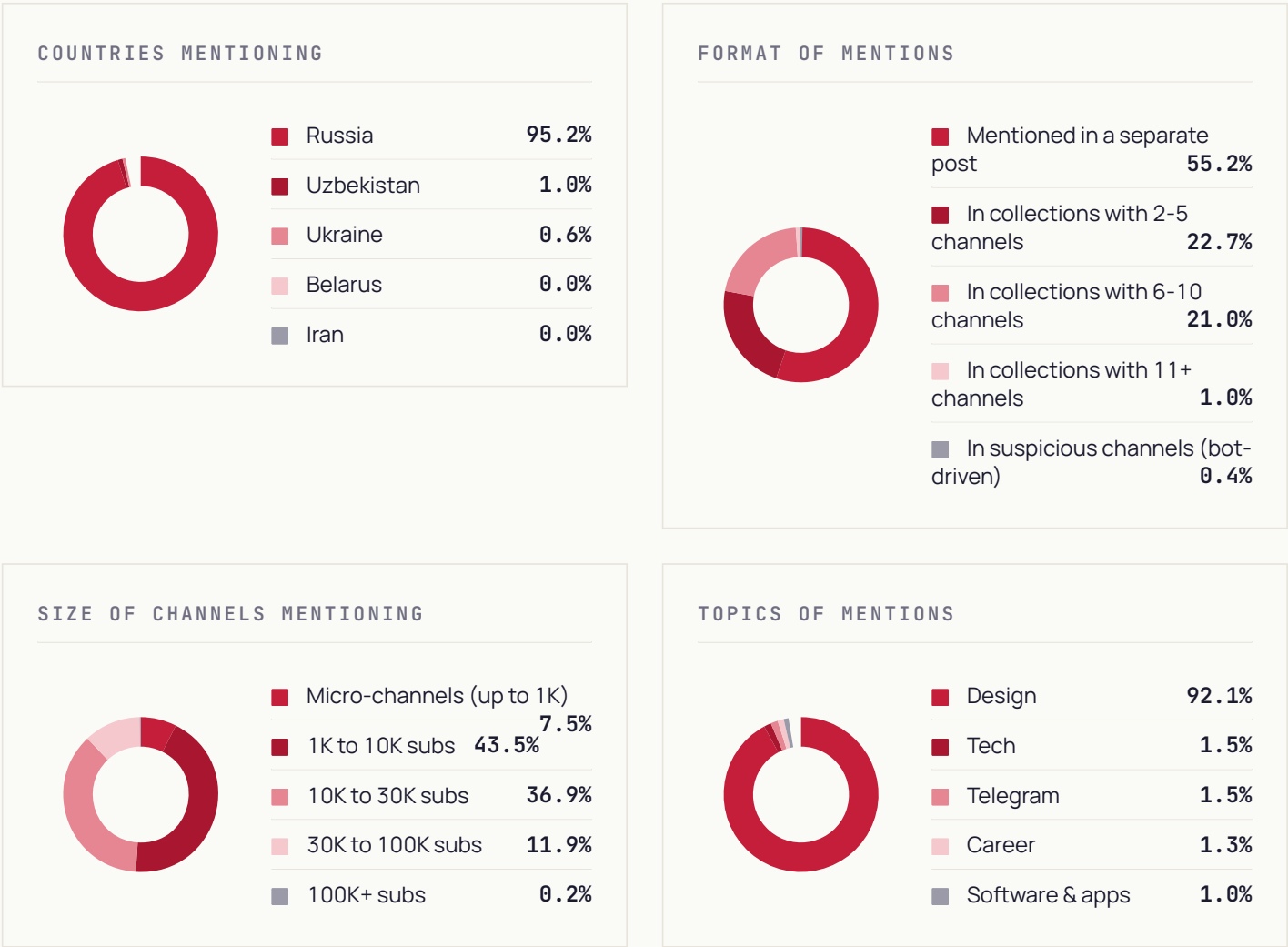
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

