

PROMTPRESS PUBLIC REPORT

Channel audit

Secret Design



@secretD

Design, mobile & products. No ads.

SUBSCRIBERS

22 608

-94 per month

ERR (% SEE POSTS)

19.0%

in 24h **9.3%**

REACH/POST

4.3K

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 22 608 —	 SUBS REACH 18.89% avg % subs see post	 VIEWS/POST 4.3K median 4.3K · 28 days	 POSTS/WEEK 7.1 over period
 7D TREND +22.1% vs previous week	 REACTIONS/POST 44.1 only 1,279 reactions, 1,170 reposts, 182 comments	 POST LENGTH 211 chars median 113 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -94 last month	 CITATION RATE 100 citation index · 430 channels mentioned all time	 CHANNEL AGE 9 years 3 months created 22.03.2017

AI EDITOR SUMMARY

Channel «Secret Design» – 22 608 subs. Each post avg views 4.3K people (19% of subs), avg reach – room to grow. Posts 7 posts/week (~1/day) – regular. Week Jun 29 – Jul 5 reach grew +22.1% by week 22–28 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 29 posts over 28 days.
- 02 Dominant format — Photo (12/29 posts).
- 03 Avg post length — 211 chars (median 113).
- 04 Peak audience activity — Friday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.7K avg for top vs 3.4K for worst) — among 29 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 13:48 PHOTO Pre-order date announced https://www.rockstargames.com/VI	VIEWS 5 957 REPOSTS 61	REACTIONS 28 ER 26.3%
Nº2 03.07 · 08:09 VIDEO Lottie folks made a plugin to export Figma motion to Lottie format Will test later	VIEWS 5 661 REPOSTS 108	REACTIONS 101 ER 25.0%
Nº3 17.06 · 17:53 PHOTO got inspired	VIEWS 5 535 REPOSTS 9	REACTIONS 75 ER 24.5%

Nº4 17.06 · 17:50 PHOTO didn't know the design for Claude was taken from Sf symbols	VIEWS 5 204 REPOSTS 18	REACTIONS 33 ER 23.0%
Nº5 30.06 · 18:18 VIDEO Caught myself designing layouts just to avoid looking like vibecode. All AI draws the same, and not at all...	VIEWS 4 910 REPOSTS 30	REACTIONS 79 ER 21.7%

