

PUBLIC REPORT PROMTPRESS

Channel audit

Product Design Digest



@pdigest

Yuri @jvetrau Vetrov curates fresh articles, tools, patterns & trends since 2009. 250K readers on vc, VK & other channels. All issues — <https://jvetrau.com/category/digest/> VK —...

SUBSCRIBERS

51 218

-1051 per month

ERR (% SEE POSTS)

9.0%

per day 4.1%

REACH/POST

4.6K

ad reach 2.1K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 51 218 —	 SUBS REACH 8.95% avg % subs see post	 VIEWS/POST 4.6K median 5.1K · 19 days	 POSTS/WEEK 1.8 for the period
 7D TREND — no data for period	 REACTIONS/POST 22.6 total 113 reactions, 555 reposts, 0 comments	 POST LENGTH 887 chars. median 1000 · 19 days	 POSTS ANALYZED 5 19 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -1051 last month	 CITATION RATE 168 citation index · 538 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 30.08.2017

AI EDITOR SUMMARY

Channel «Product Design Digest» — 51 218 subs. Each post averages 4.6K people (9% of subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — rare posts.

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 5 posts in 19 days.
- 02 Dominant format — Text (4/5 posts).
- 03 Avg post length — 887 chars (median 1000).
- 04 Peak audience activity — Monday, 10:00 MSK.
- 05 Top posts get ×1 more views than the weakest (5.4K avg for top vs 4K for worst) — among 5 posts in 19 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 07:04 TEXT Figma Config 2026 annual keynote on major product leaps took place June 23–25 in San Francisco. One of the strongest...	VIEWS 5 695 REPOSTS 165	REACTIONS 55 ER 11.1%
Nº2 18.06 · 07:04 TEXT What's new in design management? Here: 1. Designer Fund: Surveyed 900+ pros on current state of AI in design. K...	VIEWS 5 277 REPOSTS 67	REACTIONS 19 ER 10.3%
Nº3 29.06 · 07:04 PHOTO Product Design Digest for May 2026. Android 17, DESIGN.md examples, research recommendations, library...	VIEWS 5 116 REPOSTS 37	REACTIONS 8 ER 10.0%

Nº4

02.07 · 07:04

TEXT

What's new in user research? Here: 1. MeasuringU: Dug deep into how well AI can detect...

VIEWS

3 778

REPOSTS

51

REACTIONS

13

ER

7.4%

Nº5

08.07 · 07:04

TEXT

More on design systems — how to manage them in the AI era. And use in product assembly: 1. Murphy Trueman...

