

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mockup Club



@mockup_club

Mockups for design. Ads/partnership: @morun_ads Ads on Telega
In: https://telega.in/c/mockup_club Manager: @Spiral_Yuri Owner:
@morun_tg No. 4934234682

SUBSCRIBERS

64 845

+126 per month

ERR (% SEE POSTS)

8.0%

in 24 hours 2.6%

REACH/POST

5.1K

ad reach 1.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 64 845 —	 SUBS REACH 7.81% avg % subs see post	 VIEWS/POST 5.1K median 5.4K · 29 days	 POSTS/WEEK 10.4 for the period
 7D TREND -12.5% vs prev week	 REACTIONS/POST 5.5 total 241 reactions, 2,108 reposts, 0 comments	 POST LENGTH 131 chars median 101 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH +126 last month	 CITATION RATE 34 citation index · 140 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 20.10.2021

AI EDITOR SUMMARY

Channel «Mockup Club» — 64 845 subs. Each post averages 5.1K people (8% of subs), reach is low — consider expanding audience. Publishes 10 posts per week (~1/day) — regular schedule. For week Jun 29 — Jul 5 reach dropped by -12.5% by week 22–28 Jun — worth analyzing 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 44 posts over 29 days.
- 02 Dominant format – Photo (44/44 posts).
- 03 Avg post length – 131 chars (median 101).
- 04 Peak audience activity – Saturday, 23:00 MSK.
- 05 Top posts get 2× more views than the weakest (6.6K avg for top vs 3.4K for worst) – among 44 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 10:15 PHOTO Juice Plastic Mockup Мокап стаканчика для холодных напитков 📁 Download / #MG_Cup #MG_Package Channel: @mockup_club	VIEWS 6 730 REPOSTS 69	REACTIONS 5 ER 10.4%
Nº2 13.06 · 20:53 PHOTO Old Computer Mockup Мокап старого компьютера 📁 Download / #MG_Device Channel: @mockup_club	VIEWS 6 690 REPOSTS 90	REACTIONS 12 ER 10.3%
Nº3 15.06 · 20:16 PHOTO Macbook Mockup Стильный мокап макбука 📁 Download / #MG_Device Channel: @mockup_club	VIEWS 6 482 REPOSTS 64	REACTIONS 7 ER 10.0%

Nº4 14.06 • 16:25 PHOTO Old Computer Mockup Мокап старого компьютера 📁 Download / #MG_Device Channel: @mockup_club	VIEWS 6 468 REPOSTS 62 REACTIONS 10 ER 10.0%
Nº5 16.06 • 10:15 PHOTO Brochure Mockup Мокап брошюры 📁 Download / #MG_Brochure Channel: @mockup_club	VIEWS 6 348 REPOSTS 37 REACTIONS 4 ER 9.8%

