

— PROMTPRESS PUBLIC REPORT

Channel audit

Логово дизайнера



@lgvdsgner

All essential knowledge, skills, trends & tools for designers. Ads —
@design_manager_bot Listed: <https://vk.cc/cGa6bw>

SUBSCRIBERS

26 013

-271 per month

ERR (% WHO SEE
POSTS)

1.0%

in 24 hours **0.6%**

REACH/POST

158

ad reach **147**/24h

— CONTENT · 2026

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6 months · monthly

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 26 013 —	 SUBS REACH 0.61% avg % subs see post	 VIEWS/POST 158 median 155 · 29 days	 POSTS/DAY 11.0 ~77 per week
 7D TREND +14.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 142 chars median 104 · 29 days	 POSTS ANALYZED 327 29 days
 AD REACH 147 24h avg	 CHURN / MONTH -271 last month	 CITATION RATE 108 citation index · 277 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 20.11.2020

AI EDITOR SUMMARY

Channel «Логово дизайнера» — 26 013 subs. Each post averages 158 people (1% from subs), reach low — should expand audience. Publishes 77 posts per week (~11/day) — very active. Week Jul 6–12 reach up +14.5% by week Jun 29 – Jul 5 — positive trend.

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 **327** posts over 29 days.
- 02 Dominant format — **Video** (172/327 posts).
- 03 Avg post length — **142** chars (median 104).
- 04 Peak audience activity — **Thursday**, 12:00 MSK.
- 05 Top posts get **3x** more views than the weakest (275 avg for top vs 85 for worst) — among 327 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 16:16 TEXT How to build a portfolio for big tech Article explains what a portfolio needs to pass the long hiring funnel at large...	VIEWS 286 REPOSTS —	REACTIONS — ER 1.1%
Nº2 09.07 · 07:00 TEXT Time for a picnic - Pyaterochka Cafe AI Immerse yourself in picnic vibes with an exciting AI case from Pyaterochka Cafe. Discover...	VIEWS 272 REPOSTS —	REACTIONS — ER 1.0%
Nº3 09.07 · 09:35 TEXT How to build a portfolio for a studio Article details what a portfolio should look like to get hired at a design studio. Author...	VIEWS 267 REPOSTS —	REACTIONS — ER 1.0%

Nº4 06.07 · 11:03 VIDEO basically no downsides	VIEWS 263 REPOSTS 5	REACTIONS — ER 1.0%
Nº5 08.07 · 16:05 PHOTO Should a logo be unique? Today Danila from Logomachine explains whether a logo needs to be unique. Enjoy...	VIEWS 252 REPOSTS 1	REACTIONS — ER 1.0%

|

WORST 3

↓ 18.07 · 04:00 PHOTO Paper-cut beach style This video will draw a beach in paper-cut style using . Watch	VIEWS 88 REPOSTS —	REACTIONS — ER 0.3%
↓ 13.07 · 08:41 PHOTO Hi all, we're back on air ⚡ Zhenya, founder of designers. It's been a year since I stepped away from day-to-day to rest...	VIEWS 86 REPOSTS —	REACTIONS — ER 0.3%
↓ 18.07 · 06:00 VIDEO Scale objects correctly in Illustrator by anton.nevin After watching this video you'll learn to scale objects properly...	VIEWS 83 REPOSTS —	REACTIONS — ER 0.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

