

PUBLIC REPORT PROMTPRESS

Channel audit

mutim digital — design & marketing



@mutimdigital

For design and ads — @mutimconnect Chat — t.me/
+oGDfMwh1sERIMTUy YouTube — youtube.com/@mutimdigital
Cases — behance.net/mutimdigital Registered in RKN — https://
clck.ru/3Gak7q

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
30 296 14.07.2026 +91 per month	38.0% per day 17.3%	11.5K ad reach 5.3K/24h

HTTPS://PROMTPRESS.COM/AUDIT/MUTIMDIGITAL

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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's calculated for.

 SUBSCRIBERS 30 296 —	 SUBS REACH 37.82% avg % of subs see post	 VIEWS/POST 11.5K median 14K · 28 days	 POSTS/WEEK 2.7 for period
 7D TREND -13.8% vs previous week	 REACTS/POST 317.9 total 3,497 reactions, 223 reposts, 1,073 comments	 POST LENGTH 771 chars median 833 · 28 days	 POSTS ANALYZED 11 28 days
 AD REACH 5.3K 24h avg	 CHURN / MONTH +91 last month	 CITATION RATE 4 citation index · 61 channels mentioned it ever	 CHANNEL AGE 6 years 8 months created 03.11.2019

AI EDITOR SUMMARY

Channel «mutim digital – design & marketing» – 30 296 subs. Each post avg views 11.5K people (38% of subs), good reach. Posts 3 posts per week (~0/day) – rare. Week Jun 29 – Jul 5 reach dropped -13.8% to 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 TOP POSTS SHARE

- 01 Analysis based on 11 posts in 28 days.
- 02 Dominant format — Photo (8/11 posts).
- 03 Avg post length — 771 chars (median 833).
- 04 Peak audience activity — Tuesday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (15K avg for top vs 9.6K for worst) — among 11 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 09:56 TEXT Your design review Given your support on the previous stream, I decided to hold another one soon. Also, I'll test a new...	VIEWS 15 845 REPOSTS 10	REACTS 105 ER 52.3%
Nº2 22.06 · 17:36 PHOTO Cropping The previous note wasn't about cropping at all, but that's what upset many. Like covering the top of a man's head...	VIEWS 14 514 REPOSTS 19	REACTS 398 ER 47.9%
Nº3 19.06 · 15:14 PHOTO Gradient background I absolutely accept any design techniques. Everything has its place. But if asked about the most...	VIEWS 14 511 REPOSTS 25	REACTS 359 ER 47.9%

Nº4 15.06 · 14:59 PHOTO New YouTube design — June 2026 I think YouTube updates its interface more often than other big companies. And without gradual...	VIEWS 14 325 REPOSTS 48 REACTS 584 ER 47.3%
Nº5 26.06 · 11:20 TEXT Neural nets: smart and dumb at once Recently I designed a series of packages. For 90% of layouts, barcodes of a specific structure were provided. But...	VIEWS 14 081 REPOSTS 27 REACTS 351 ER 46.5%

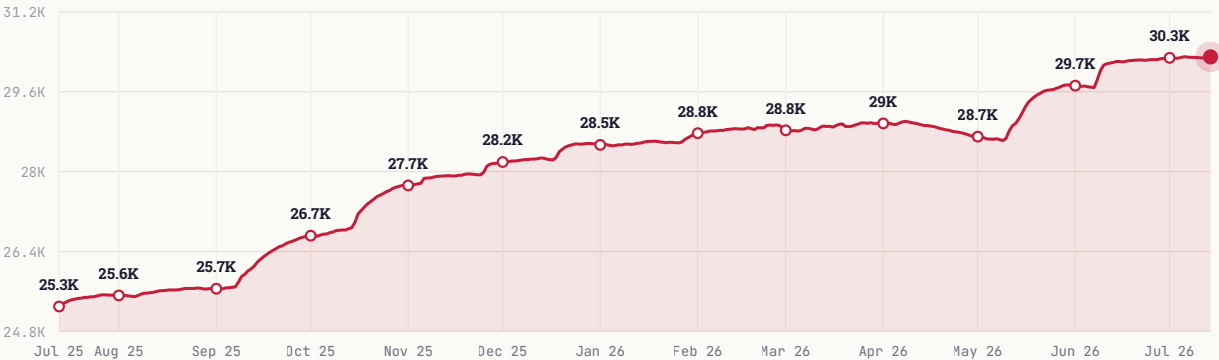
WORST 3

↓ 02.07 · 14:25 PHOTO Super-game #2 This time you definitely won't guess the topic of the new video from a few frames. I deliberately filled the squares with gray...	VIEWS 10 626 REPOSTS 10 REACTS 323 ER 35.1%
↓ 08.07 · 16:06 PHOTO Watch me break down design Today I officially found out I'm going bald. Sad. Even sadder that due to errors and glitches...	VIEWS 9 139 REPOSTS 16 REACTS 176 ER 30.2%
↓ 07.07 · 10:52 TEXT Your design review Wow! What a twist! Drop your design with a short description in the comments to this post. Banner, logo...	VIEWS 9 088 REPOSTS 7 REACTS 69 ER 30.0%

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 grew and which lost subs.



START OF PERIOD	NOW	NET GROWTH
25 339	30 297	+4 958

SECTION 04 • CITATIONS

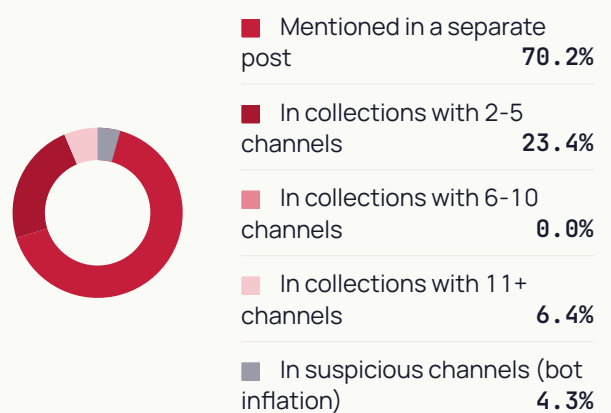
Who & how mentions the channel

Citation index **4** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **61** different channels.

