

PUBLIC REPORT PROMTPRESS

Channel audit

PhotoGuru | Photoshop & Design



@photoshop_guru

From zero to Guru. Learn Photoshop here. Ads —
@design_manager_bot Listed at <https://vk.cc/cFUvBv>

SUBSCRIBERS

44 652

-365 per month
21.07.2026

ERR (% SEE POSTS)

1.0%

per day 0.5%

REACH/POST

305

ad reach 202/24h

[HTTPS://PROMTPRESS.COM/AUDIT/PHOTOSHOP_GURU](https://promptpress.com/audit/photoshop_guru)

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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 44 652 —	 SUBSCRIBER REACH 0.68% avg % of subs see post	 VIEWS/POST 305 median 240 · 29 days	 POSTS/WK 30.8 for the period
 7D TREND -44.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 196 chars median 166 · 29 days	 POSTS ANALYZED 131 29 days
 AD REACH 202 24h avg	 CHURN / MONTH -365 for the last month	 CITATIONS 231 citation index · 370 channels mentioned over all time	 CHANNEL AGE 6 years 6 months created 10.01.2020

AI EDITOR SUMMARY

Channel «PhotoGuru | Photoshop & Design» — 44 652 subs. Each post averages 305 people (1% from subs), reach is low — consider expanding audience. Publishes 31 posts per week (~4 per day) — active posting mode. For the week of July 6–12, reach dropped by -44.8% to the week of June 29 – July 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 131 posts over 29 days.
- 02 Dominant format — Photo (68/131 posts).
- 03 Avg post length — 196 chars (median 166).
- 04 Audience peak activity — sat, 17:00 MSK.
- 05 Top posts gather 4x more views than the weakest (753 avg for top vs 183 for worst) — among 131 posts over 29 days. Worth analyzing what the top posts have in common — topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 14:00 TEXT Taste and benefit in Neo style: new visual concept for DARIO brand New DARIO Wellness Neo packaging design – modern and stylish...	VIEWS 797 REPOSTS —	REACTIONS — ER 1.8%
Nº2 29.06 · 14:00 TEXT Fake jobs: why silence? 🤔 The article explains how to spot "ghost" vacancies that may be a scam for...	VIEWS 740 REPOSTS 1	REACTIONS — ER 1.7%
Nº3 30.06 · 14:00 TEXT How not to turn your site into neural slop: examples The article reveals key problems neural network projects face...	VIEWS 724 REPOSTS 2	REACTIONS — ER 1.6%

Nº4 01.07 • 14:00 TEXT Deconstructing beauty: why "wrong" is the new "cool"? Learn from designers why the concept of "perfect design" is dead in 2026...	VIEWS 718 REPOSTS 1 REACTIONS — ER 1.6%
Nº5 26.06 • 16:38 PHOTO B2B interfaces stop being awful and boring An article on why complex enterprise products are finally becoming clear and...	VIEWS 702 REPOSTS 2 REACTIONS — ER 1.6%

