

PROMTPRESS PUBLIC REPORT

Channel audit

Pinterest | Design



@pinterest_design_art

Pinterest for your inspiration! Unofficial community. Questions:
@kesh_keshh Channel link: <https://t.me/+wCysFA83ZHtiYTQy> RKN:
<https://vk.cc/CHWHaK> Channel on...

SUBS

70 287

-670 per month

ERR (% WHO SEE
POSTS)

4.0%

per day **1.9%**

REACH/POST

2.4K

ad reach **1.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBS 70 287 —	 SUBSCRIBER REACH 3.39% avg % subs see post	 VIEWS/POST 2.4K median 2.5K · 28 days	 POSTS/WEEK 14.5 over period
 7D TREND -9.6% vs previous week	 REACTIONS/POST 48.2 only 2,893 reactions, 877 reposts, 0 comments	 POST LENGTH 37 chars. median 36 · 28 days	 POSTS ANALYZED 60 28 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -670 last month	 CITATION RATE 425 citation index · 1,106 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 16.11.2022

AI EDITOR SUMMARY

Channel «Pinterest | Design» — 70 287 subs. Each post averages 2.4K people (3% from subs), reach is low — should expand audience. Publishes 14 posts/week (~2/day) — regular schedule. Week of Jul 6–12 reach dropped -9.6% by week Jun 29 – Jul 5 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 60 posts over 28 days.
- 02 Dominant format — Photo (60/60 posts).
- 03 Avg post length — 37 chars (median 36).
- 04 Audience peak — Wednesday, 21:00 MSK.
- 05 Top posts get 1x more views than the weakest (2.7K avg top vs 2K worst) — among 60 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº130.06 · 06:00 PHOTO Cute doggo art 🐶	VIEWS	REACTIONS
	2 803	71
	REPOSTS	ER
	34	4.0%
Nº230.06 · 17:42 PHOTO Juicy summer fruit drawings 🍑	VIEWS	REACTIONS
	2 737	62
	REPOSTS	ER
	13	3.9%
Nº302.07 · 06:00 PHOTO Color palettes with trendy combos	VIEWS	REACTIONS
	2 709	41
	REPOSTS	ER
	44	3.9%

Nº4 21.06 · 17:29 PHOTO Seascapes by various authors	VIEWS	REACTIONS
	2 700	71
	REPOSTS	ER
	21	3.8%

Nº5 01.07 · 06:00 PHOTO Retro cosmetics ads	VIEWS	REACTIONS
	2 699	47
	REPOSTS	ER
	13	3.8%

WORST 3

↓ 16.07 · 18:34 PHOTO Monochrome poster collection	VIEWS	REACTIONS
	2 014	19
	REPOSTS	ER
	4	2.9%