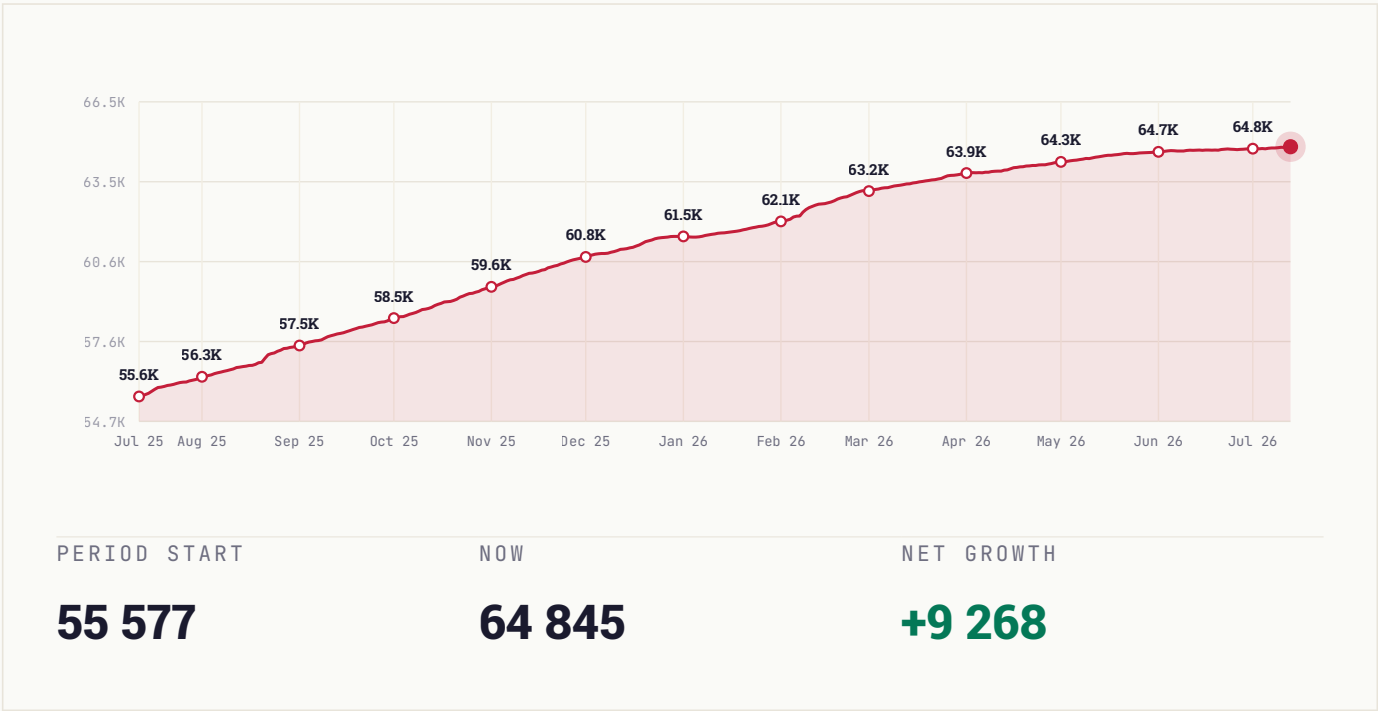
WORST 3

↓ 08.07 • 10:15 PHOTO Luxury Cosmetic Mockup Реалистичный макет брелока-карабина в формате PSD 📁 Download / #MG_Cosmetic #MG_Jar Channel: @mockup_club	VIEWS 3 776 REPOSTS 43 REACTIONS 4 ER 5.8%
↓ 09.07 • 10:15 PHOTO Compact Disk Mockup Реалистичный макет брелока-карабина в формате PSD 📁 Download / #MG_Cosmetic #MG_Jar Channel: @mockup_club	VIEWS 3 349 REPOSTS 42 REACTIONS 7 ER 5.2%
↓ 10.07 • 10:15 PHOTO Office Stationery Branding Pack Mockup Макет набора фирменной канцелярской продукции для офиса 📁 Download / #MG_Package...	VIEWS 2 987 REPOSTS 56 REACTIONS 11 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

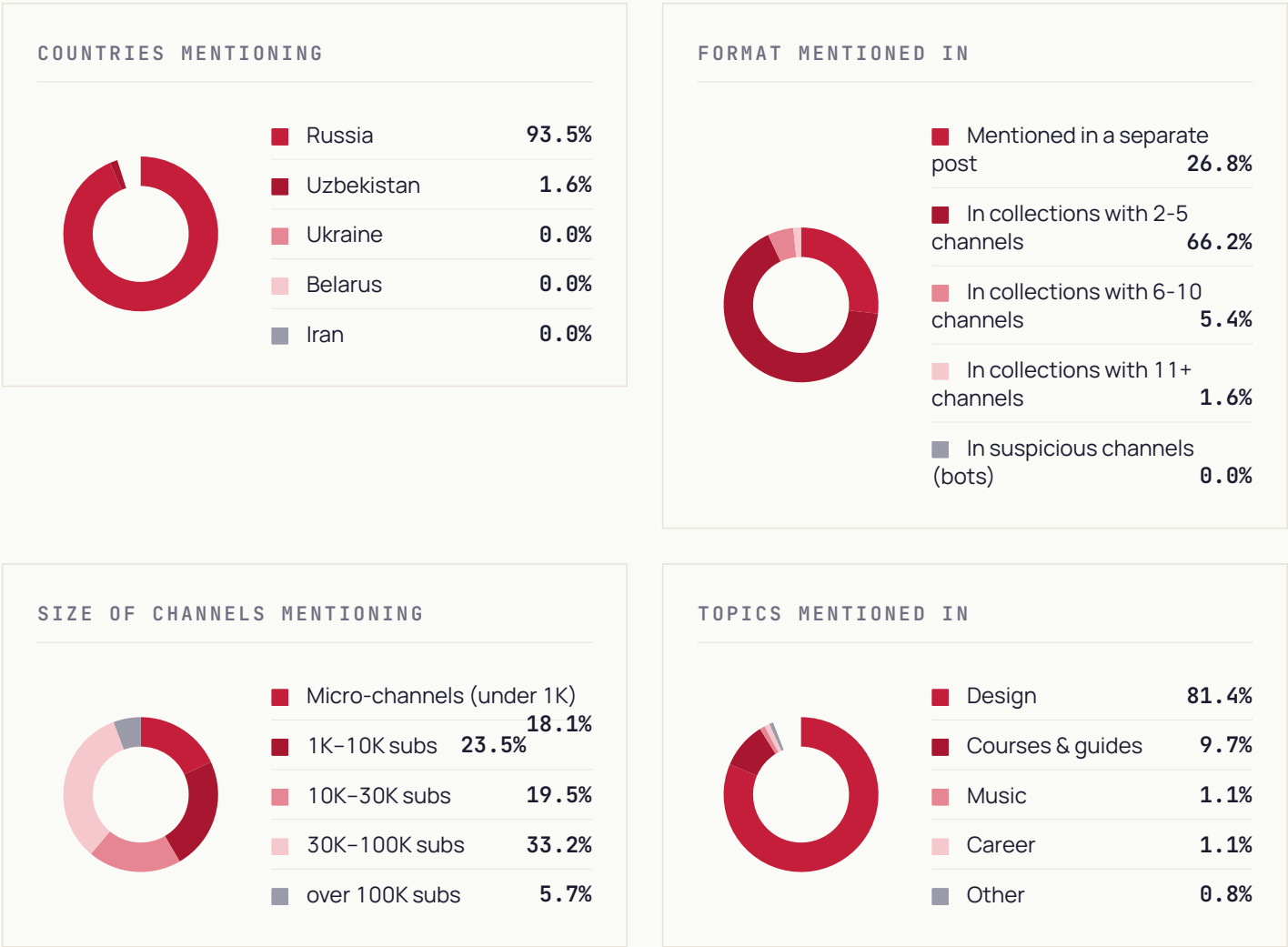
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