COUNTRIES MENTIONING



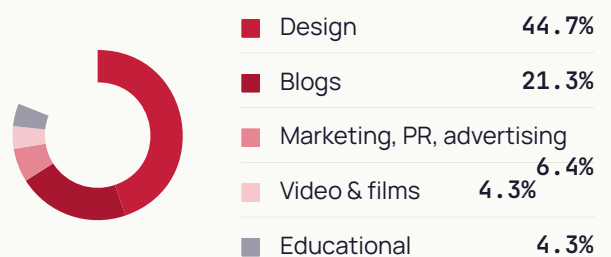
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



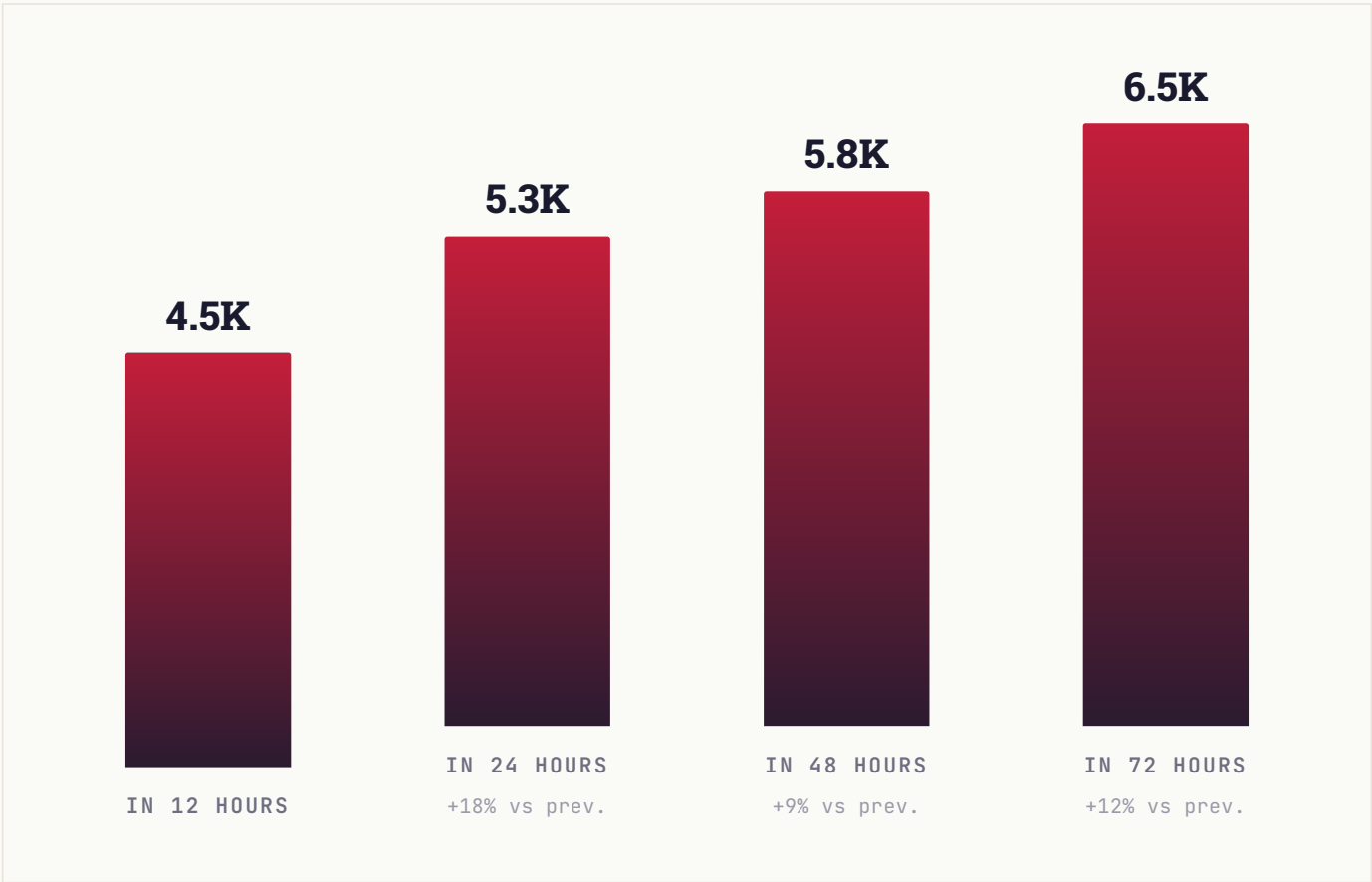
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings 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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
Today Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
This Today's trends	1M
week TV Trend or leave	990K
MD mutim digital — design & marketing YOU	30.3K

COMPARATIVE INSIGHT

Channel is still outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **3 467** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	289
December 2025	1	1	426
November 2025	0	0	495
October 2025	0	0	1 019
September 2025	1	1	1 051
August 2025	0	0	187

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
3	6	3 467

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (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 ranked by expected impact. Check off and revisit in a month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 2.7 posts/wk. Active channels avg 7-10.
Consistency is key to audience retention. | EFFECT
Consistency over volume |
| 02 | Main post of the week — on Tuesday
Audience is most active on this day at 12:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing 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 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 is an easy growth point. | EFFECT
+5-15% ER |

★ 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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