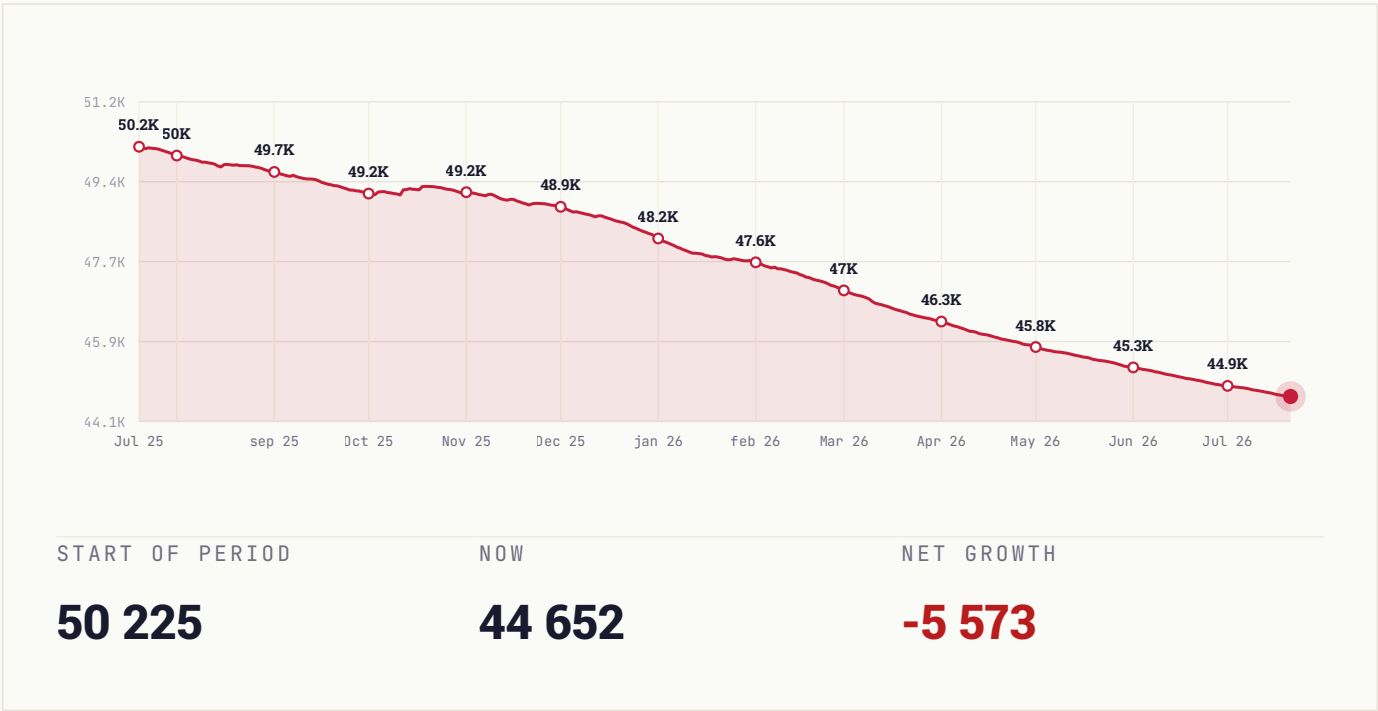
WORST 3

↓ 17.07 • 04:00 VIDEO UI kit for cooking apps. • Ready interface for cooking, recipe and restaurant apps • Unique style with...	VIEWS 185 REPOSTS 1 REACTIONS — ER 0.4%
↓ 18.07 • 04:00 PHOTO Green Light Sign Mockup  Download and use https://disk.yandex.ru/d/nQqBEzdnH7gCJQ  View...	VIEWS 183 REPOSTS 1 REACTIONS — ER 0.4%
↓ 13.07 • 08:41 PHOTO Hi everyone, we're back on air ⚡ Zhenya, founder of designers, here. It's been a year since I stepped away from the daily grind to rest...	VIEWS 182 REPOSTS — REACTIONS — ER 0.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