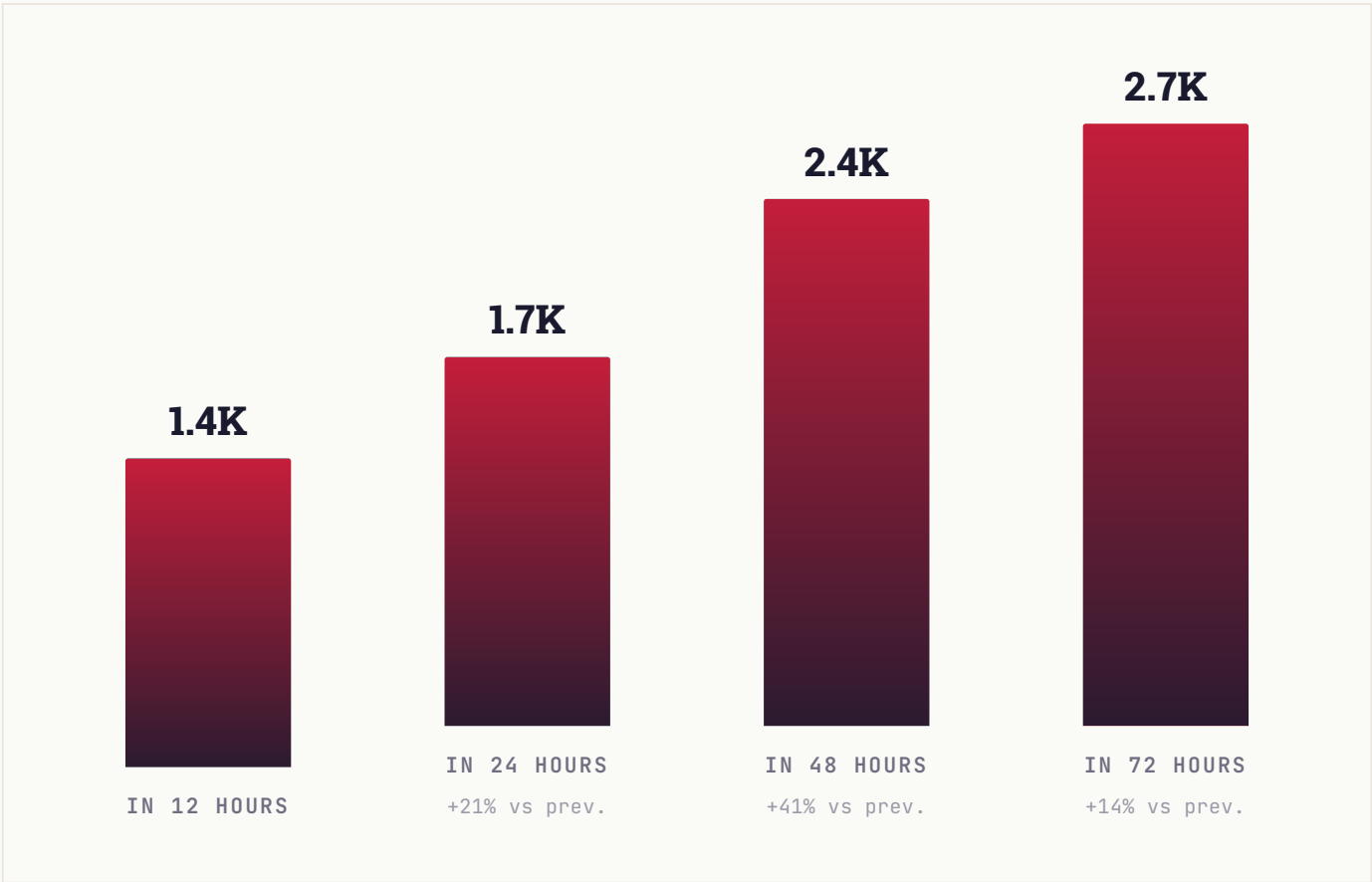
Citation index **34** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **140** different channels.



