

PUBLIC REPORT BY PROMTPRESS

Channel audit

Visual Techniques



@mozhno

A channel to boost visual literacy. No ads. Author — Dasha Pohekueva, product designer @pochekueva

SUBSCRIBERS

17 201

+25 per month

ERR (% SEE POSTS)

20.0%

per day 11.9%

REACH/POST

3.4K

ad reach 2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 17 201 —	 SUBS REACH 19.72% avg % subs see post	 VIEWS/POST 3.4K median 3.4K · —	 POSTS/WK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 154.0 total 154 reactions, 28 reposts, 0 comments	 POST LENGTH 286 chars median 286 · —	 POSTS ANALYZED 1 —
 AD REACH 2K 24h average	 CHURN / MONTH +25 over the last month	 CITATION RATE 9 citation index · 121 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 09.08.2017

AI EDITOR SUMMARY

Channel «Visual Techniques» — 17 201 subs. Each post averages 3.4K people (20% from subs), average reach — room to grow. Publishes 1 posts per week (~0 per day) — rare publications.

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 1 posts for –.
- 02 Dominant format – **Photo** (1/1 posts).
- 03 Avg post length – **286** chars (median 286).
- 04 Peak audience activity – **Monday**, 15:00 MSK.
- 05 Top posts get **0 times** more views than the weakest (1.1K avg for top vs 3.4K for worst) – among 1 posts for –. Worth analyzing what the top has in common – topic, format, time.

TOP 1 POSTS

Nº1 15.06 · 12:04 PHOTO Arrow footnotes A nice, unusual layout trick for book footnotes: arrows instead of numbers, pointing to the margin note...	VIEWS	REACTIONS
	3 392	154
	REPOSTS	ER
	28	19.7%

WORST 1

↓ 15.06 · 12:04 PHOTO Arrow footnotes A nice, unusual layout trick for book footnotes: arrows instead of numbers, pointing to the margin note...	VIEWS	REACTIONS
	3 392	154
	REPOSTS	ER
	28	19.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