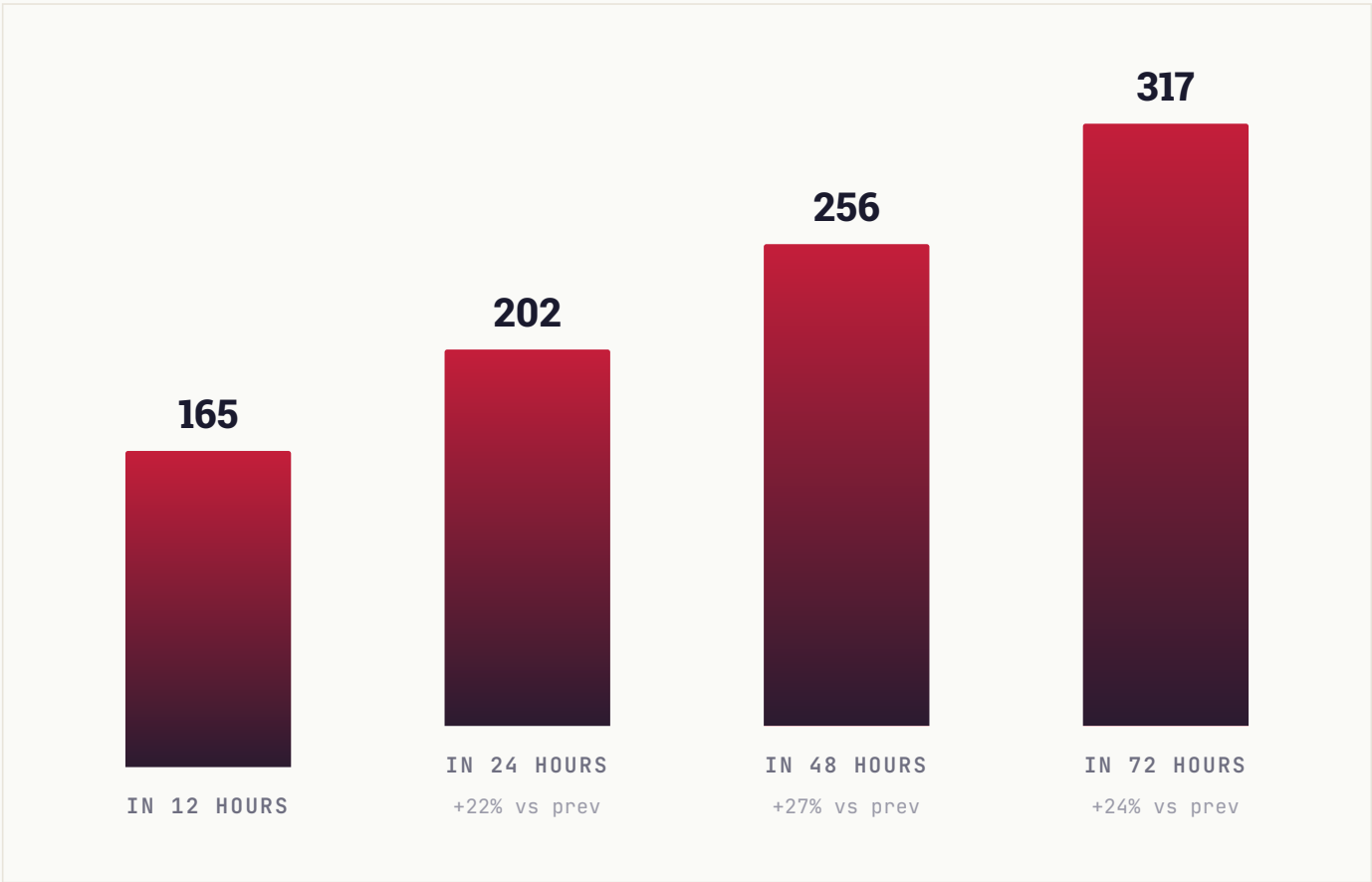
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel grew and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · 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
6 66Lottery 🏆 🏆 CRYPTO	387.4K
缅甸 缅甸缅北吃瓜新闻曝光	257.3K
AE After Effects Templates	181.4K
R R	178.6K
3D 3Dline.net	173.8K
DG Designer Gang 👉	147.1K
TC template canva gratis 😊 🐱	144.3K
TS Tube Sensei	137.2K
SZ STL Zone / 3D models / Free STL	136.8K
ER Sexy font. Cyrillic	134.7K
F PhotoGuru Photoshop & Design YOU	44.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#99 of 99). Niche median — 65.4K subs. First growth KPI — reach median. Leader: 66Lottery 🏆🏆 CRYPTO (387.4K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** mentions found **6**, they brought **574** new subs.