— 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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐	147.4K
SZ STL Zone / 3D models / Free STL	136K
ER Sexy font. Cyrillic	134.7K
SHZ What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
SHT What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
MC Mockup Club YOU	64.8K

COMPARATIVE CONCLUSION

Channel inupper half of niche (#32 of 99). Niche leader — After Effects Templates (181K), median subs 53.6K. Aim for top quartile — realistic 6-12 month horizon.

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 **21**, they brought **5 845** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	573	
December 2025	2	2	796	
Nov 2025	6	6	1 104	
Oct 2025	2	2	1 167	
September 2025	4	1	1 009	
August 2025	7	4	1 196	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
21	6	5 845

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

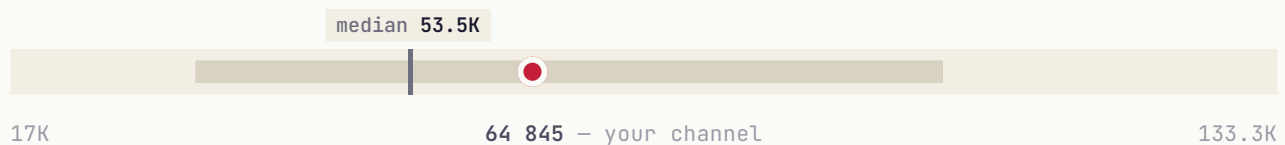
Top-100 channels in category «Design» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#32 /100

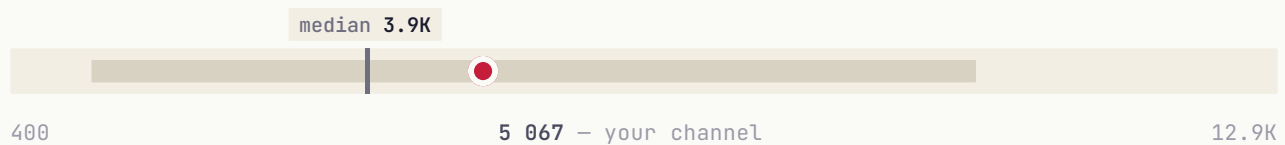
RANK IN NICHE

Channel in top half of ranking

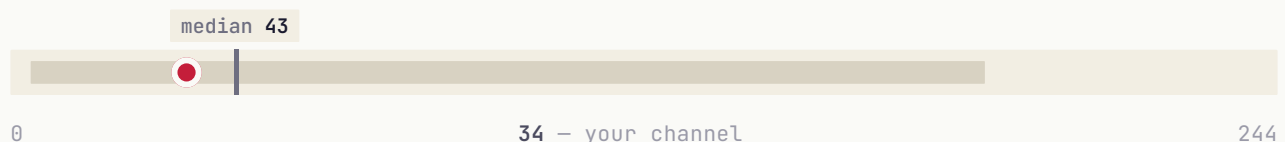
SUBSCRIBERS

better than 59% of niche


AVG REACH / POST

better than 57% of niche


CITATION INDEX

21% below median


— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Saturday

Audience most active on this day at 23:00 MSK.

EFFECT

Best window for key posts
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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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