

— PROMTPRESS PUBLIC REPORT

Channel audit

Pragmatica | Senior Designer



@senior_designer_pragmatica

team of designers, researchers, and managers. specializing in
working with corporations and digital products. discuss project:
www.pragmatica.design 7676858343

SUBSCRIBERS

17 370

+132 per month

ERR (% SEE POSTS)

23.0%

per day 6.6%

REACH/POST

3.2K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 17 370 —	 SUBS REACH 18.4% avg % of subs see post	 VIEWS/POST 3.2K median 2.7K · 20 days	 POSTS/WEEK 6.0 over period
 7D TREND -45.3% vs previous week	 REACTIONS/POST 64.7 total 1,165 reactions, 771 reposts, 39 comments	 POST LENGTH 587 chars median 626 · 20 days	 POSTS ANALYZED 18 20 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +132 last month	 QUOTABILITY 90 citation index · 362 channels mentioned all time	 CHANNEL AGE 7 years 3 months created 10.04.2019

AI EDITOR SUMMARY

Channel «Pragmatica | Senior Designer» – 17 370 subs. Each post gets avg 3.2K people (18% of subs), average reach – room to grow. Publishes 6 posts per week (~1/day) – rare posts. For week Jun 29 – Jul 5 reach dropped by -45.3% by week Jun 22–28 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 18 posts over 20 days.
- 02 Dominant format – Video (13/18 posts).
- 03 Avg post length – 587 chars (median 626).
- 04 Peak audience activity – Monday, 19:00 MSK.
- 05 Top posts get 4x more views than the weakest (6.5K avg for top vs 1.8K for worst) – among 18 posts in 20 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 16:08 VIDEO GLOWED UP LENDOS CONFERENCE and keep doing it every day. updated not only glitch dudes but also guest and team line-up. 	VIEWS 11 280 REPOSTS 91	REACTIONS 67 ER 64.9%
Nº2 19.06 · 14:18 VIDEO it wasn't easy, but we did it together with  byurobukv – shortlisted works with Lebowski by Pragmatica the decision is yours. choose...	VIEWS 4 491 REPOSTS 42	REACTIONS 71 ER 25.9%
Nº3 09.07 · 14:40 VIDEO WHAT ABOUT SPEAKERS AND OPEN MIKE AT KAYF? SAVE AND PLAN   vibe with headliners  Zhenya Yarovoy from Pragmatica will share how...	VIEWS 3 780 REPOSTS 40	REACTIONS 52 ER 21.8%

Nº4

02.07 • 14:01

VIDEO

🤖 collected all useful videos on 📺 youtube by Pragmatica with tutorials, lectures and streams – from Figma basics to generative and...

VIEWS

3 207

REPOSTS

280

REACTIONS

131

ER

18.5%

Nº5

03.07 • 08:43

VIDEO

today is a special day for «Pragmatics». birthday of 🧑 ilya fedorenko – our co-founder, whom we dearly love and...

VIEWS

3 060

REPOSTS

12

REACTIONS

92

ER

17.6%

WORST 3

↓ 07.07 • 14:26 VIDEO

🧑 last Friday we held our secret supper – the first private dinner for industry friends 50 design directors, CPOs and brand leads from...

VIEWS

2 071

REPOSTS

15

REACTIONS

55

ER

11.9%

↓ 09.07 • 08:46 PHOTO

comeback of the year 🧑 denis, when you rehearse a nice caption, then we'll talk

VIEWS

1 755

REPOSTS

23

REACTIONS

112

ER

10.1%

↓ 10.07 • 13:41 VIDEO

after lectures, battle, and open mic – exhale, chill, network, and wear out sneakers on the dance floor. 🧑 11:00 – 12:00 🧑 nata from...