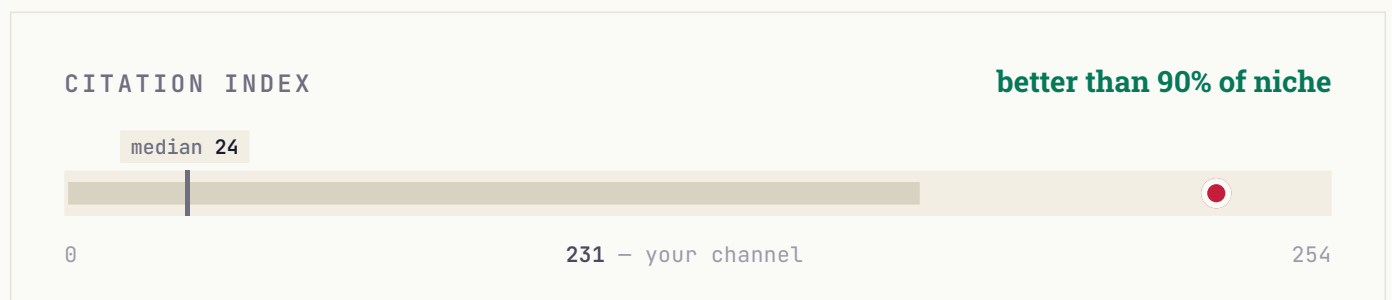
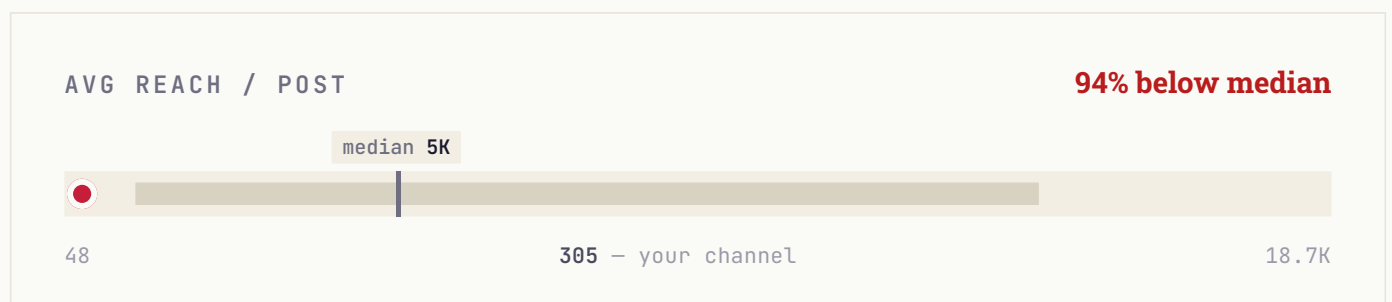
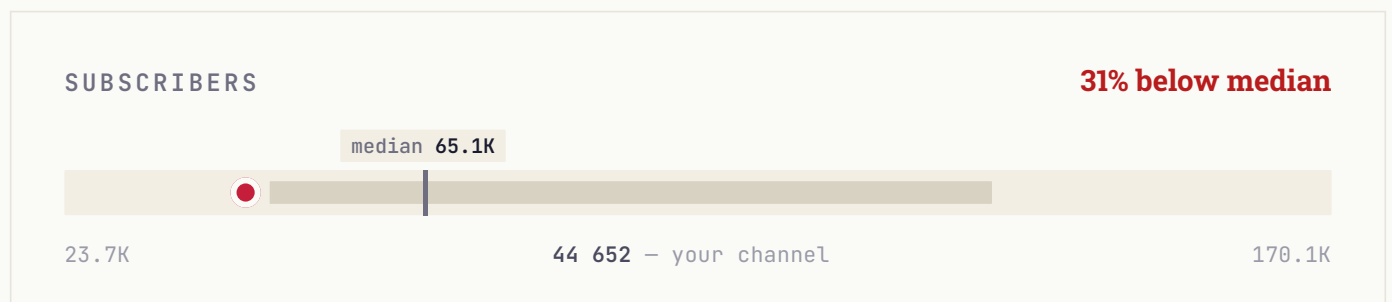
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	2	1	39
Dec 2025	0	0	31
Nov 2025	2	2	128
Oct 2025	2	1	286
September 2025	0	0	24
August 2025	0	0	66

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
6	6	574

SECTION 07 • NICHE COMPARISON

Where your channel ranks in its league

Took 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 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01**Top post of the week — on Saturday**

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 0.68% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+4.8pp ER**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 and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. 2-3 collabs give relevant growth — no need daily.

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 hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