VIEWS

3 058

REPOSTS

235

REACTIONS

18

ER

6.0%

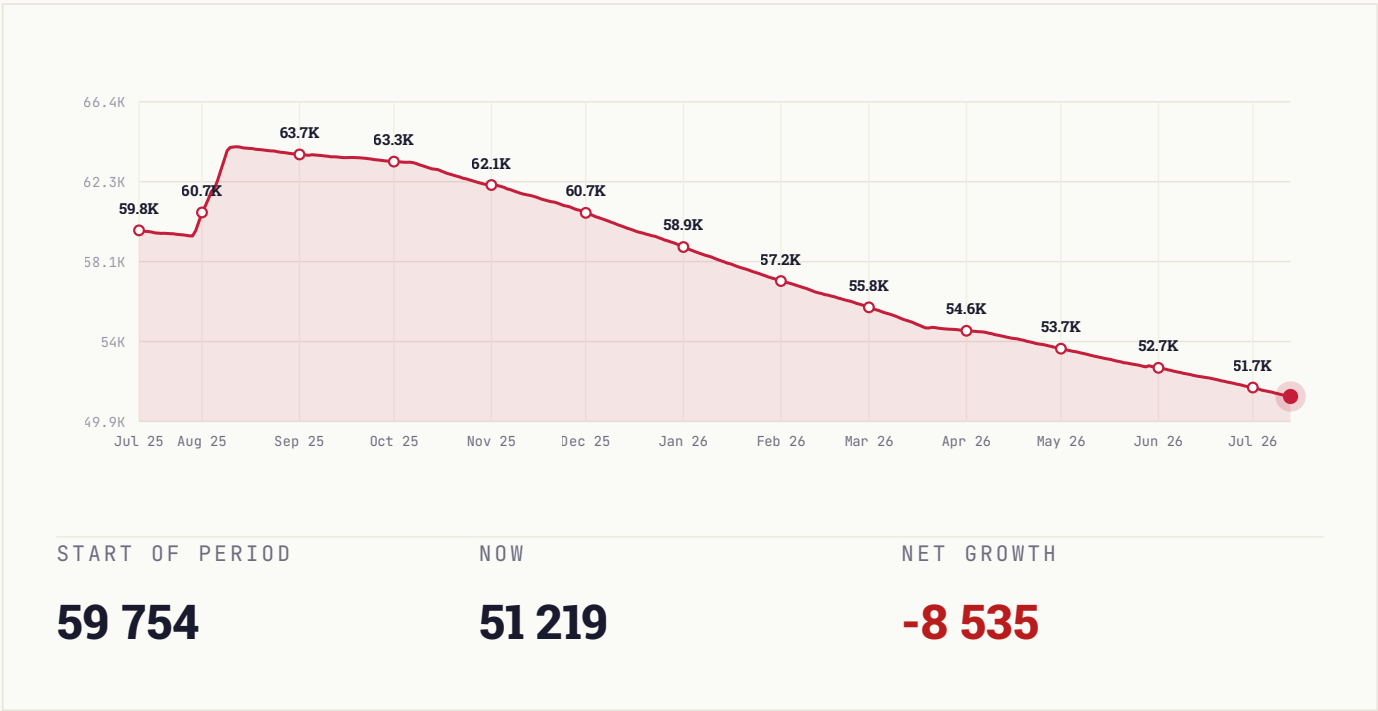
WORST 3

↓ 29.06 · 07:04 PHOTO Product Design Digest for May 2026. Android 17, DESIGN.md examples, research recommendations, library...	VIEWS 5 116 REPOSTS 37	REACTIONS 8 ER 10.0%
↓ 02.07 · 07:04 TEXT What's new in user research? Here: 1. MeasuringU: Dug deep into how well AI can detect...	VIEWS 3 778 REPOSTS 51	REACTIONS 13 ER 7.4%
↓ 08.07 · 07:04 TEXT More on design systems — how to manage them in the AI era. And use in product assembly: 1. Murphy Trueman...	VIEWS 3 058 REPOSTS 235	REACTIONS 18 ER 6.0%

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 grew and which lost subs.

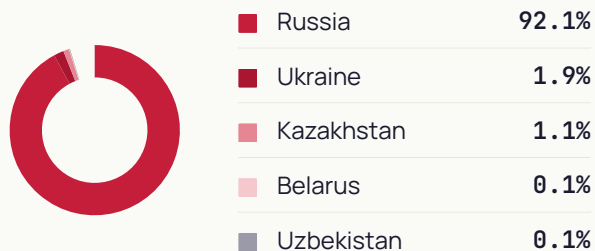


SECTION 04 • CITATIONS

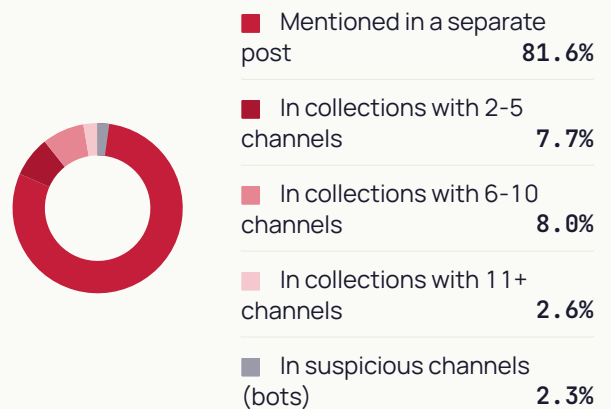
Who mentions the channel and how

Citation index **168** — 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 1K. All time channel was mentioned **538** different channels.