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

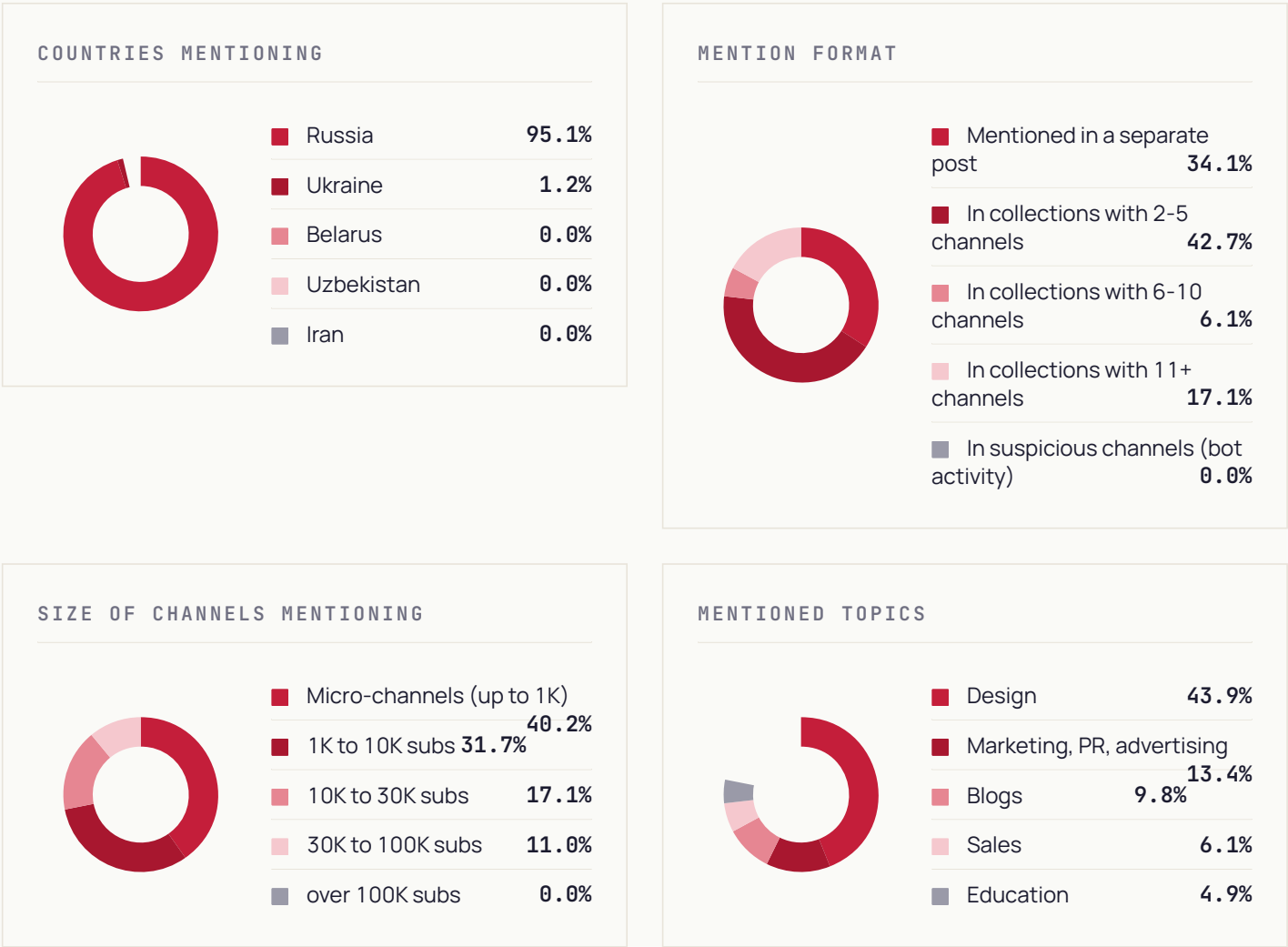


START OF PERIOD	NOW	NET GROWTH
15 997	17 201	+1 204

SECTION 04 · MENTIONS

Who and how mentions the channel

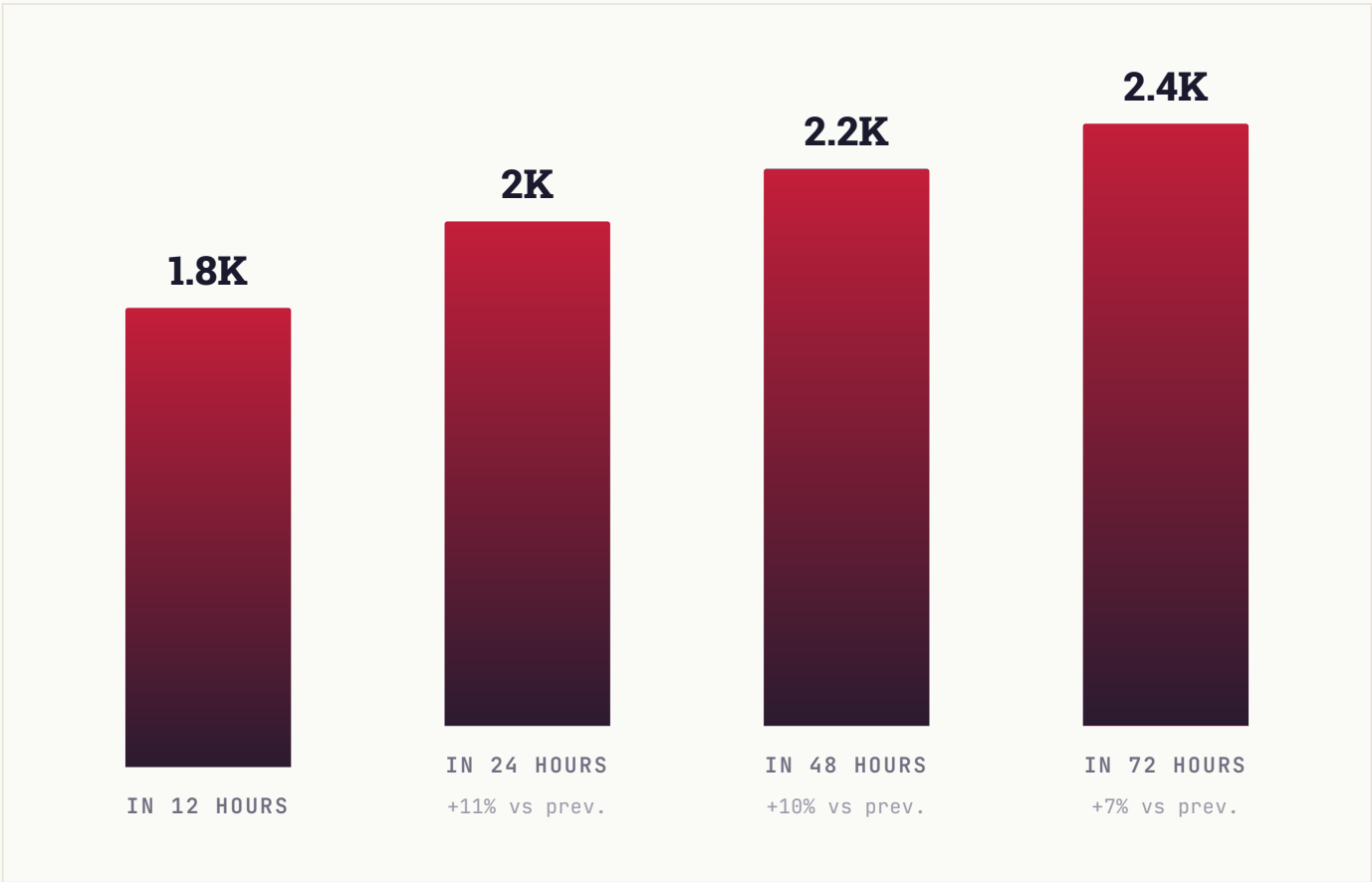
Citation index 9 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned 121 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement should live.