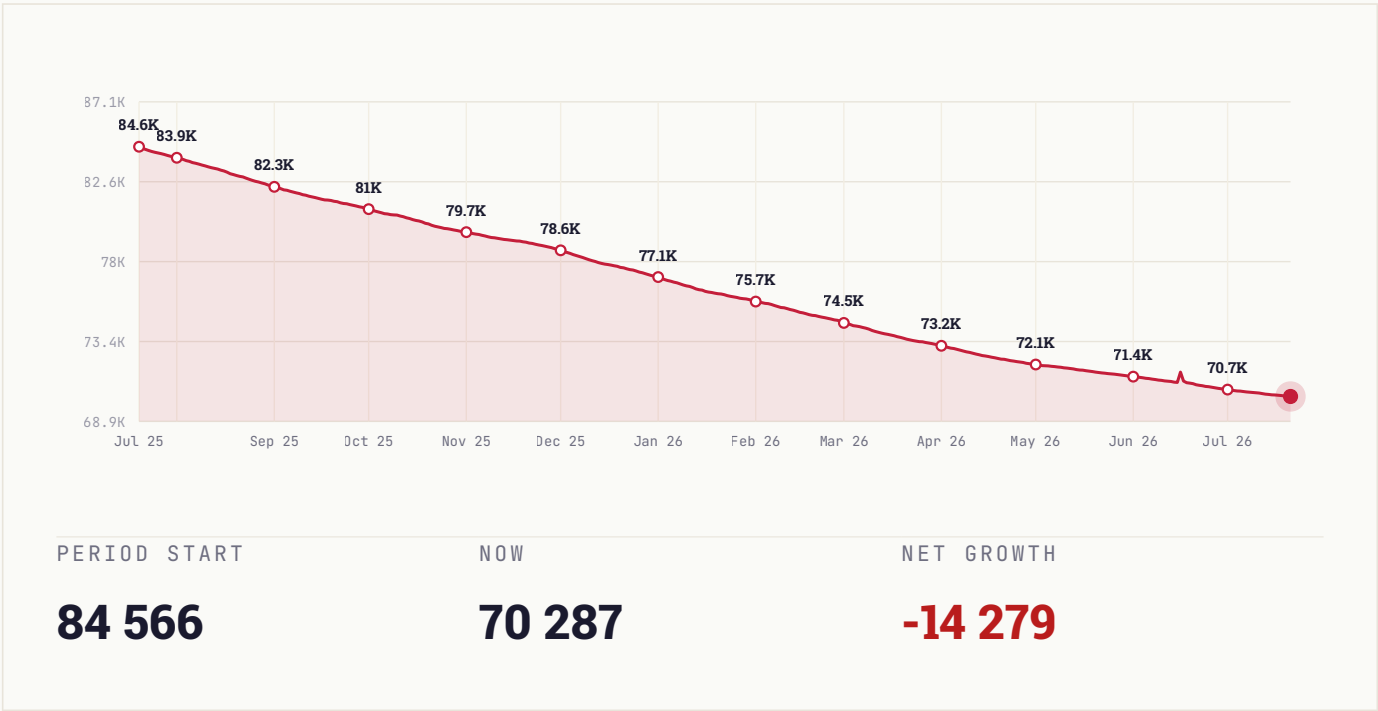
↓ 17.07 · 06:00 PHOTO July covers of The New Yorker	VIEWS	REACTIONS
	1 981	46
	REPOSTS	ER
	13	2.8%

↓ 17.07 · 17:20 PHOTO Vibrant summer fruit stalls and markets 🥬	VIEWS	REACTIONS
	1 877	32
	REPOSTS	ER
	12	2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

