

PUBLIC PROMTPRESS REPORT

Channel audit

ShchYOLOCH®



@sholotch

Studio & School of Modern Design School site: <https://alkali.shop>
 Studio site: <https://alkali.design> VK: <https://clck.ru/3S6Rj7> Our
 channels: <https://clck.ru/3SJnv9> Course questions:...

SUBSCRIBERS

26 194

-229 per month

ERR (% SEE POSTS)

9.0%

per day 5.1%

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 channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 26 194 —	 SUBS REACH 9.09% avg % of subs see post	 VIEWS/POST 2.4K median 2.1K · 28 days	 POSTS/WEEK 13.2 for the period
 7D TREND -35.2% vs previous week	 REACTIONS/POST 18.8 only 996 reactions, 732 reposts, 125 comments	 POST LENGTH 645 chars median 688 · 28 days	 POSTS ANALYZED 53 28 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -229 last month	 CITATION RATE 170 citation index · 875 channels mentioned all time	 CHANNEL AGE 7 years 2 months created 26.04.2019

AI EDITOR SUMMARY

Channel «ShchYOLOCH®» — 26 194 subs. Avg views per post: 2.4K people (9% from subs), reach is low — consider expanding audience. Publishes 13 posts/week (~2/day) — consistent. Week of Jul 6–12, reach dropped -35.2% for the week of June 29 – July 5 — analyze reasons.

What works best

WHAT TOP POSTS HAVE IN COMMON

- ## TOP 5 POSTS

Page 4 / 13

Nº4 26.06 · 14:07 PHOTO Open Day at Central University School of Design July 4, St. Petersburg 😊 On July 4, the School of Design of CU will hold its first...	VIEWS 3 986 REPOSTS 69	REACTIONS 16 ER 15.2%
Nº5 22.06 · 09:59 VIDEO This is work by Zhenya Nikonova ❤️ Zhenya: motion designer at Rambler&Co, illustrator and teacher. Ex-reviewer on motion design course at Yandex...	VIEWS 3 654 REPOSTS 18	REACTIONS 15 ER 13.9%

|

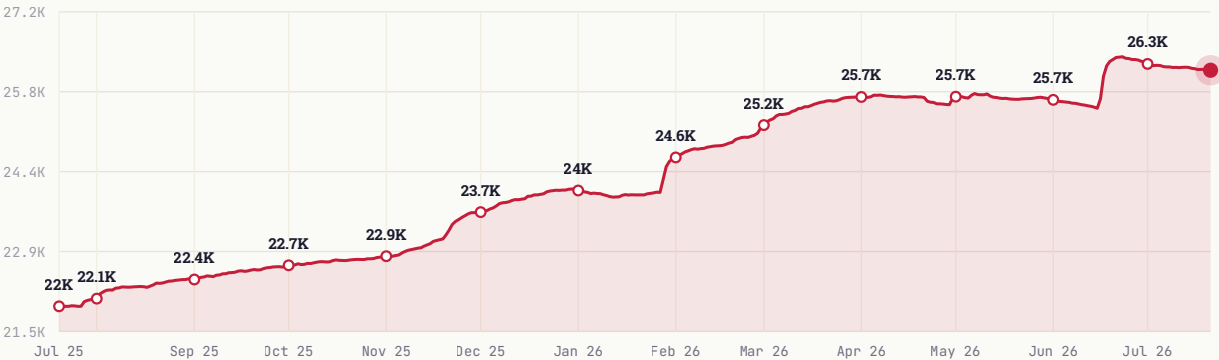
WORST 3

↓ 16.07 · 17:08 PHOTO 🌱🌱❤️ come in ❤️	VIEWS 1 701 REPOSTS 3	REACTIONS 7 ER 6.5%
↓ 17.07 · 14:00 VIDEO 🌱🌱😊 PERMAFROST 😊 final project by student KNI @trjnxhrs During the KNI course I made several projects, but the main one was...	VIEWS 1 585 REPOSTS 16	REACTIONS 38 ER 6.1%
↓ 17.07 · 11:21 PHOTO ❤️❤️🌱🌱🌱🌱🌱🌱🌱🌱🌱🌱❤️❤️🌱🌱🌱🌱🌱🌱 🌱🌱🌱🌱🌱❤️ JULY: SPI: Sketching, Character Design, Illustration 14.07 AUGUST KNI: Creative, Neural Networks, Art...	VIEWS 1 559 REPOSTS 7	REACTIONS 11 ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