|

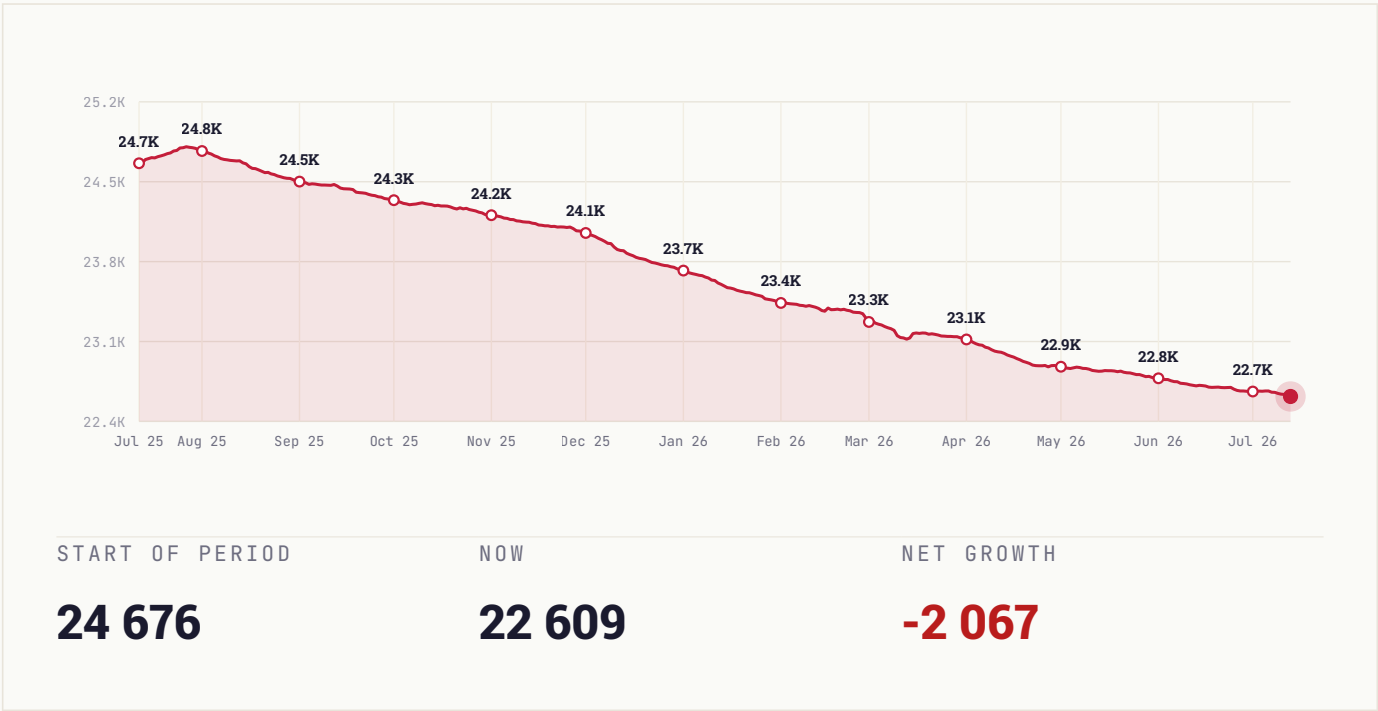
WORST 3

↓ 09.07 · 18:00 TEXT GPT-5.6 Sol – the most powerful model. For complex coding, agent systems, architecture, and tasks where quality matters more than...	VIEWS 3 678 REPOSTS 20	REACTIONS 34 ER 16.3%
↓ 09.07 · 17:36 PHOTO ok ok	VIEWS 3 424 REPOSTS 11	REACTIONS 23 ER 15.1%
↓ 09.07 · 17:35 PHOTO Uh ok	VIEWS 3 201 REPOSTS 9	REACTIONS 16 ER 14.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

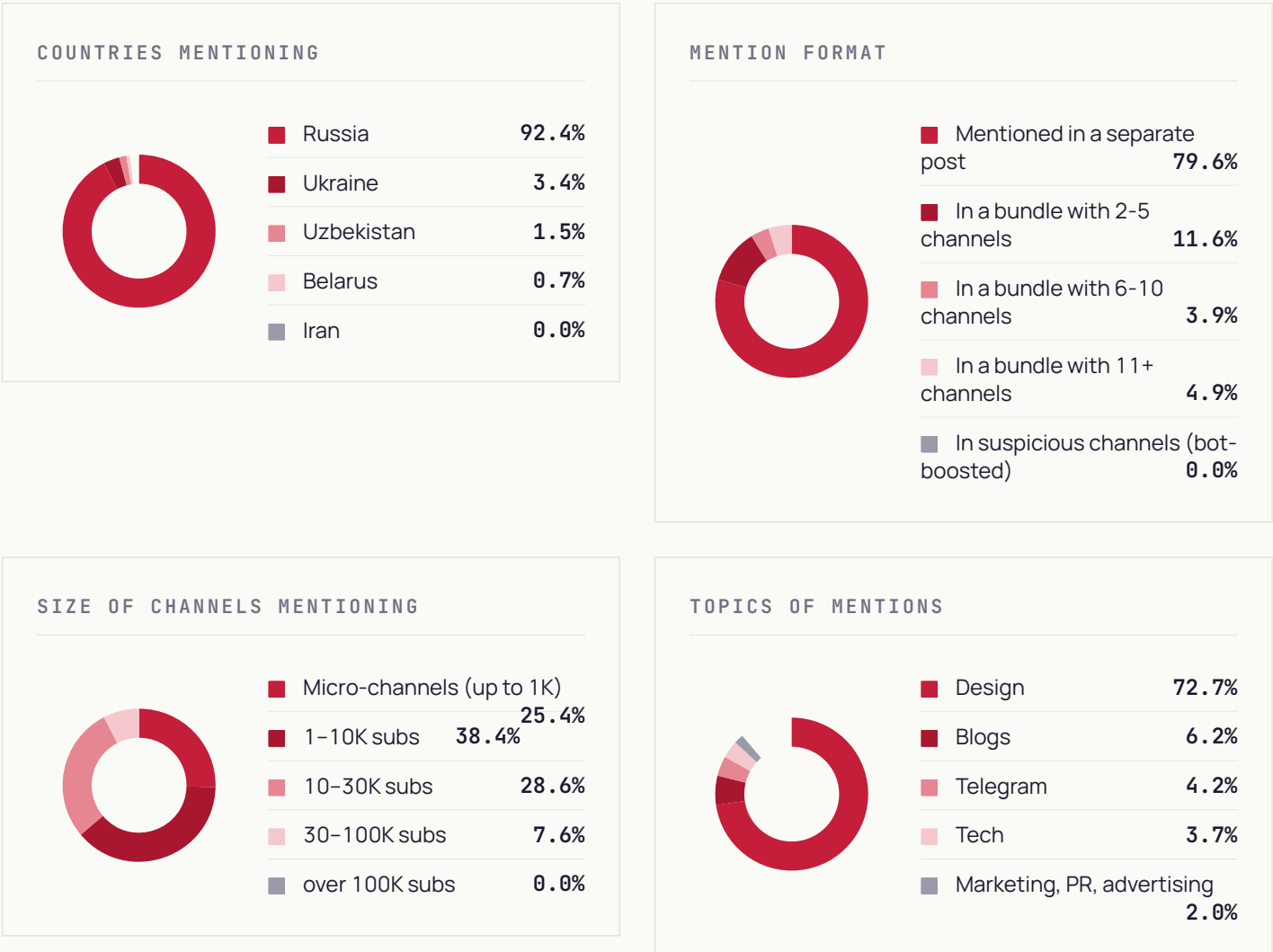
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