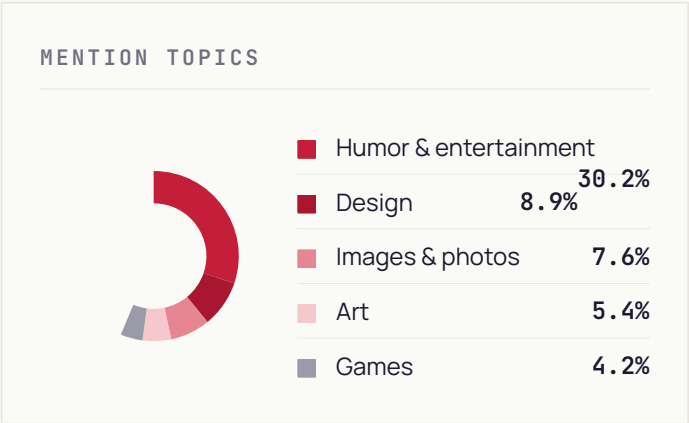
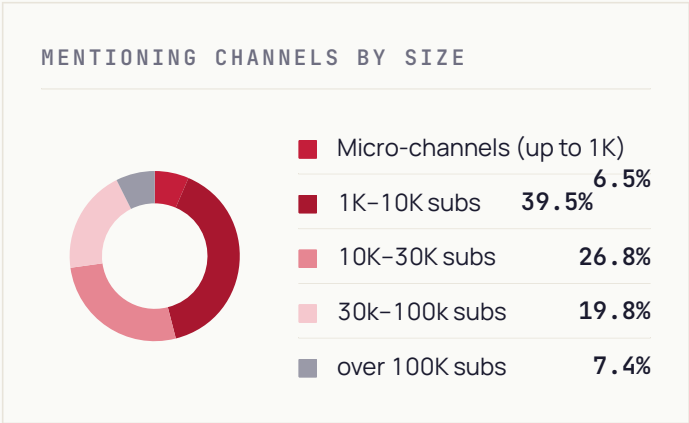
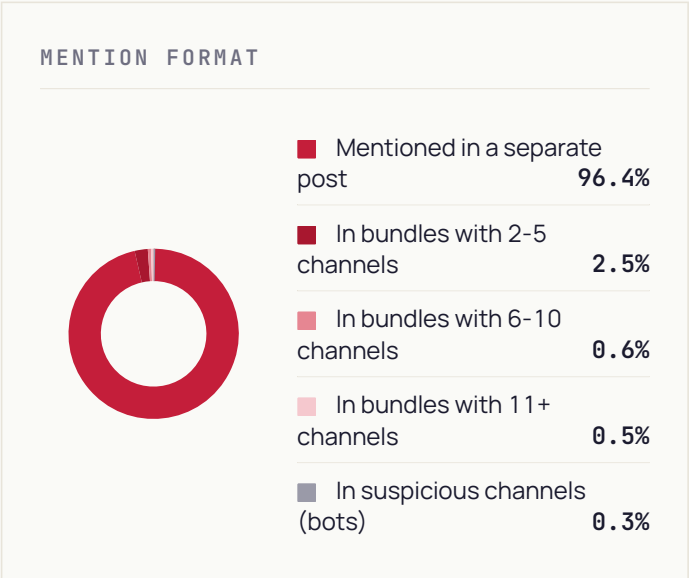
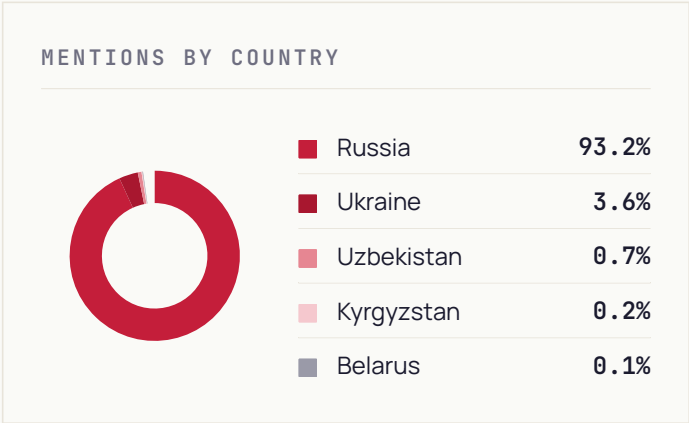
Yearly subscriber growth chart. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

