

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Explain UX



@poyasnizaux

<https://poyasnizaux.ru> – courses, merch, consultations !! No ads
here With you, @ionnapoleon

SUBSCRIBERS

19 927

+15 per month

ERR (% SEE POSTS)

21.0%

per day 10.7%

REACH/POST

4.2K

ad reach 2.1K/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 19 927 —	 SUBS REACH 21.24% avg % subs see post	 VIEWS/POST 4.2K median 4.7K · 18 days	 POSTS/WEEK 1.1 over period
 7D TREND — no data for period	 REACTIONS/POST 185.7 total 557 reactions, 98 reposts, 120 comments	 POST LENGTH 873 chars median 918 · 18 days	 POSTS ANALYZED 3 18 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +15 last month	 CITATION RATE 27 citation index · 213 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 23.05.2020

AI EDITOR SUMMARY

Channel «Explain UX» — 19 927 subs. Each post averages 4.2K people (21% of subs), it's average reach — room to grow. Publishes 1 posts per week (~0 per day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 18 days.
- 02 Dominant format – Text (2/3 of posts).
- 03 Avg post length – 873 chars (median 918).
- 04 Peak audience activity – Sunday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (4.2K avg top vs 4.2K worst) – among 3 posts in 18 days. Analyze what top shares: topic, format, time.

TOP 3 POSTS

Nº1 21.06 · 14:00 PHOTO What matters to do things fast and well? 1. To do fast – avoid doing extra (don't go down many dead ends...)	VIEWS 5 164 REPOSTS 39	REACTIONS 101 ER 25.9%
Nº2 02.07 · 15:17 TEXT Makaroshiki, long time no see, how are you? How's your creative crisis? Mine is slowly passing ❤️ Recently we discussed symptoms...	VIEWS 4 708 REPOSTS 28	REACTIONS 133 ER 23.6%
Nº3 10.07 · 06:51 TEXT Yesterday my boss chewed me out Last time I got a reprimand for behavior was in school. It was nice to go back to childhood, so...	VIEWS 2 823 REPOSTS 31	REACTIONS 323 ER 14.2%

WORST 3

↓ 21.06 • 14:00 PHOTO	VIEWS 5 164	REACTIONS 101
What matters to do things fast and well? 1. To do fast – avoid doing extra (don't go down many dead ends...)	REPOSTS 39	ER 25.9%
↓ 02.07 • 15:17 TEXT	VIEWS 4 708	REACTIONS 133
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Yesterday my boss chewed me out Last time I got a reprimand for behavior was in school. It was nice to go back to childhood, so...	REPOSTS 31	ER 14.2%

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 gained or lost subs.