SECTION 06 · COMPETITORS

Who you compete with

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

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 the font?	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
VP Visual Techniques YOU	17.2K

COMPARATIVE CONCLUSION

Channel is still outside top-99 niche — early growth stage. Niche leader — After Effects Templates (181K), top-99 median: 53.6K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

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 **4**, they brought **495** new subs.

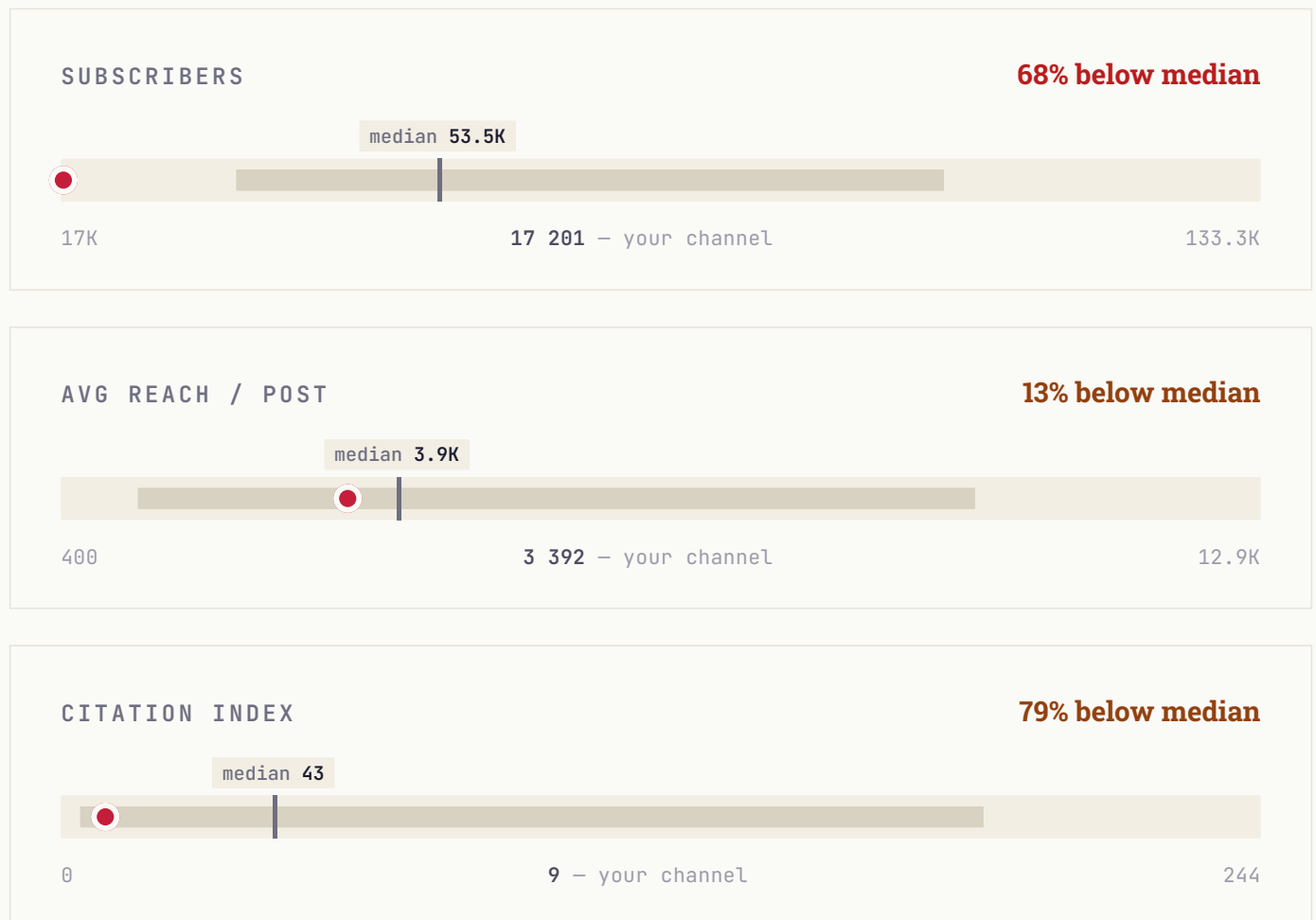
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	100
December 2025	1	1	79
November 2025	0	0	40
October 2025	0	0	28
September 2025	2	2	135
August 2025	1	1	113

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
4	6	495

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

Increase posting frequency

Now 1.0 posts/wk. 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 15:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

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

EFFECT

**Video retains
audience
better**

04

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
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 using public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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