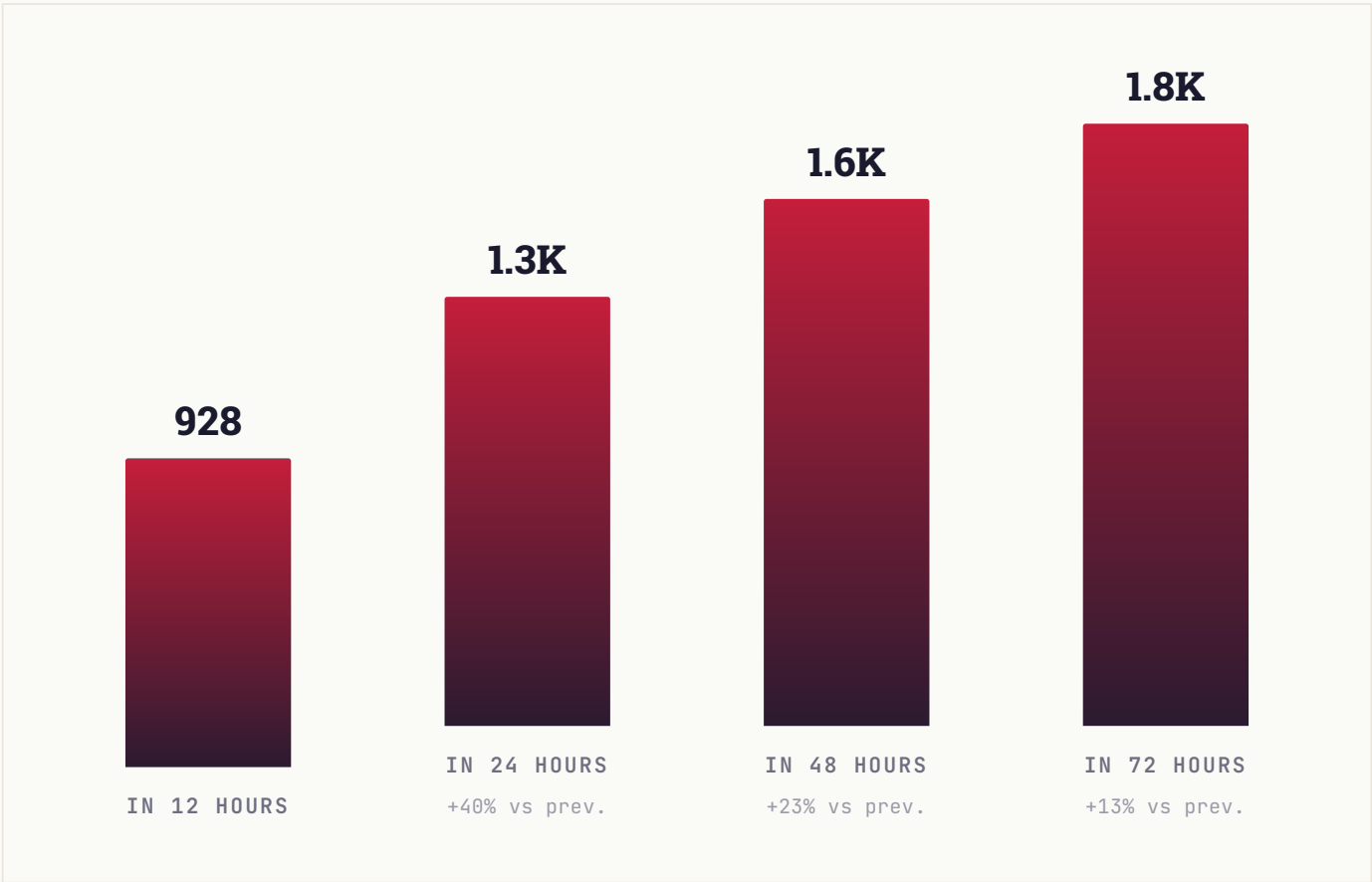
Citation index **425** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 106** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
66Lottery CRYPTO	387.4K
缅甸 缅甸北吃瓜新闻曝光	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
CPM Sexy font. Cyrillic	134.7K
PI Pinterest Design YOU	70.3K

COMPARATIVE CONCLUSION

Channel intop half of niche (#43 of 99). Niche leader — 66Lottery CRYPTO (387.4K), median subs 65.4K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · NICHE COMPARISON

Where 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.

#43 /100

RANK IN NICHE

Channel in top half of ranking

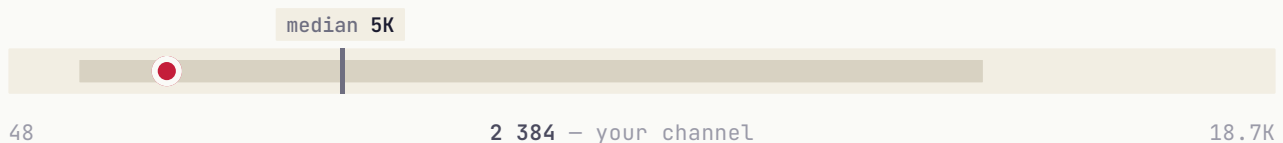
SUBS

better than 53% of niche



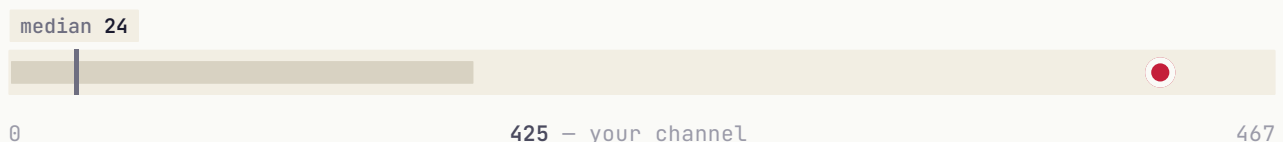
AVG REACH / POST

52% below median



CITATION INDEX

better than 90% of niche



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday
 Audience most active on this day & at 21:00 MSK.

EFFECT
Best window for important post
- 02

Increase video posts share
 Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share.

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
 Current ER 3.39% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+2.1pp ER
- 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 and 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 using public data. Want to go further? Run ads with 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