PERIOD START

19 573

NOW

19 927

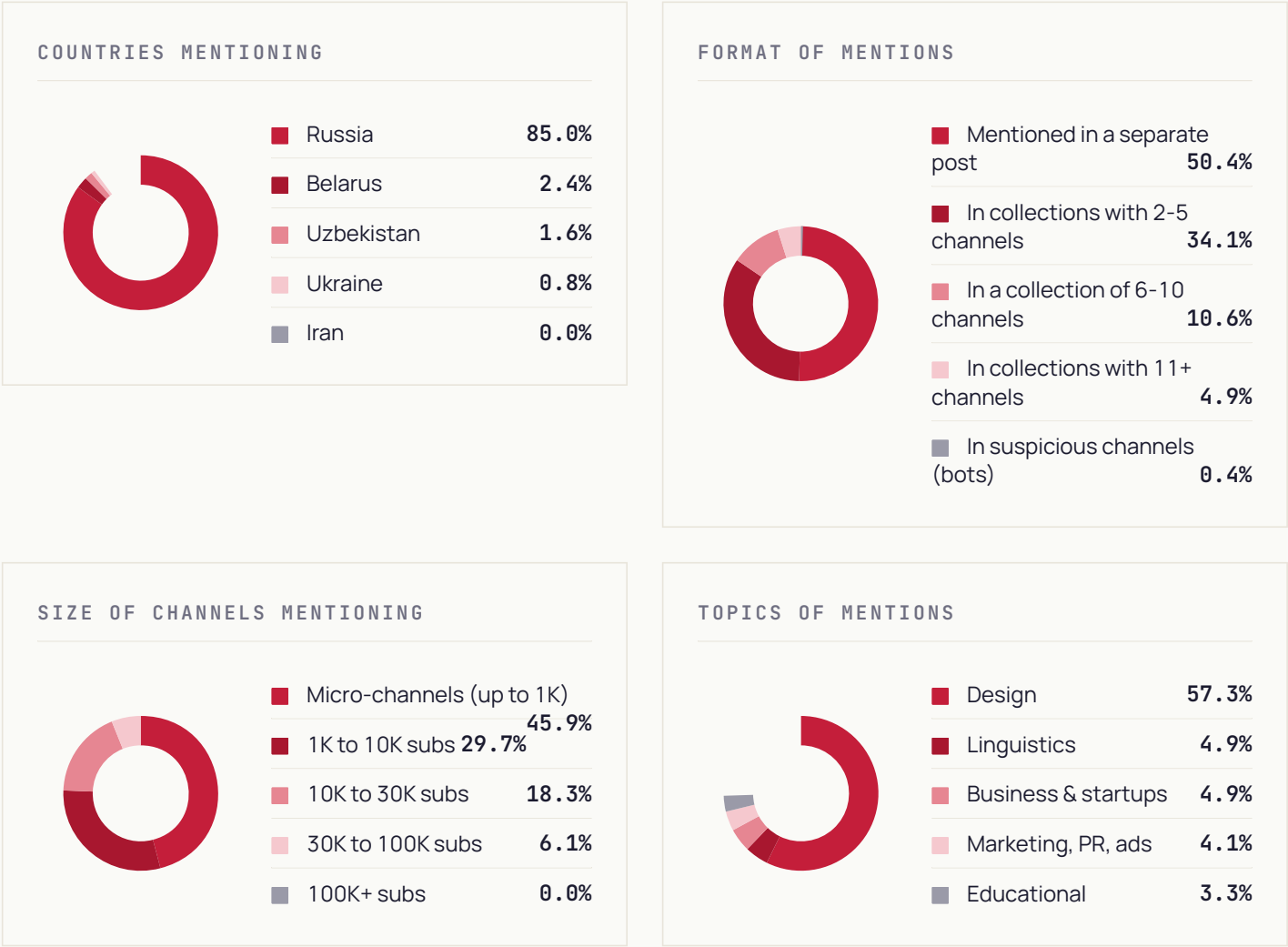
NET GROWTH

+354

SECTION 04 · CITATIONS

Who mentions the channel and how

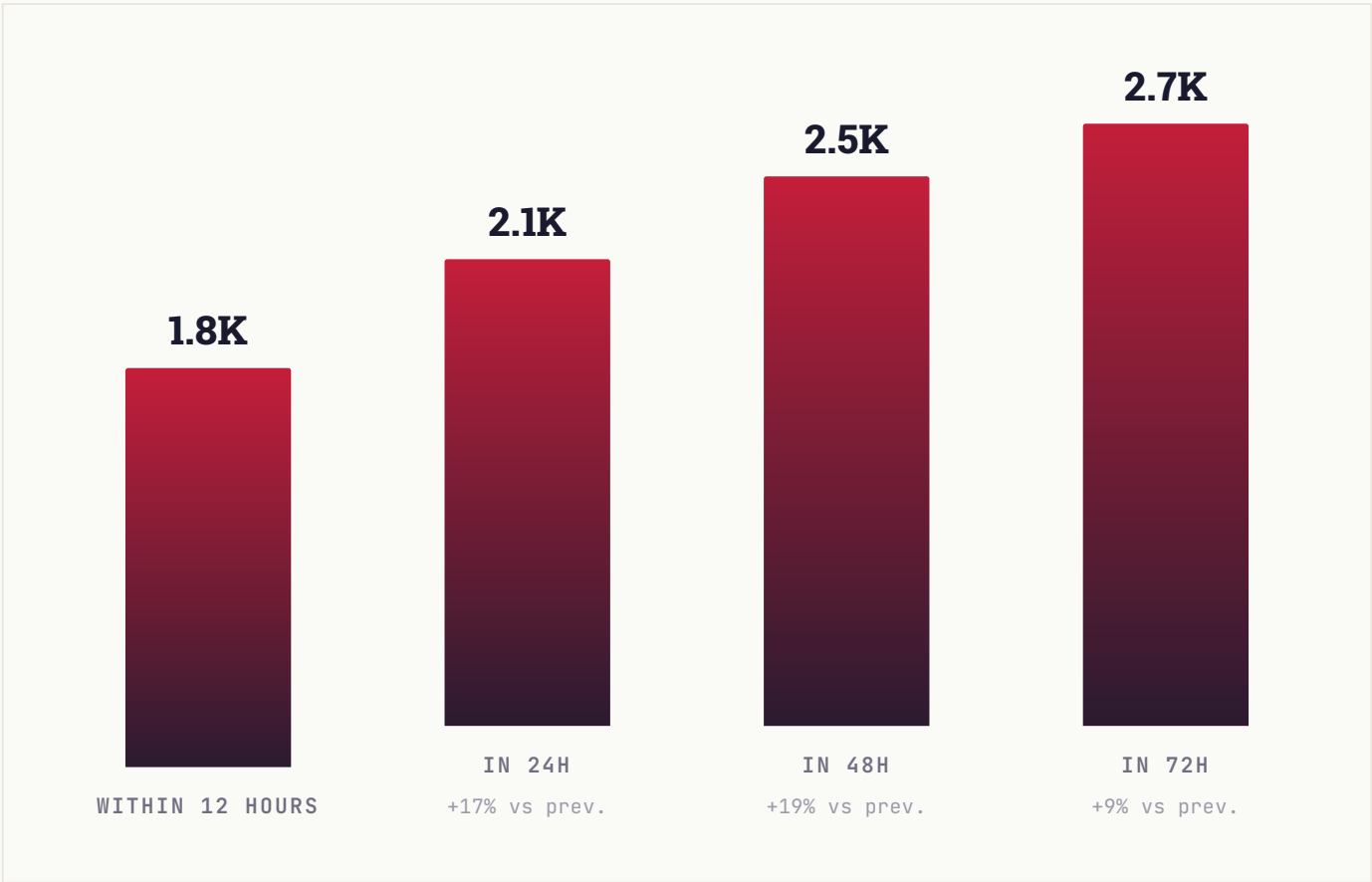
Citation index **27** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **213** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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
SK Sexy font. Cyrillic	134.7K
SHZ What font is that?	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
PZ Explain UX YOU	19.9K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **8**, they brought **372** new subs.

