

PROMTPRESS PUBLIC REPORT

Channel audit

Now How Channel



@nowhow

Websites with great design from around the world 🙌 Since 2016
 Ads: @DesignAdsManager Registered with Roskomnadzor: <https://www.gosuslugi.ru/snet/679bcf1cb34cfc6080d9a142>

SUBSCRIBERS

25 002

-144 per month

ERR (% SEE POSTS)

13.0%

per day 5.4%

REACH/POST

3.1K

ad reach 1.4K/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 25 002 —	 SUBS REACH 12.39% avg % subs see post	 VIEWS/POST 3.1K median 3.1K · 14 days	 POSTS/WEEK 1.5 for period
 7D TREND — no data for period	 REACTIONS/POST 34.0 total 102 reactions, 68 reposts, 0 comments	 POST LENGTH 402 chars median 321 · 14 days	 POSTS ANALYZED 3 14 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -144 last month	 QUOTE RATE 21 citation index · 170 channels mentioned all time	 CHANNEL AGE 10 years 2 months created 02.05.2016

AI EDITOR SUMMARY

Channel «Now How Channel» — 25 002 subs. Each post gets avg 3.1K people (12% of subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 14 days.
- 02 Dominant format — Video (3/3 posts).
- 03 Avg post length — 402 chars (median 321).
- 04 Peak audience activity — Tuesday, 21:00 MSK.
- 05 Top posts get 1x more views than weakest (3.1K avg top vs 3.1K worst) — among 3 posts in 14 days. Analyze commonalities: topic, format, timing.

TOP 3 POSTS

Nº123.06 · 18:26VIDEO	VIEWS		REACTIONS
	4 176		42
Quality paper-cut imitations are rare on the web; most use shadows and muted colors...	REPOSTS		ER
	27		16.7%
Nº201.07 · 20:21VIDEO	VIEWS		REACTIONS
	3 105		17
Festival wow-landing on a space theme. Reminds of iMac Pro 2017 ad. Nice linear narrative...	REPOSTS		ER
	25		12.4%
Nº307.07 · 19:40VIDEO	VIEWS		REACTIONS
	2 011		43
Pragmatica — probably one of the most stylish and large Russian studios. I could praise all their special projects endlessly. Recently...	REPOSTS		ER
	16		8.0%