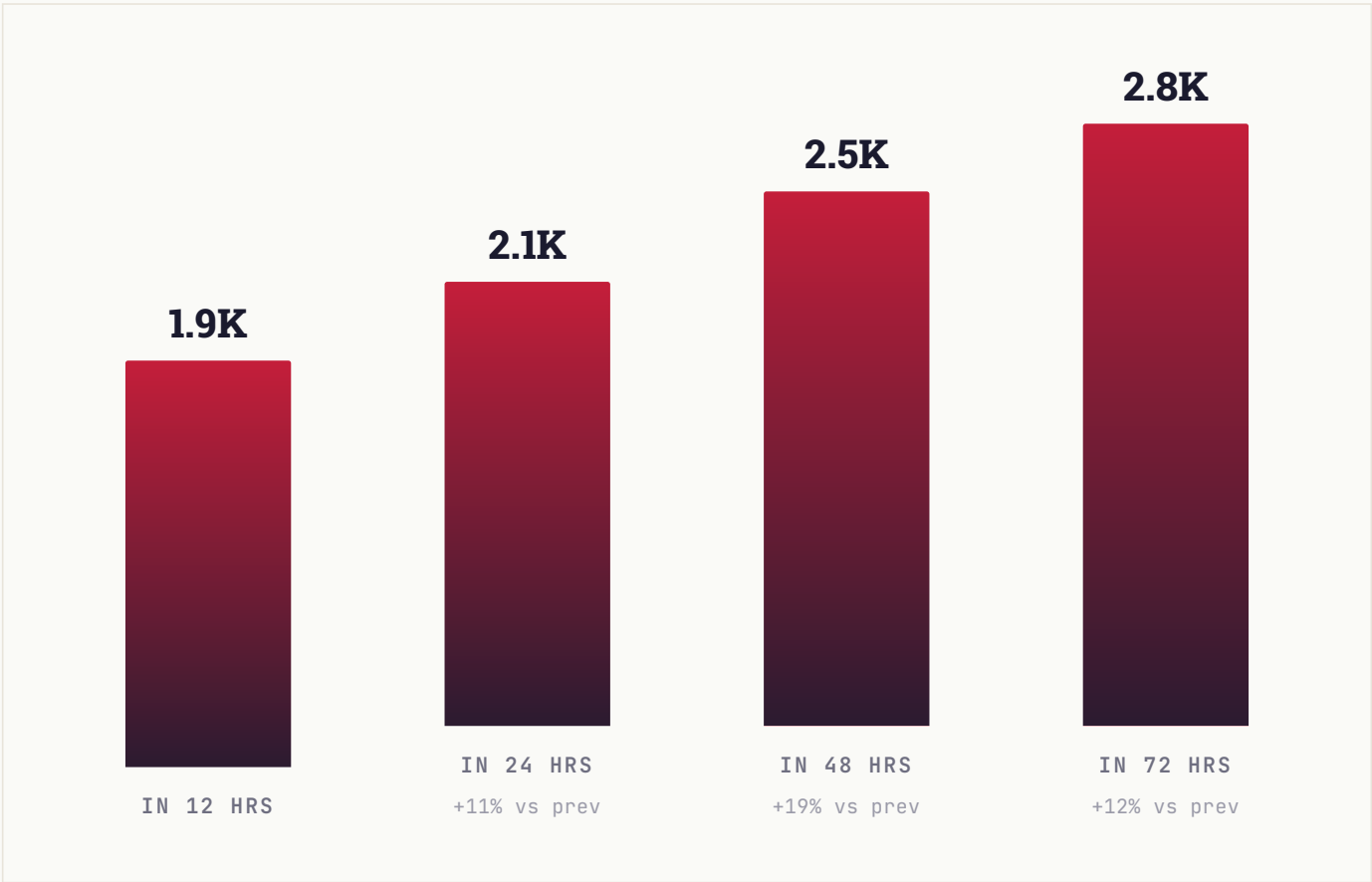
Citation index **100** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **430** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 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 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
SD Secret Design YOU	22.6K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **58** new subs.

