

PROMTPRESS PUBLIC REPORT

Channel audit

Designer, hi



@jun_hi

Ads & contact: @generalsupport Jobs channel: @jun_hi_vacancies
Refs channel: @refs_hi — Writing about design & life ❤️ product
designer ex: магнит, x5 retail, точка, whoosh, unabank

SUBSCRIBERS

23 447

+101 per month

ERR (% SEE POSTS)

16.0%

in 24 hrs **7.8%**

REACH/POST

3.5K

ad reach **1.8K/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 23 447 —	 SUBS REACH 15.0% avg % of subs see a post	 VIEWS/POST 3.5K median 3.3K · 29 days	 POSTS/WEEK 11.8 over period
 7D TREND -6.0% vs prev. week	 REACTIONS/POST 51.7 total 2,532 reactions, 2,073 reposts, 714 comments	 POST LENGTH 763 chars median 999 · 29 days	 POSTS ANALYZED 49 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +101 last month	 CITATION RATE 14 citation index · 206 channels mentioned it ever	 CHANNEL AGE 4 years 8 months created 12.11.2021

AI EDITOR SUMMARY

Channel «Designer, hi» — 23 447 subs. Each post averages 3.5K people (15% of subs), reach is low — consider expanding audience. Publishes 12 posts per week (~2/day) — regular schedule. For week Jun 29 – Jul 5, reach dropped -6.0% by week 22–28 Jun — 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 49 posts over 29 days.
- 02 Dominant format — Photo (38/49 posts).
- 03 Avg post length — 763 chars (median 999).
- 04 Peak audience activity — Sunday, 18:00 MSK.
- 05 Top posts get 3× more views than the weakest (6.9K avg for top vs 2.6K for worst) — among 49 posts in 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 14.06 · 15:23 PHOTO Hypothesis: make the home page less cluttered, highlight services. Filters currently eat up too much useful space...	VIEWS 7 294 REPOSTS 13	REACTIONS 54 ER 31.1%
Nº2 29.06 · 12:52 TEXT My product after a year and 3 months. Thoughts When I started HireHi, there was nothing like it on the market. There was XX, Habr Career, and...	VIEWS 6 842 REPOSTS 53	REACTIONS 131 ER 29.2%
Nº3 16.06 · 17:21 PHOTO How I build my product. Part 33 Almost a month since part 32, time flew, but the service kept evolving...	VIEWS 6 538 REPOSTS 29	REACTIONS 150 ER 27.9%

Nº4

26.06 · 19:06

PHOTO

???????????? WHO DREW THIS I'M ASKING

VIEWS

5 009

REPOSTS

84

REACTIONS

124

ER

21.4%

Nº5

26.06 · 07:28

PHOTO

✖

 Personas & JTBD don't need to clash Pavel Sherer explains personas and JTBD without methodological wars. Personas...

VIEWS

4 769

REPOSTS

68

REACTIONS

16

ER

20.3%

WORST 3

↓

07.07 · 07:28

PHOTO

🗺

 Design system works when everyone agrees Roma from Tutu shares how their Kite design system grew from an old...

VIEWS

2 690

REPOSTS

65

REACTIONS

12

ER

11.5%

↓

09.07 · 13:15

PHOTO

How I build my product. Part 34. Hi everyone following HireHi's journey. It's an engaging story. For those...

VIEWS

2 622

REPOSTS

23

REACTIONS

112

ER

11.2%

↓

09.07 · 07:28

PHOTO

📄

 Tabs work, but don't replace all navigation Article explores tabs as a simple yet often misused...