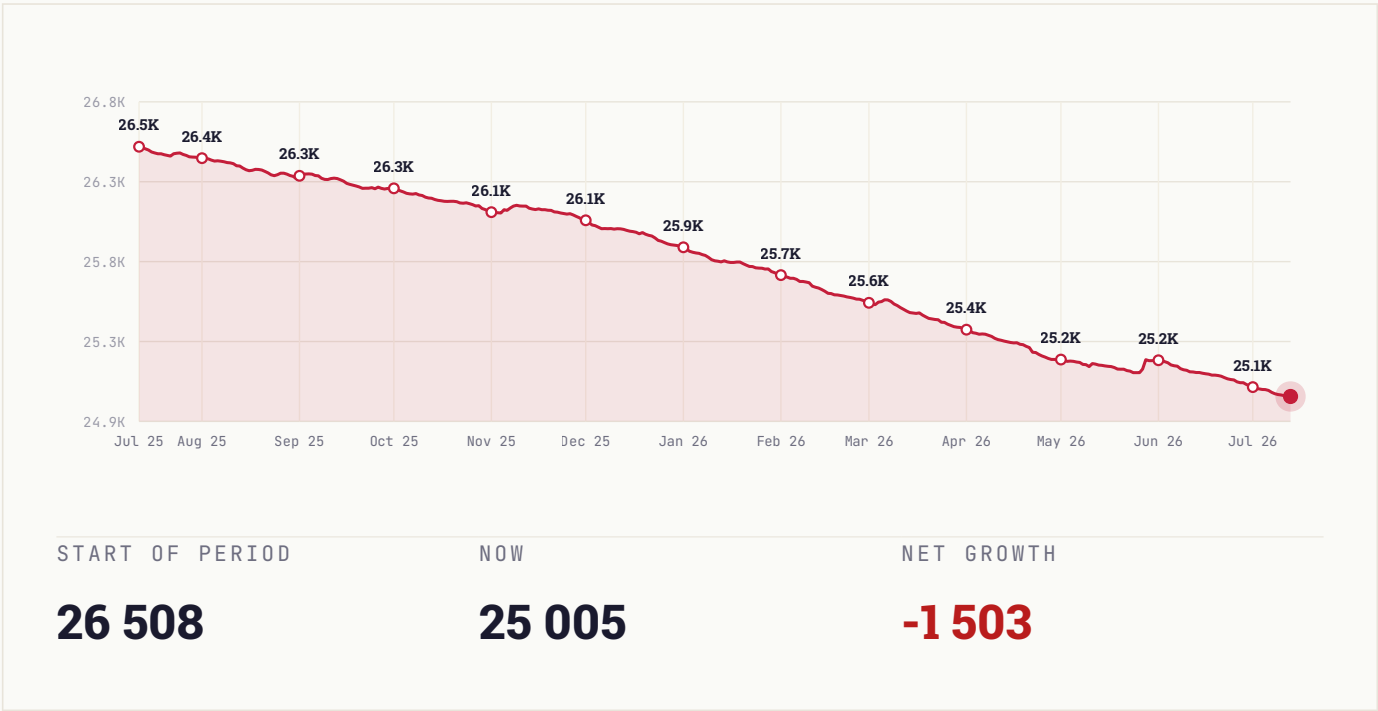
WORST 3

↓ 23.06 · 18:26 VIDEO Quality paper-cut imitations are rare on the web; most use shadows and muted colors...	VIEWS 4 176 REPOSTS 27	REACTIONS 42 ER 16.7%
↓ 01.07 · 20:21 VIDEO Festival wow-landing on a space theme. Reminds of iMac Pro 2017 ad. Nice linear narrative...	VIEWS 3 105 REPOSTS 25	REACTIONS 17 ER 12.4%
↓ 07.07 · 19:40 VIDEO Pragmatica – probably one of the most stylish and large Russian studios. I could praise all their special projects endlessly. Recently...	VIEWS 2 011 REPOSTS 16	REACTIONS 43 ER 8.0%

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 the channel grew and which it lost subs.

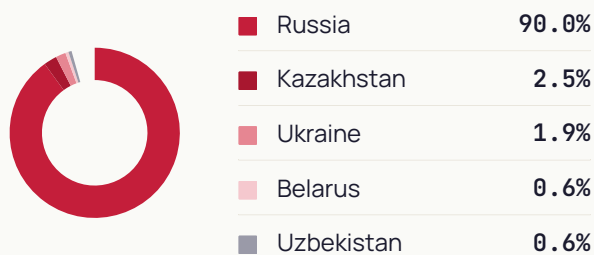


SECTION 04 • MENTIONS

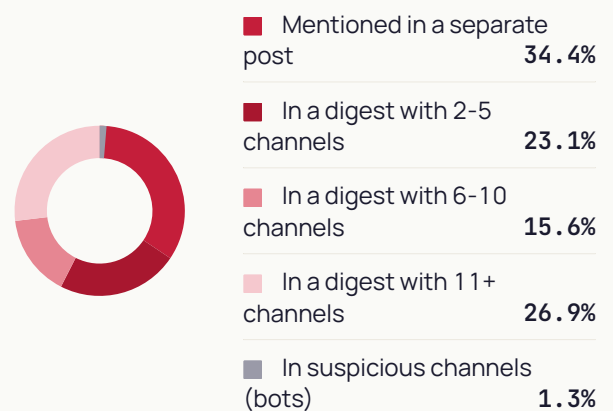
Who mentions the channel and how

Citation index **21** — channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **170** different channels.

COUNTRIES MENTIONING YOU



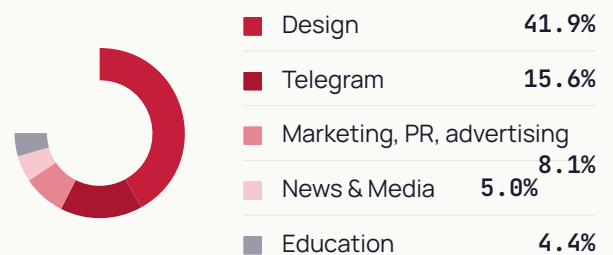
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING YOU