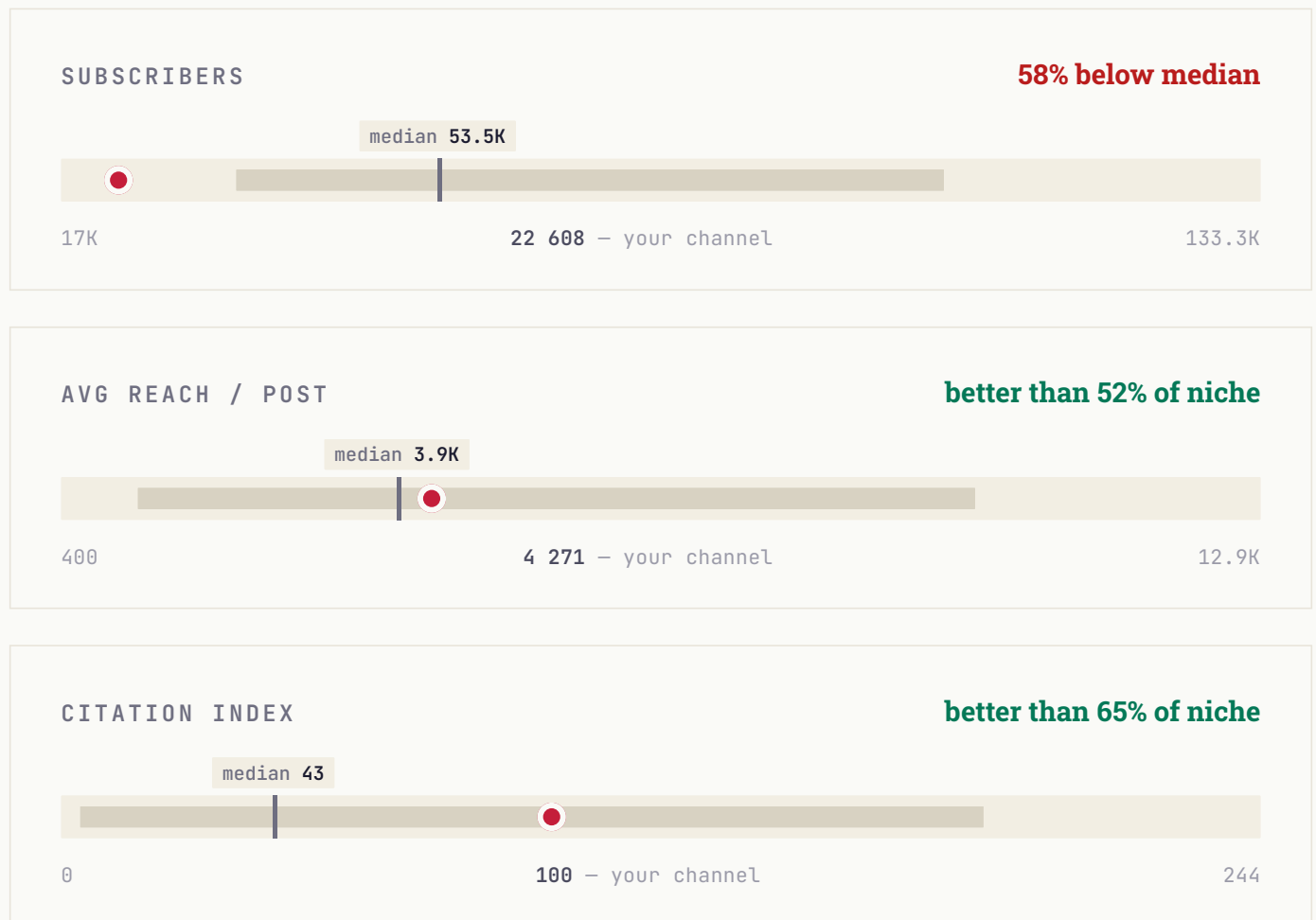
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	0	
December 2025	1	1	0	
November 2025	0	0	5	
October 2025	1	1	37	
September 2025	0	0	13	
August 2025	1	1	3	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
3	6	58

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «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 them off and revisit this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