COUNTRIES MENTIONING



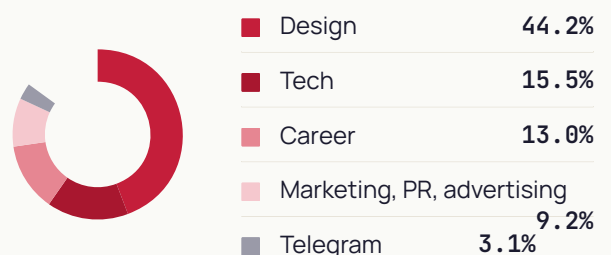
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



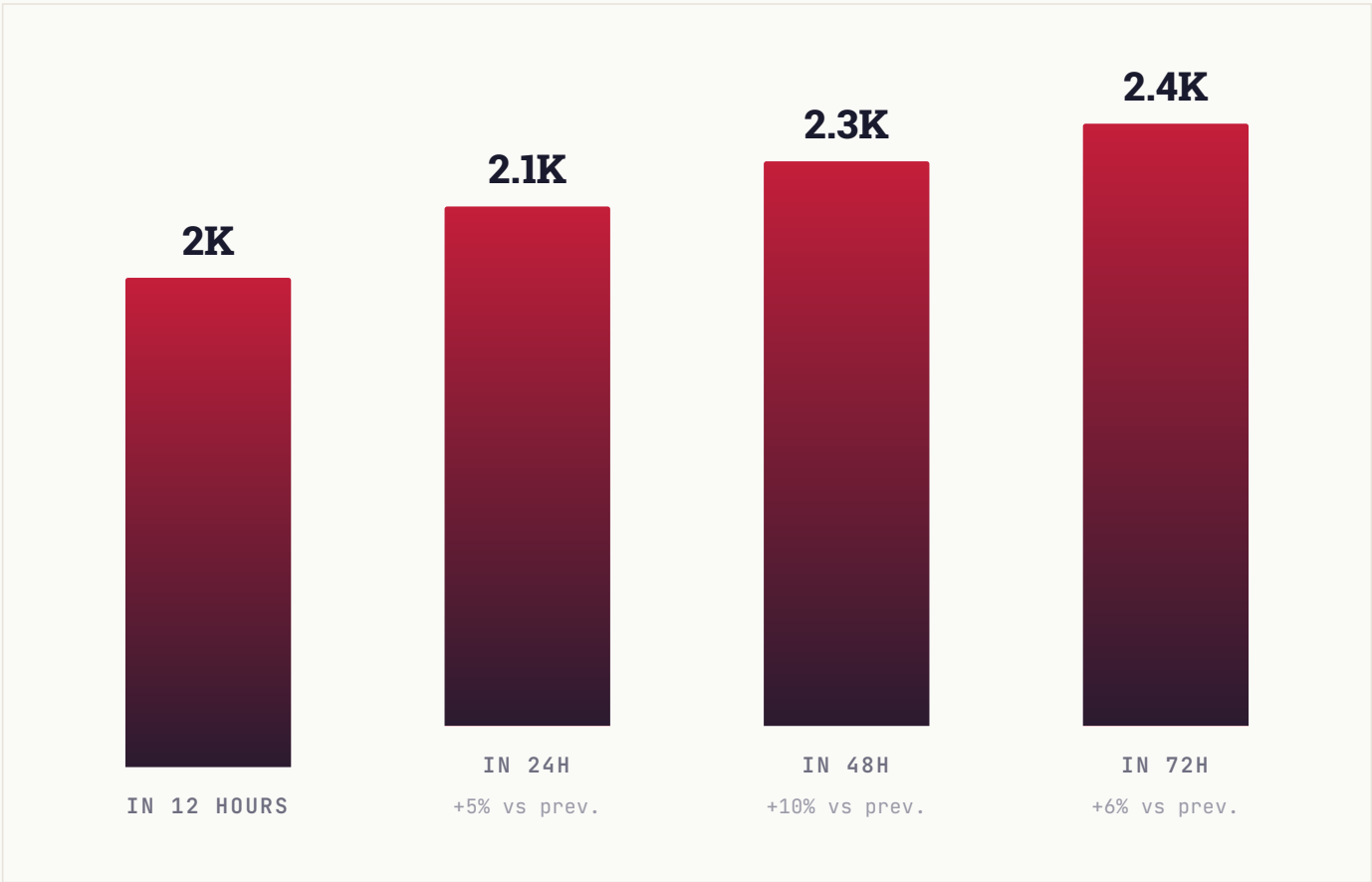
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad reach over 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 is 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
Avg 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
DP Product Design Digest YOU	51.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#54 of 99). Niche median — 53.6K subs. First growth KPI — reach median. Leader: After Effects Templates (181K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **27**, they brought **3 913** new subs.