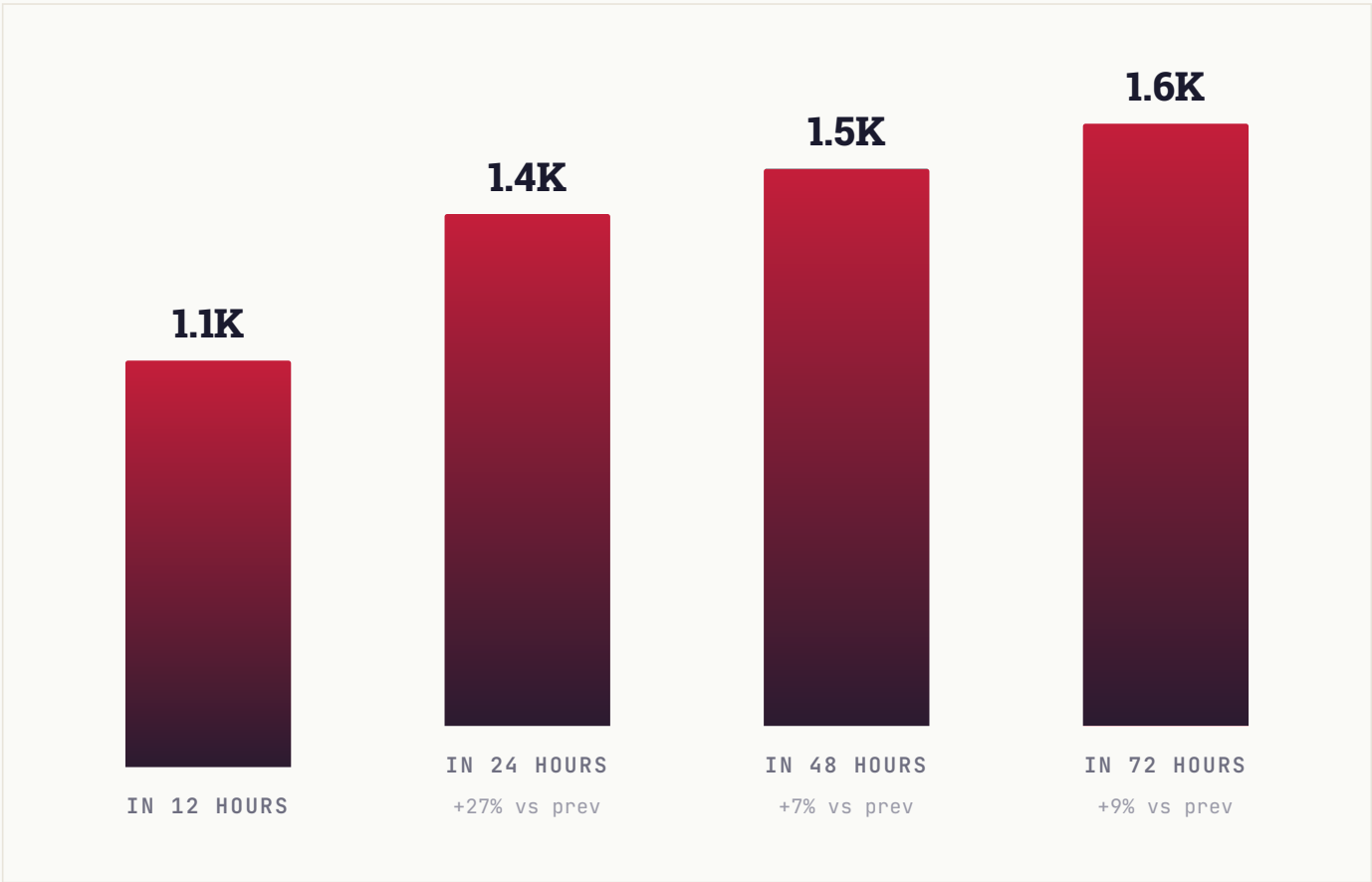
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — 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
SH What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
ST What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
NH Now How Channel YOU	25K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 niche — early growth stage. Niche leader — After Effects Templates (181K), top-99 median: 53.6K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **171** new subs.