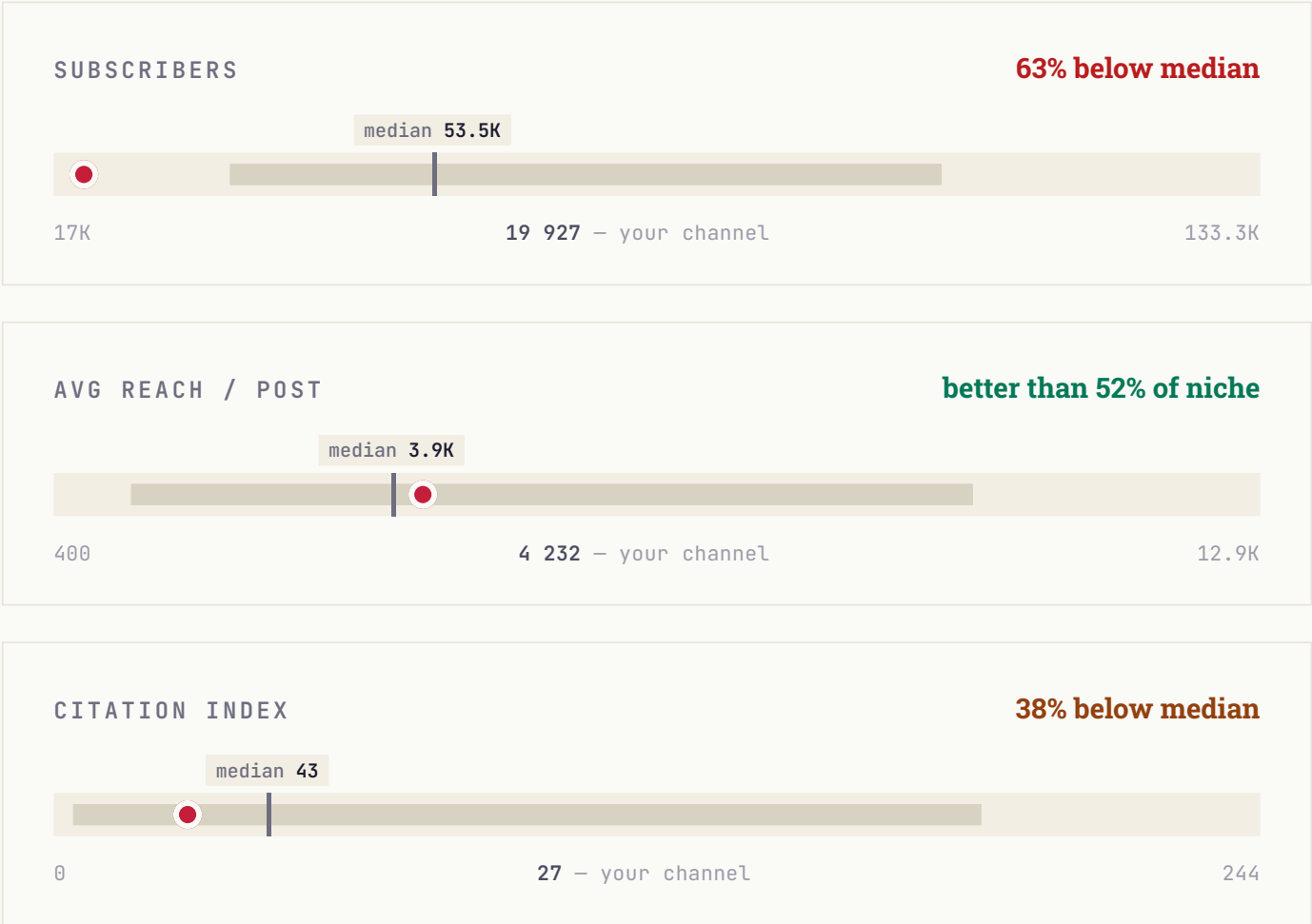
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	61	
December 2025	0	0	25	
November 2025	2	2	21	
October 2025	1	1	76	
September 2025	2	2	99	
August 2025	3	3	90	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
8	6	372

SECTION 08 · NICHE COMPARISON

Where the channel stands 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 them off and revisit this report in a month.

- | | | |
|----|---|---|
| 01 | Increase posting frequency
Now 1.1 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency > volume |
| 02 | Best post day — Sunday
Audience is most active on this day at 5:00 PM MSK. | EFFECT
Best window for important post |
| 03 | Increase share of video posts
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 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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