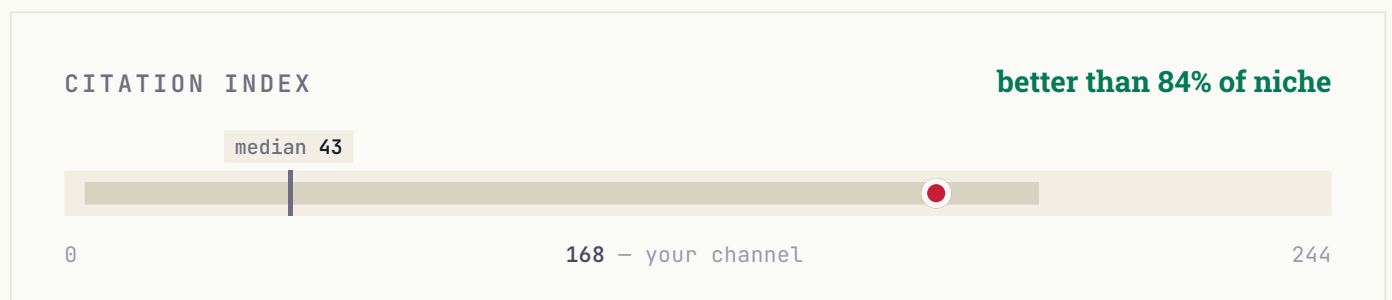
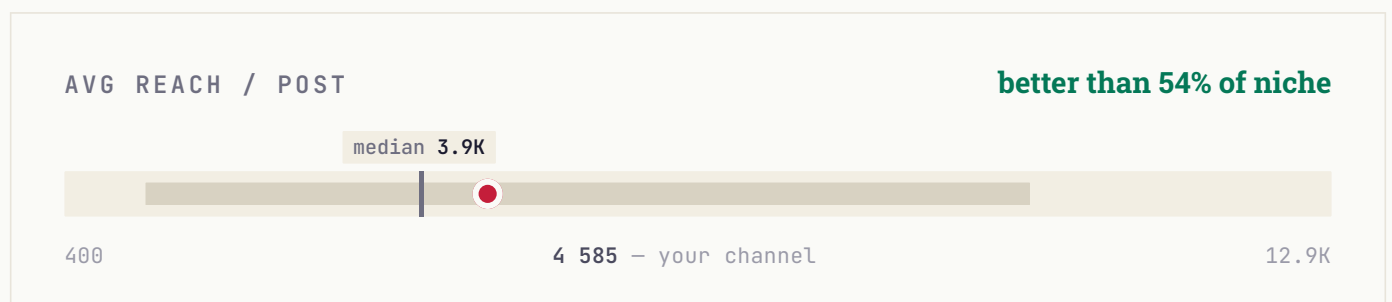
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	6	5	0	
December 2025	4	4	0	
November 2025	4	3	9	
October 2025	10	10	6	
September 2025	3	3	38	
August 2025	0	0	3 860	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
27	6	3 913

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Design» (Russia) and compared your channel. Gray band — range for 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 1.8 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Monday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for important
posts**

03

Increase video posts share

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 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 finds 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 — easy growth lever.

EFFECT

+5-15% ER

★ 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