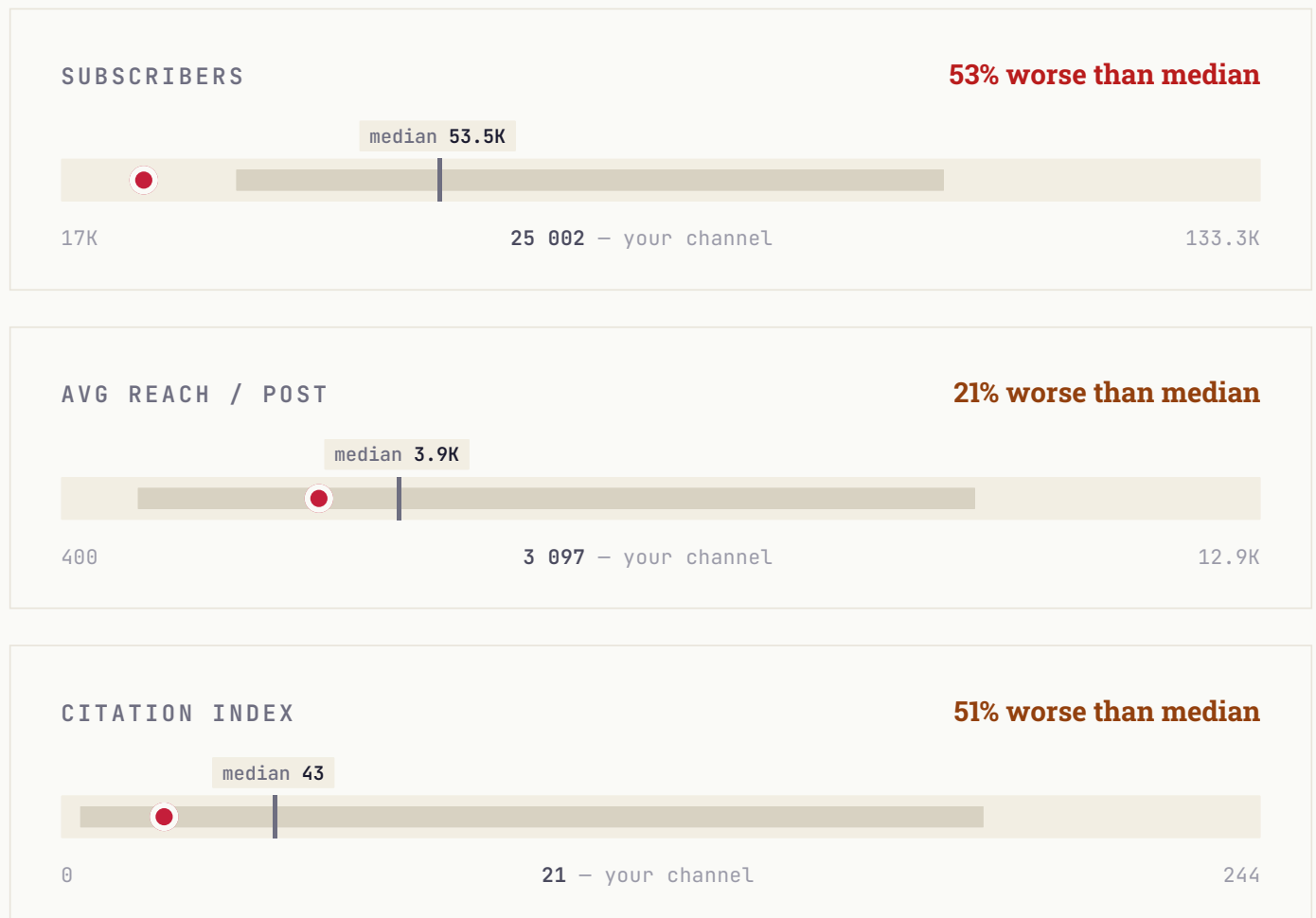
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	10	
December 2025	0	0	13	
November 2025	0	0	57	
October 2025	0	0	12	
September 2025	1	1	54	
August 2025	1	1	25	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2	6	171

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Design» (Russia) and saw how your channel compares. Gray band: range of 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 ranked by expected impact. Check off and revisit in a month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Currently 1.5 posts/week. Active channels average 7-10. Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Best post day — Tuesday
Audience is most active on this day at 21:00 MSK. | EFFECT
Best window for an important post |
| 03 | Systematic traffic buying
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 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
Exchange 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 is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram Ads

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

02

Contact manager

t.me/PromptPress_manager