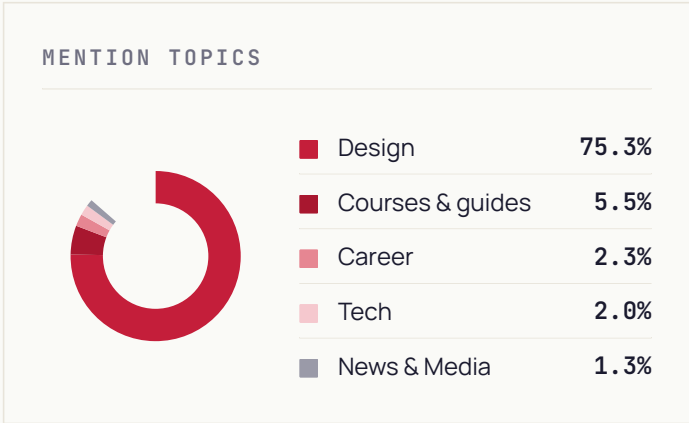
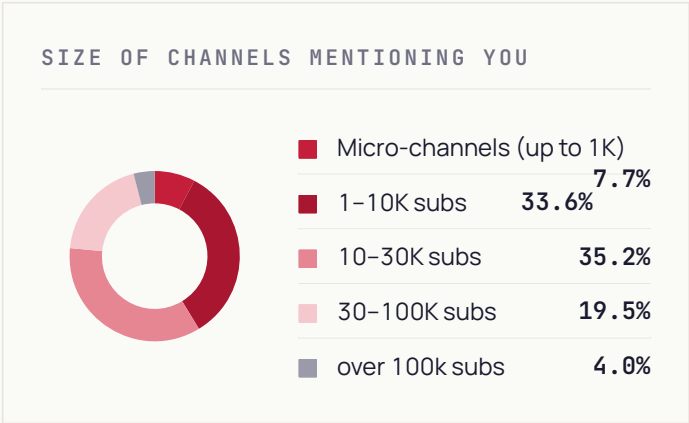
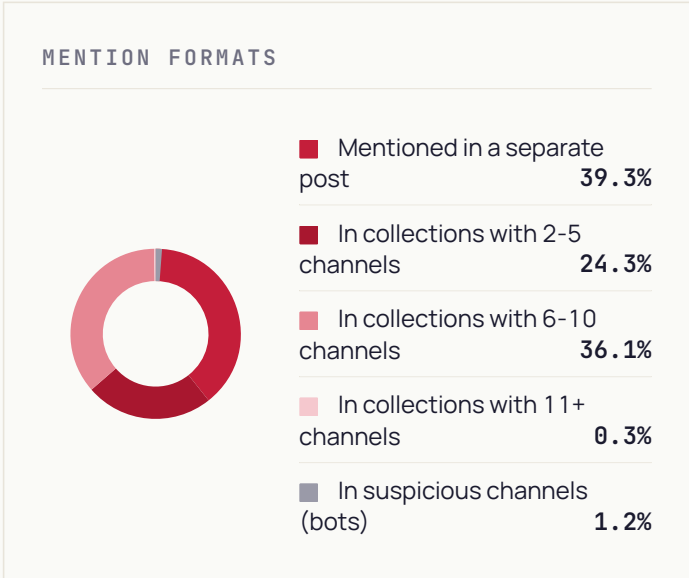
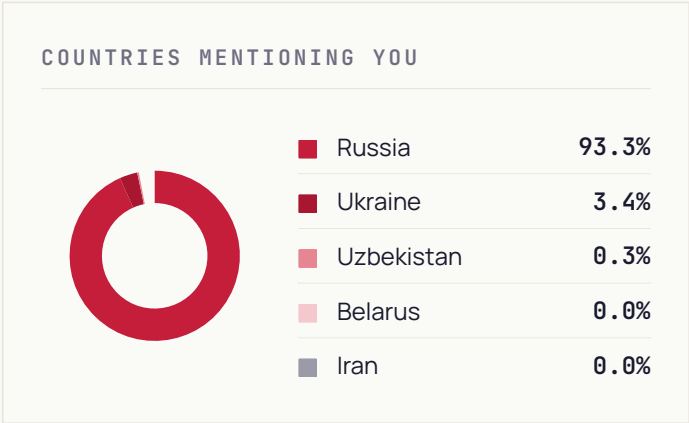
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