VIEWS

1 562

REPOSTS

8

REACTIONS

57

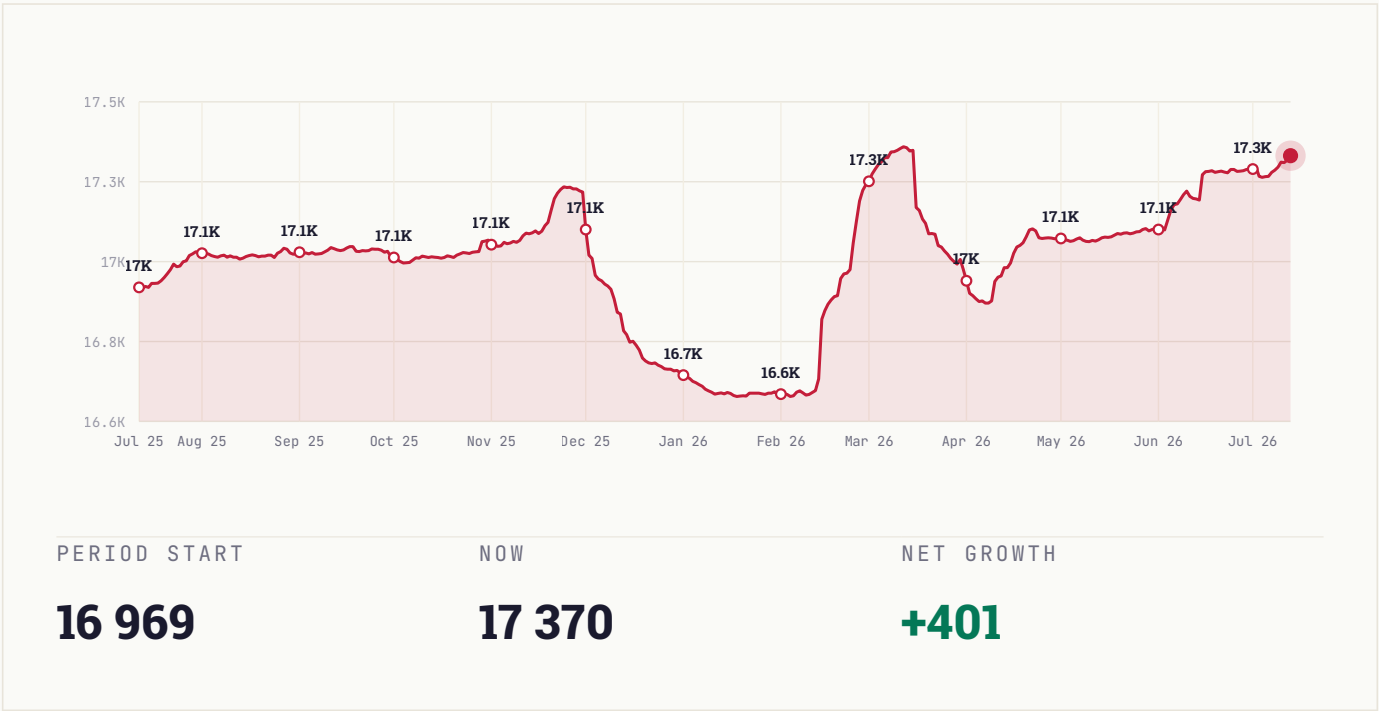
ER

9.0%

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 and which months subscribers left.



SECTION 04 • CITATIONS

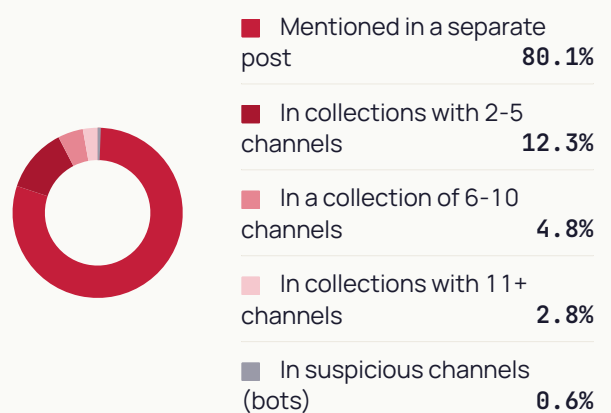
Who mentions the channel and how

Citation index **90** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **362** different channels.