21 960

NOW

26 194

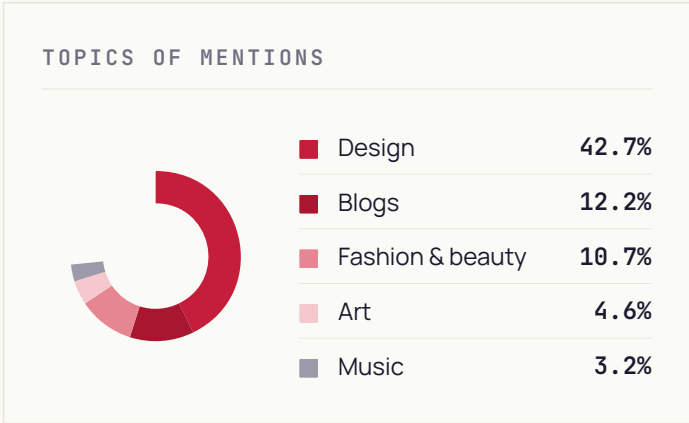
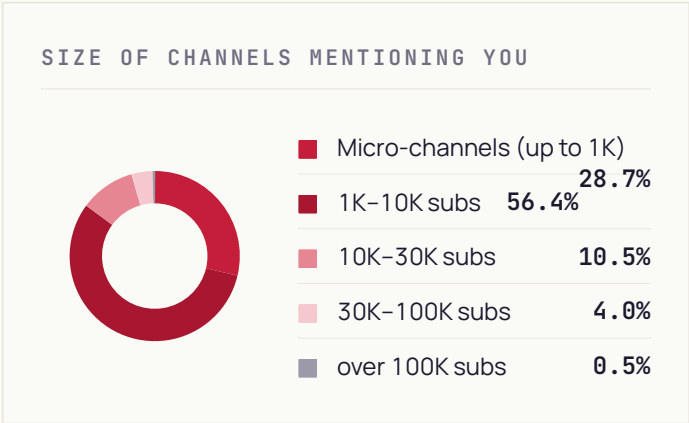
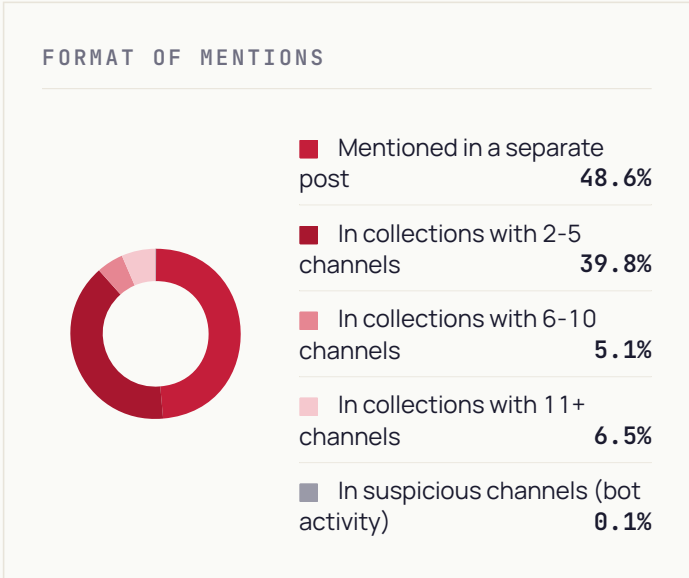
NET GROWTH