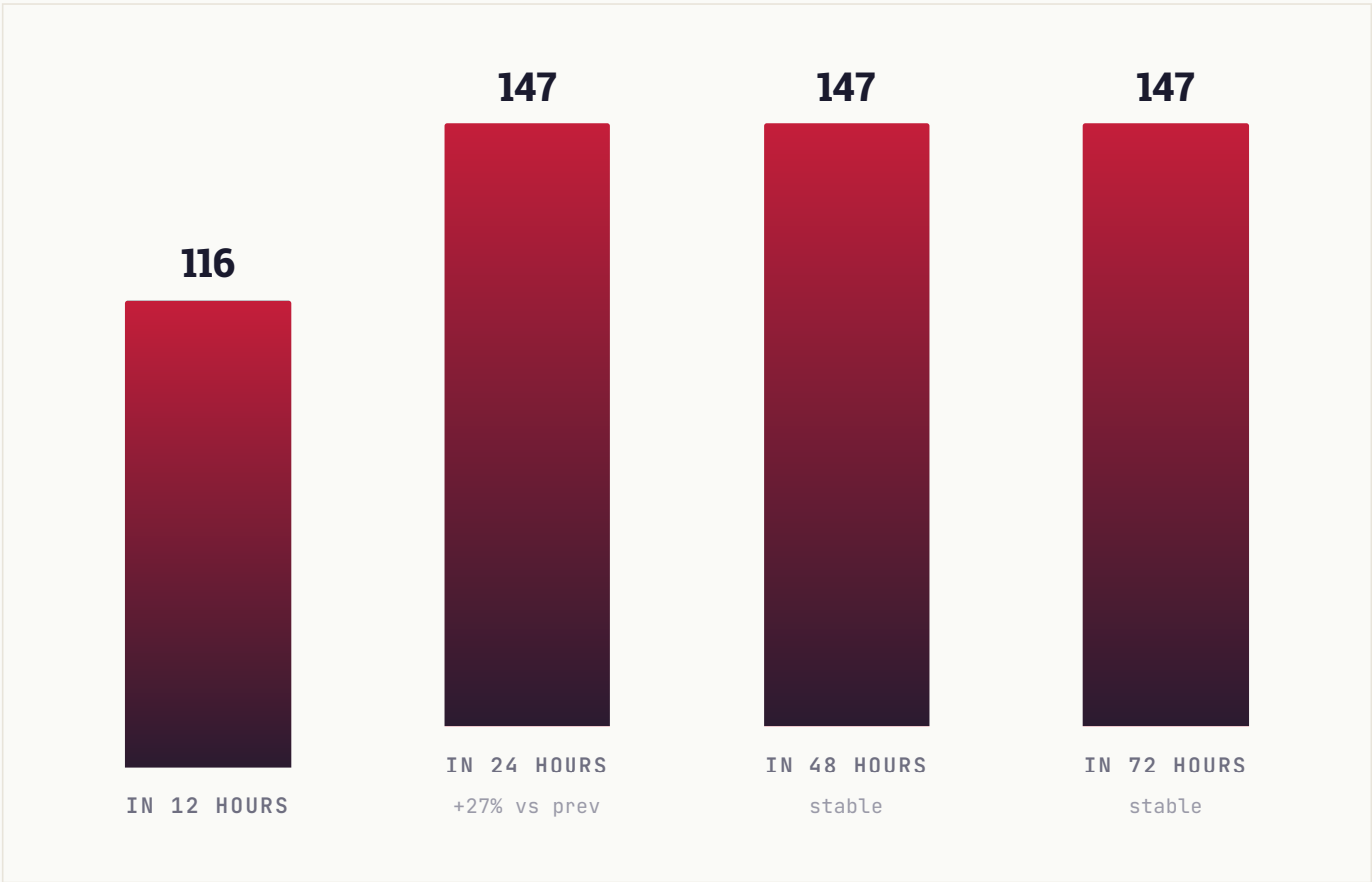
Citation index **108** – channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **277** different channels.



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 — 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
LD Логово дизайнера YOU	26K

COMPARATIVE CONCLUSION

Channel is still outside niche top 99 — early growth stage. Niche leader — 66Lottery

CRYPTO

 (387.4K), top-99 median: 65.4K. First goal: break into top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **740** new subs.