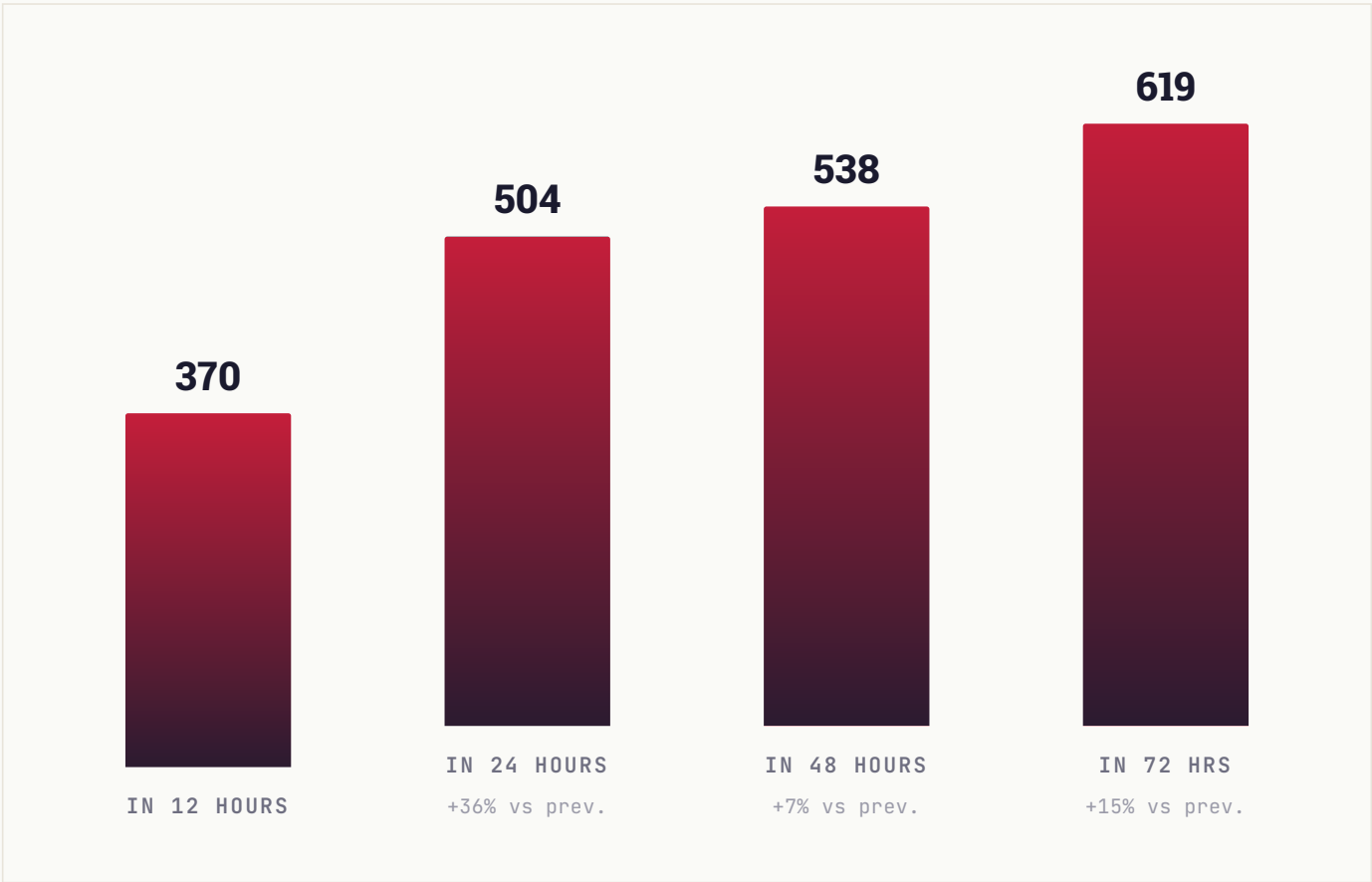
Citation index **69** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **228** different channels.