COUNTRIES MENTIONING



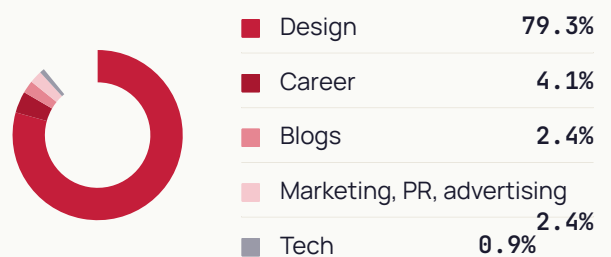
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



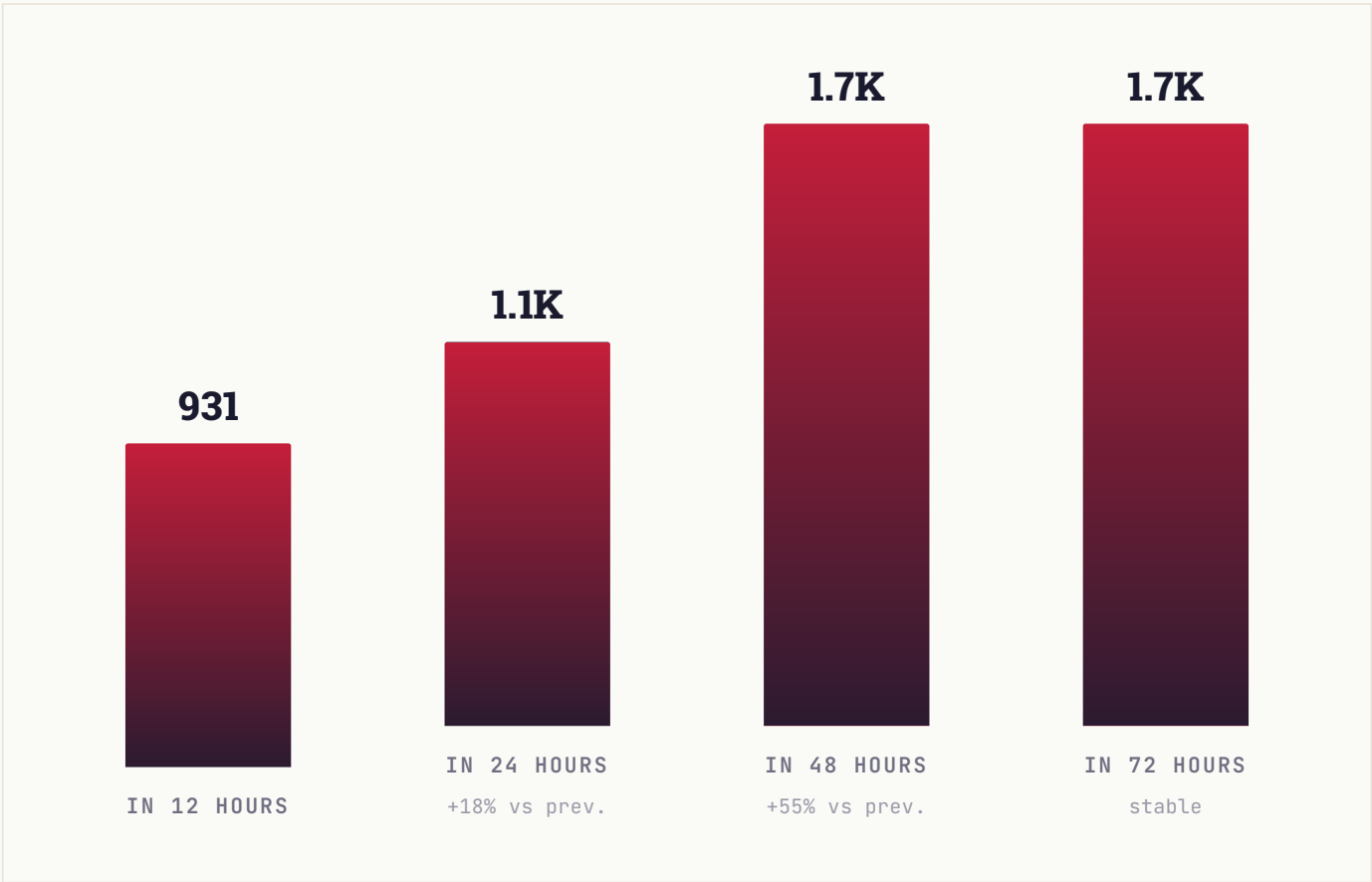
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and 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
ER Sexy font. Cyrillic	134.7K
SZ 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
P Pragmatica Senior Designer YOU	17.4K

COMPARATIVE CONCLUSION

Channel yet outside top 99 of niche — early growth stage. Niche leader — After Effects Templates (181K), top-99 median: 53.6K. First goal — enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