+4 234

SECTION 04 · MENTIONS

Who mentions the channel and how

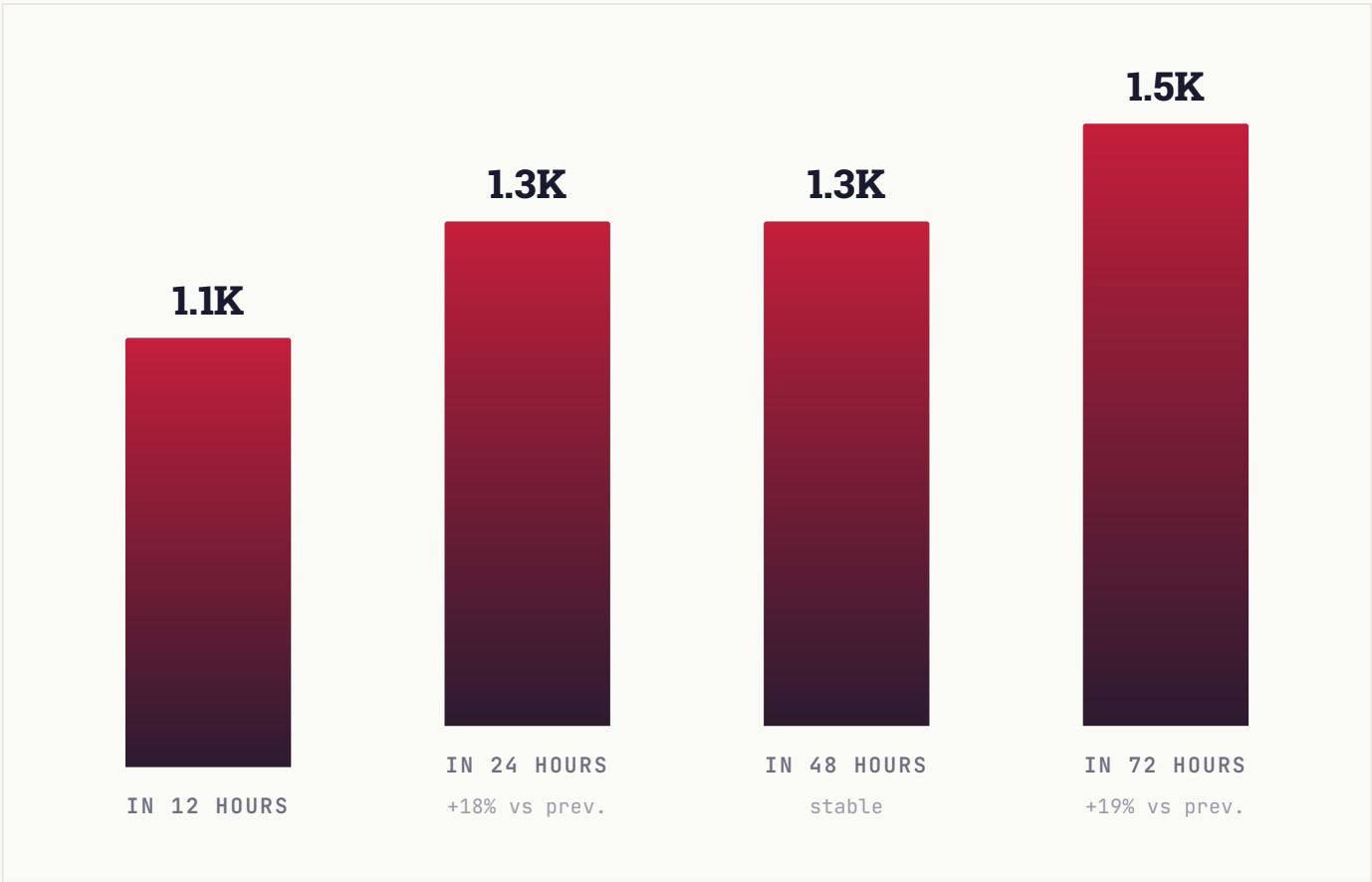
Citation index **170** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **875** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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
SHCHY ShchYOLOCH® YOU	26.2K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — 66Lottery CRYPTO (387.4K), top-99 median: 65.4K. First goal: enter top-99 through systematic traffic & 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: **278**, they brought **2 808** new subs.