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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
6 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
VD Web Design in Figma YOU	41.8K

COMPARATIVE INSIGHT

Channel not yet outside top 99 in 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

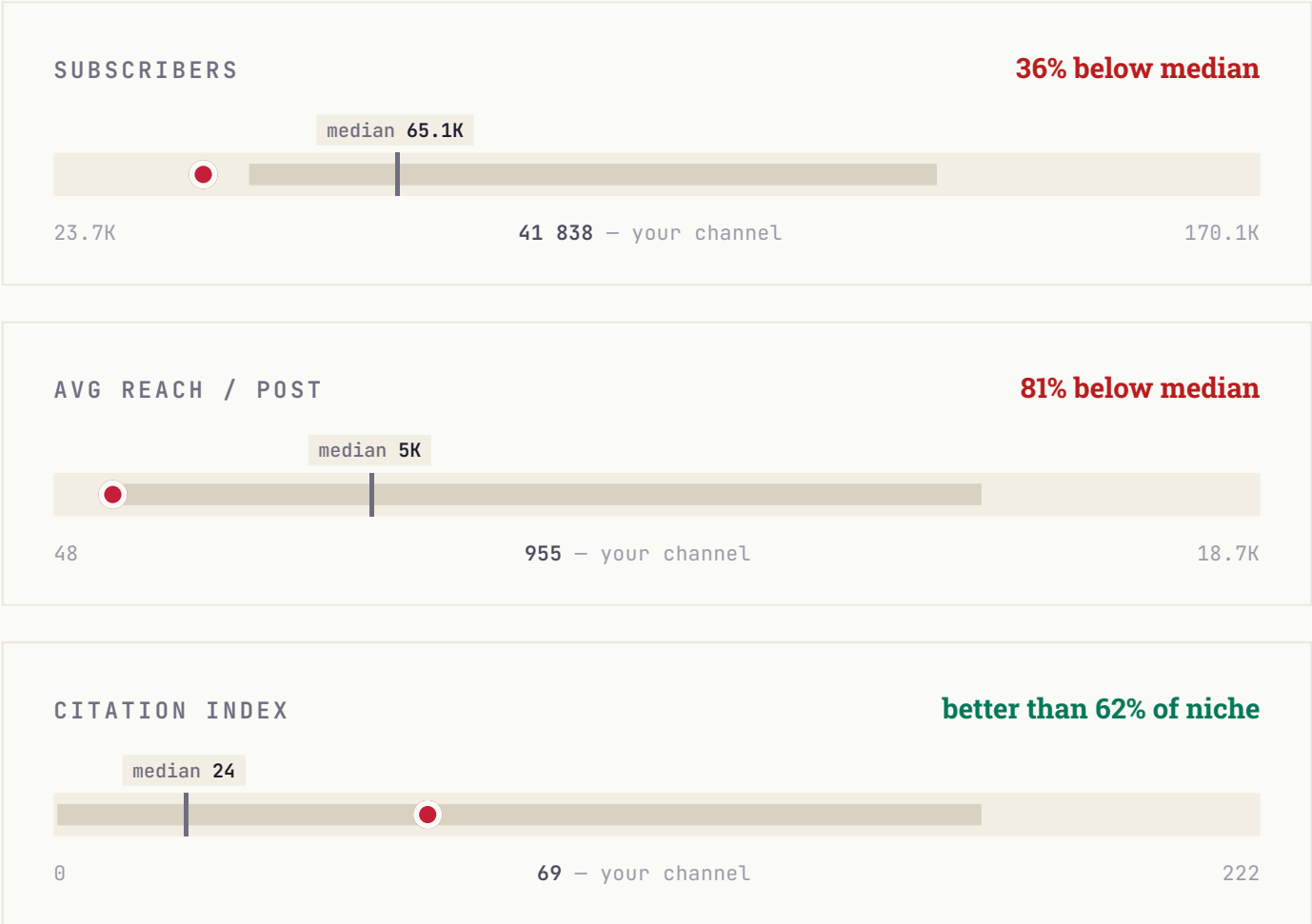
Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **93**, they brought **549** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	16	6	62
December 2025	15	4	26
November 2025	18	2	122
Oct 2025	22	4	264
Sep 2025	13	2	21
August 2025	9	4	54
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
93	6	549	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Design» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (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

Best post of the week – Sunday

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

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark – rethink formats

Current ER 2.28% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.2pp ER
- 04

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
- 05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic – easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. 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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