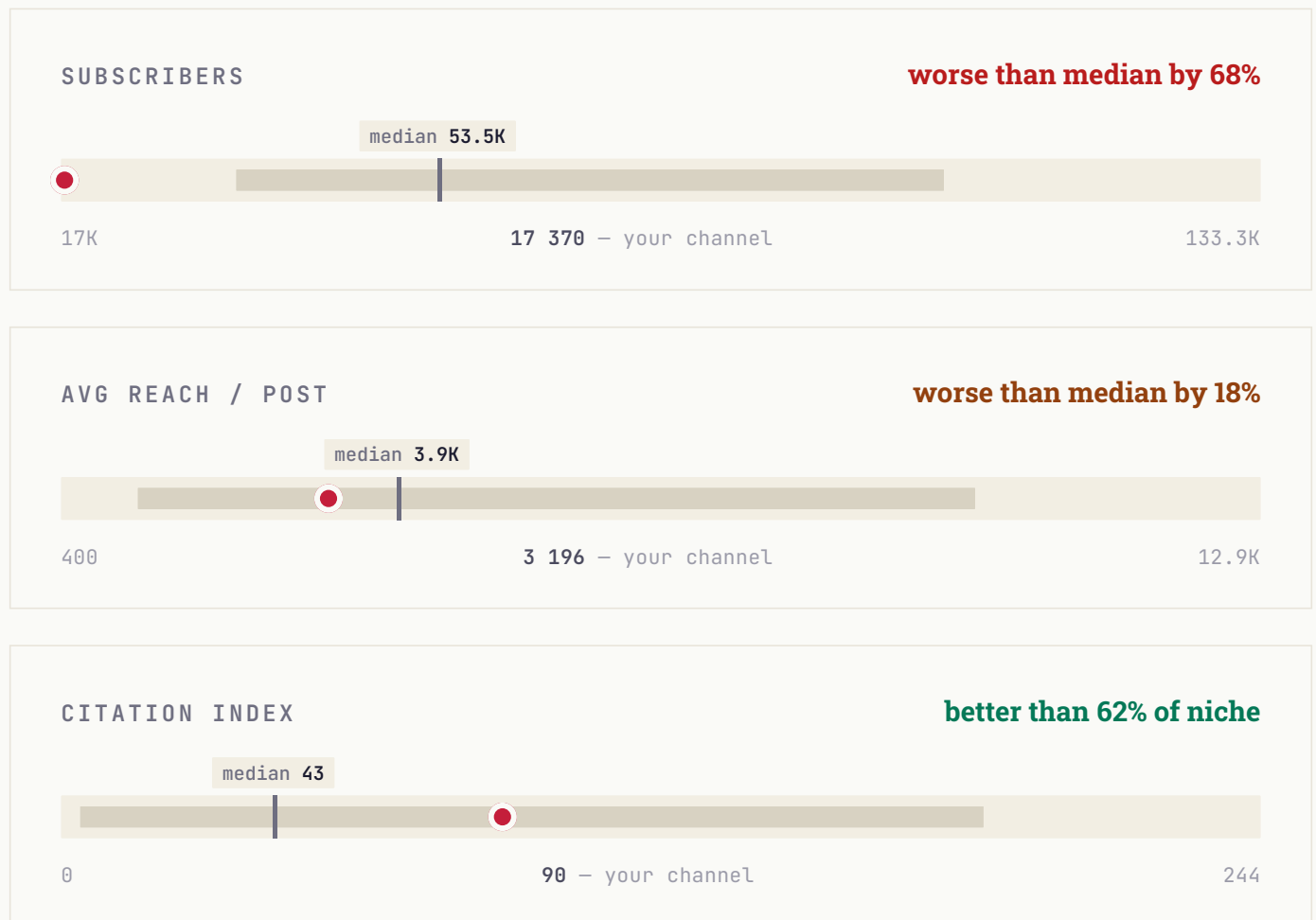
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **17**, they brought **431** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	27
December 2025	3	3	6
November 2025	2	2	199
October 2025	5	4	87
September 2025	4	3	55
August 2025	2	2	57
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
17	6	431	

SECTION 08 · NICHE COMPARISON

Where channel stands 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 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

Top post of the week — on Monday

Audience is most active on this day at 19:00 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 usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth target in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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