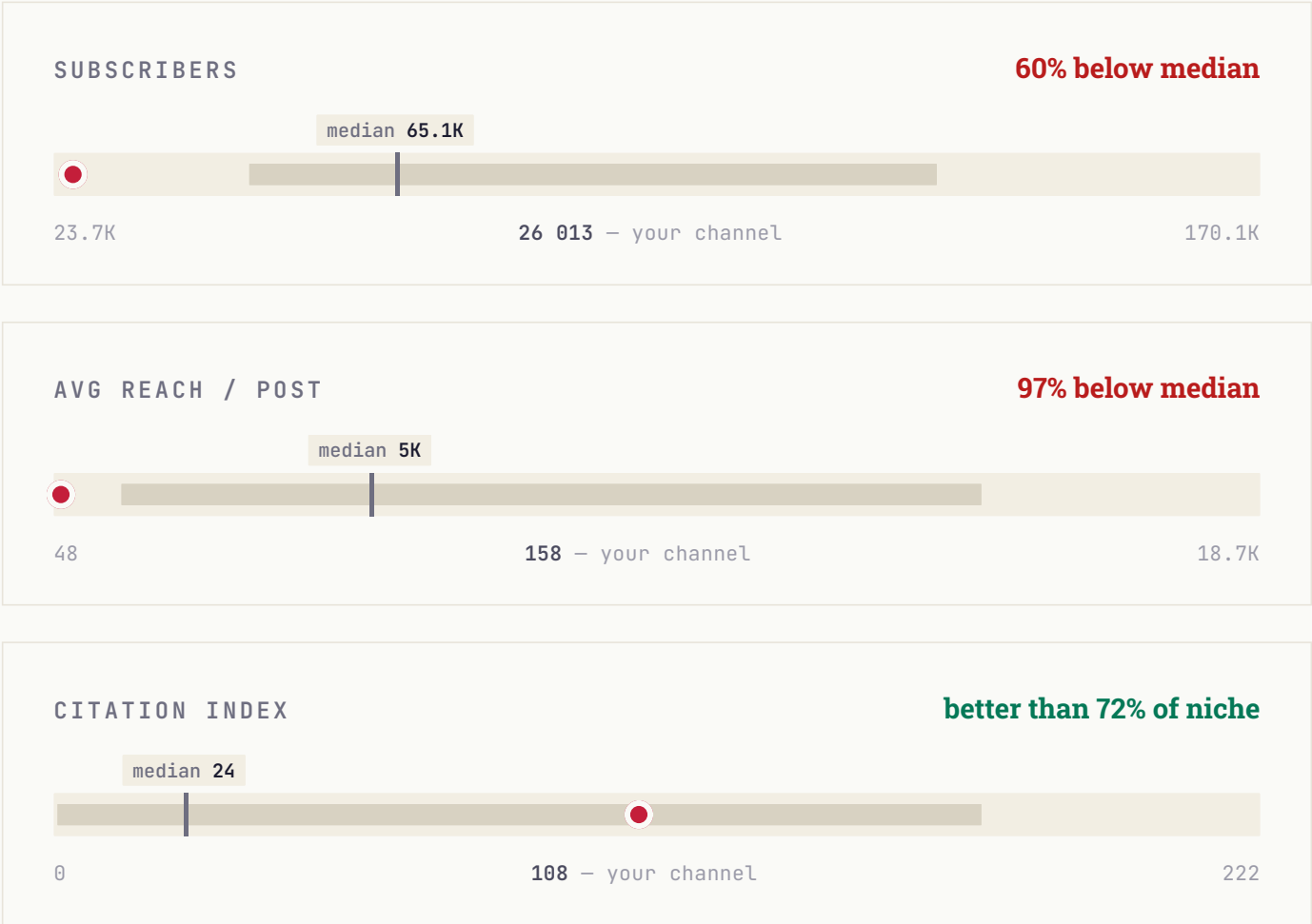
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	103
December 2025	0	0	39
Nov 2025	0	0	199
Oct 2025	0	0	327
Sep 2025	0	0	27
August 2025	0	0	45

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	740

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Design» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10-p90). Black vertical = median.
Red dot = your channel.



— 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

Main post of the week — Thursday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 0.61% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+4.9pp 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 and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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. To go further — run ads through 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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