VIEWS

2 555

REPOSTS

17

REACTIONS

12

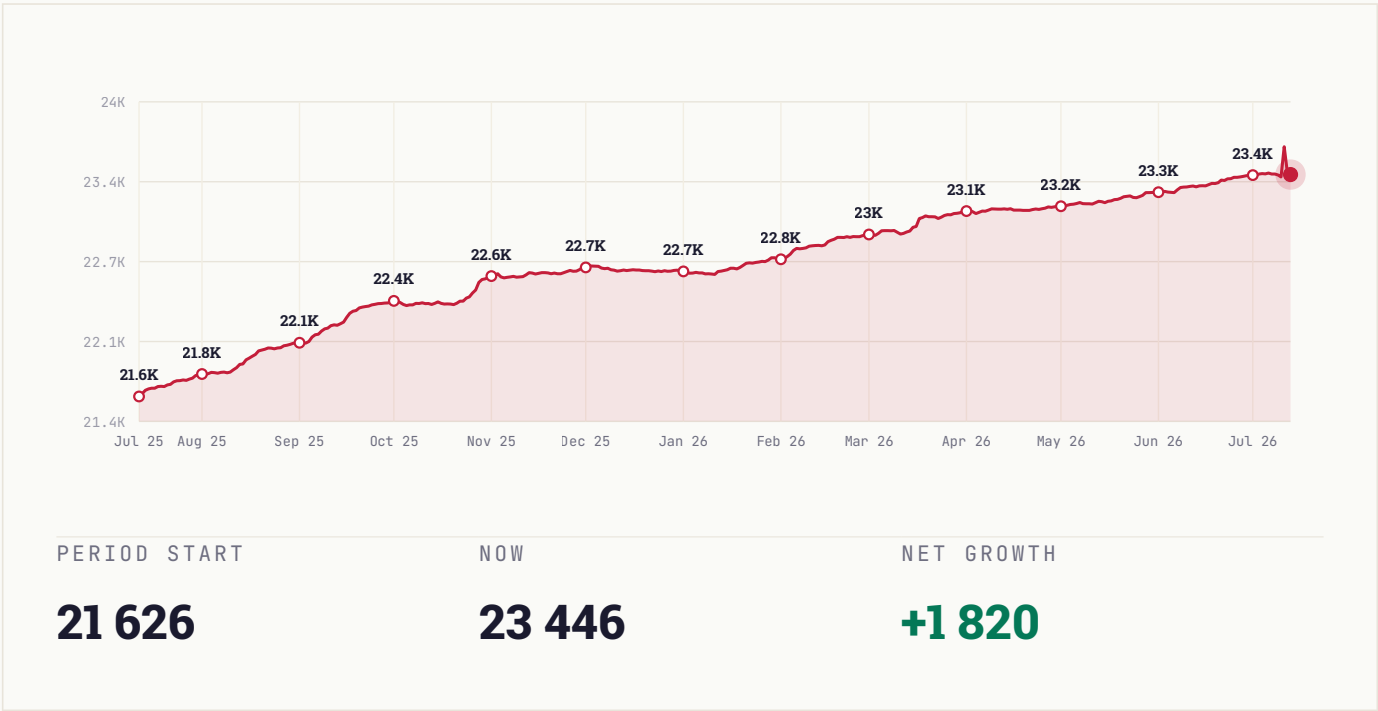
ER

10.9%

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 gained or lost subs.

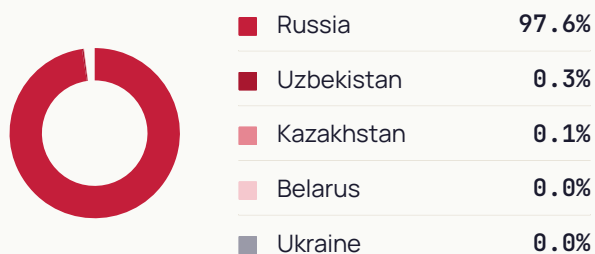


— SECTION 04 • MENTIONS

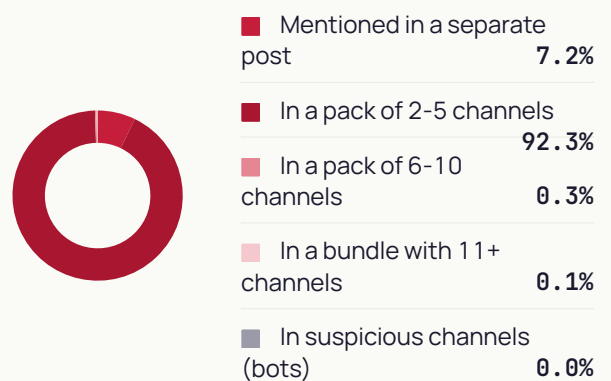
Who mentions the channel and how

Citation index **14** — 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 one. All-time mentions: **206** different channels.

COUNTRIES MENTIONING



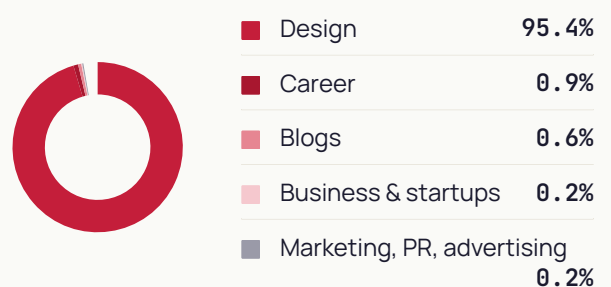
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