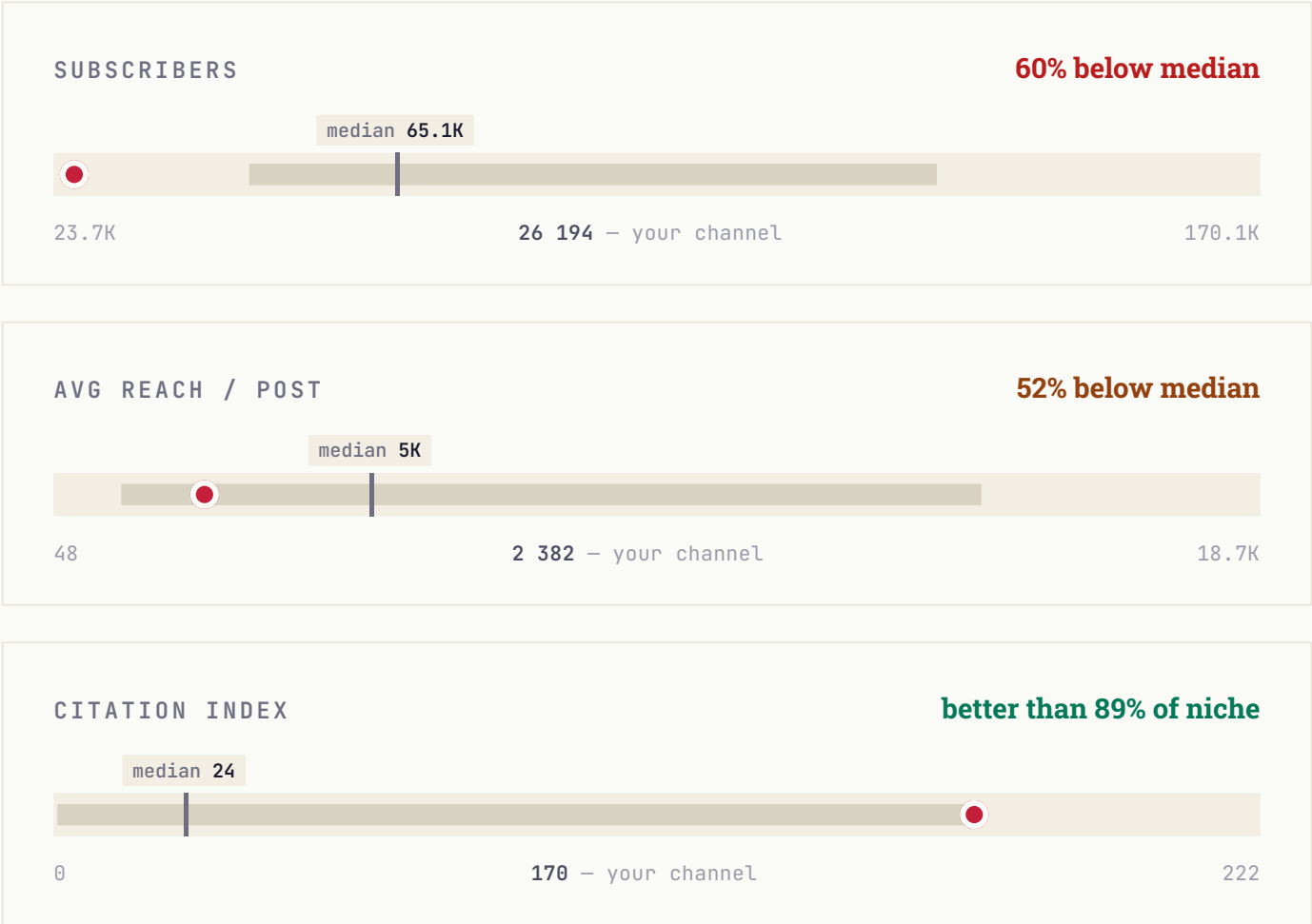
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	15	14	711	
December 2025	72	60	417	
November 2025	38	27	819	
October 2025	52	30	203	
September 2025	54	27	273	
August 2025	47	34	385	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
278	6	2 808

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category "Design» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Most active on this day at 13:00 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 picks 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 is an easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. 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 for organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
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