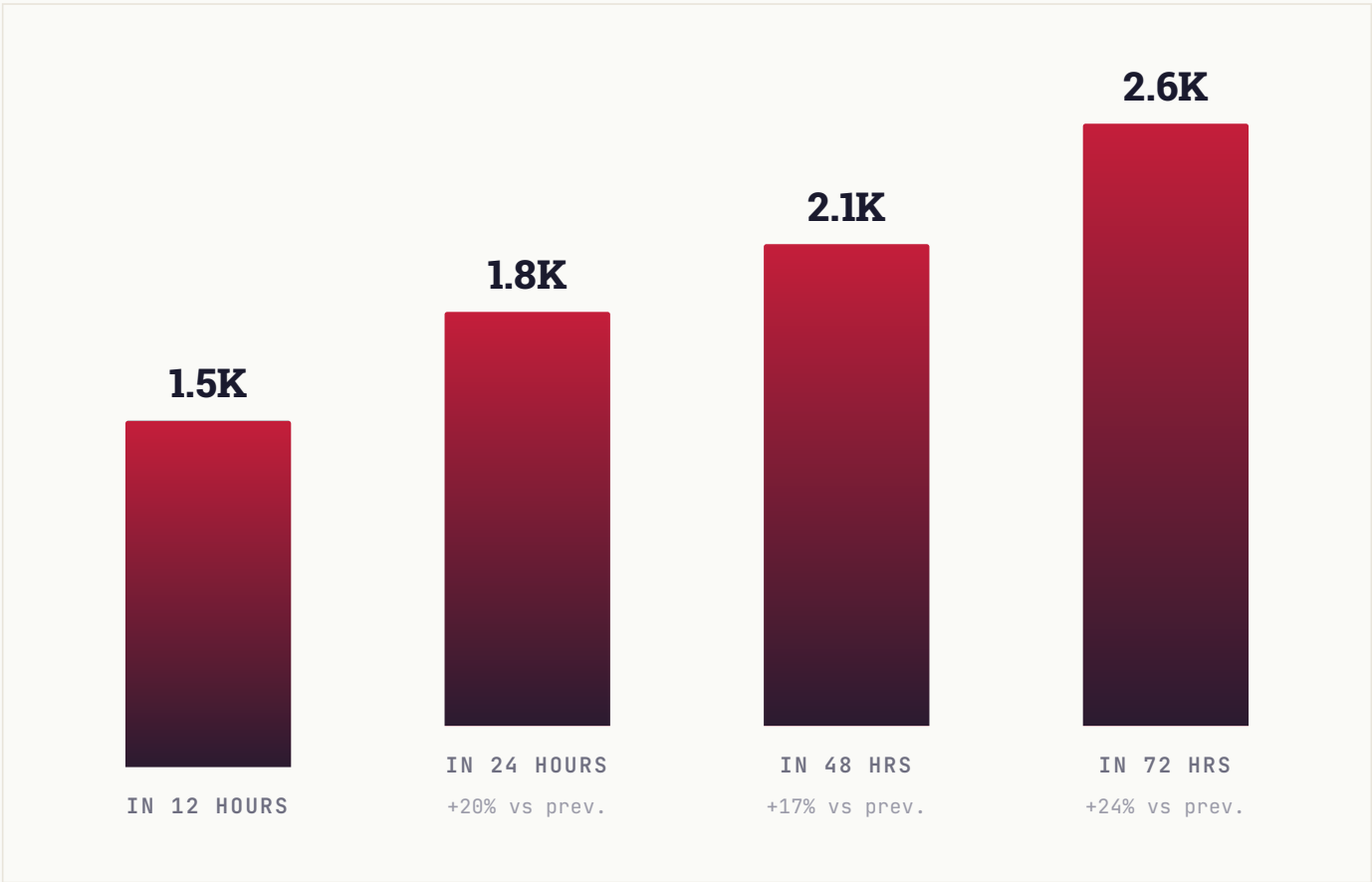
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 neighbors.

CHANNEL	SUBSCRIBERS
آت آقای تحلیلگر	5.1M
اق اخبار فوری قیمت دلار طلا حمله امریکا	3.6M
قد قیمت لحظه ای دلار طلا خودرو و سکه	3.3M
اش Sharif شریف	2.6M
TW Trade Watcher	2.6M
قل قیمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
TE The Economist	1.3M
ER Topor. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
DP Designer, hi YOU	23.4K

COMPARATIVE CONCLUSION

Channel is still outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.1M), top-98 median: 337.7K. First goal: enter top-98 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **602**, they brought **1 272** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	94	7	155
December 2025	96	4	53
Nov 2025	82	3	159
Oct 2025	98	8	281
Sep 2025	140	30	339
August 2025	92	6	285

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
602	6	1 272

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Economy» (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 them off and revisit this report in a month.

- 01

Top post of the week — Sunday
 Audience most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
 Video in Telegram holds audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT
Video retains audience better
- 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 poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Cross-post with similar 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 a few minutes using public data.

Want to go further? Run ads through us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager