

PUBLIC REPORT BY PROMTPRESS

Channel audit

Designus



@thedesignus

Beautiful design by world geniuses Ad price: <https://t.me/dssale/>
295 Collab: @Alivian Chat: @designus_chat Show ugly design:
@Designus_bot We work with...

SUBSCRIBERS

17 794

-78 per month

ERR (% SEE POSTS)

12.0%

daily 6.5%

REACH/POST

2K

ad reach 1.2K/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 17 794 —	SUBS REACH 11.31% avg % of subs see post	VIEWS/POST 2K median 2.1K · 29 days	POSTS/WEEK 22.2 over period
7D TREND -5.2% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 548 chars median 697 · 29 days	POSTS ANALYZED 93 29 days
AD REACH 1.2K 24h avg	CHURN / MONTH -78 last month	CITATION RATE 386 citation index · 481 channels mentioned ever	CHANNEL AGE 5 years 8 months created 20.11.2020

AI EDITOR SUMMARY

Channel «Designus» — 17 794 subs. Each post averages 2K people (11% from subs), reach is low — consider expanding audience. Publishes 22 posts per week (~3/day) — active posting. For the week of Jul 6–12, reach dropped by -5.2% By the week of Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **93** posts over 29 days.
- 02 Dominant format – **Photo** (79/93 posts).
- 03 Avg post length – **548** chars (median 697).
- 04 Peak audience activity – **Tuesday**, 21:00 MSK.
- 05 Top posts get **2x** more views than weakest (2.5K avg top vs 1.5K worst) – among 93 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 18:10 PHOTO DUDA – surname DUPA – ass	VIEWS 2 494 REPOSTS 69	REACTIONS — ER 14.0%
Nº2 26.06 · 14:10 PHOTO (post without caption – photo)	VIEWS 2 485 REPOSTS 99	REACTIONS — ER 14.0%
Nº3 22.06 · 10:11 PHOTO (post without caption – photo)	VIEWS 2 481 REPOSTS 57	REACTIONS — ER 13.9%

Nº4 08.07 · 10:10 PHOTO (post without caption – photo)	VIEWS 2 423 REPOSTS 101	REACTIONS — ER 13.6%
Nº5 01.07 · 18:10 PHOTO (post without caption – photo)	VIEWS 2 399 REPOSTS 70	REACTIONS — ER 13.5%

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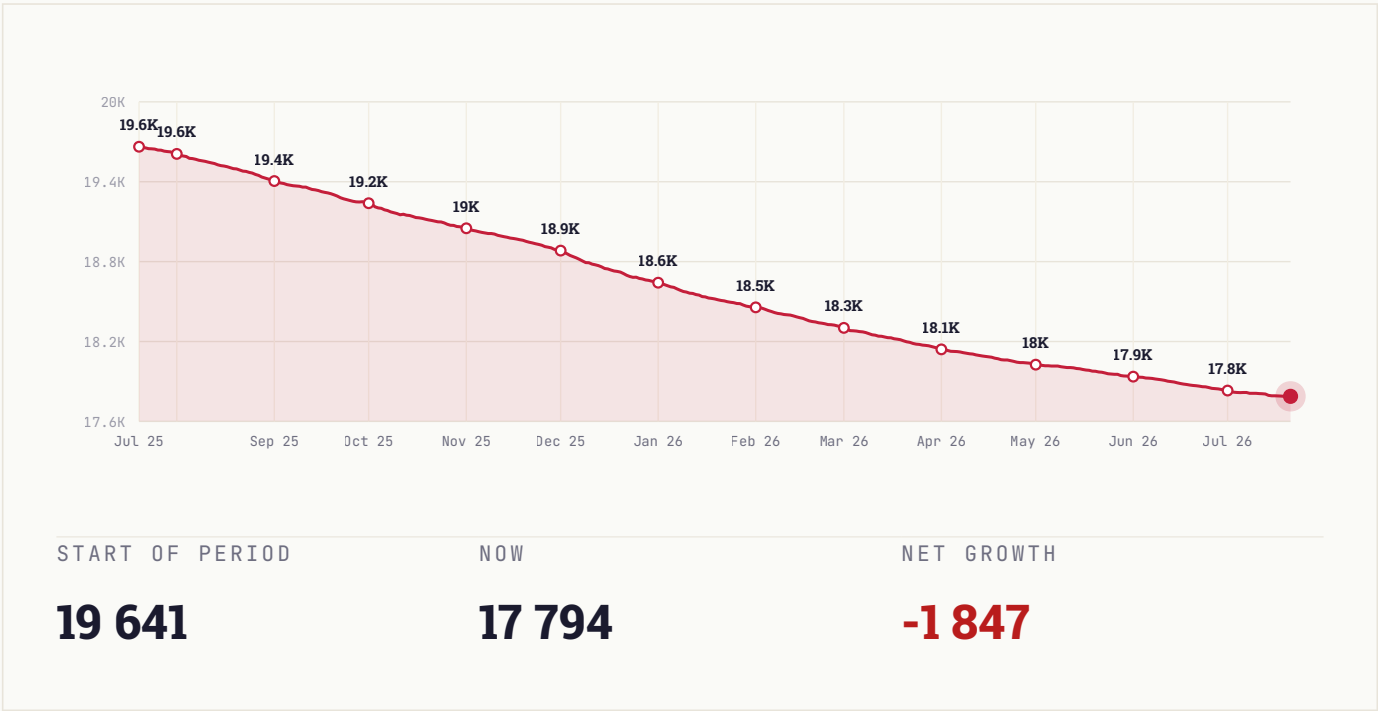
WORST 3

↓ 17.07 · 10:10 PHOTO (post without caption – photo)	VIEWS 1 625 REPOSTS 13	REACTIONS — ER 9.1%
↓ 17.07 · 14:10 VIDEO (post without caption – video)	VIEWS 1 457 REPOSTS 1	REACTIONS — ER 8.2%
↓ 17.07 · 18:10 PHOTO (post without caption – photo)	VIEWS 1 409 REPOSTS 16	REACTIONS — ER 7.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

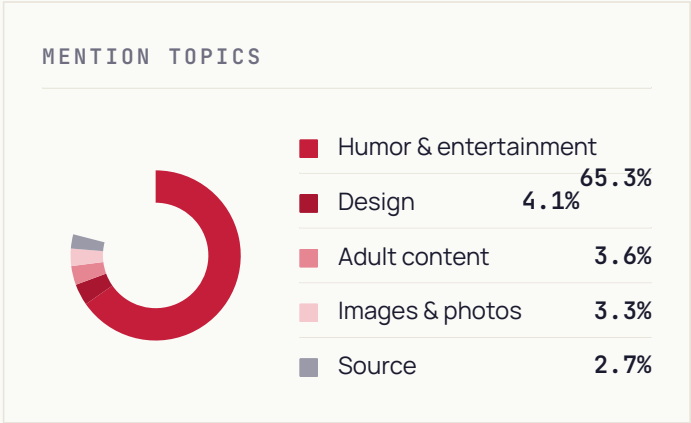
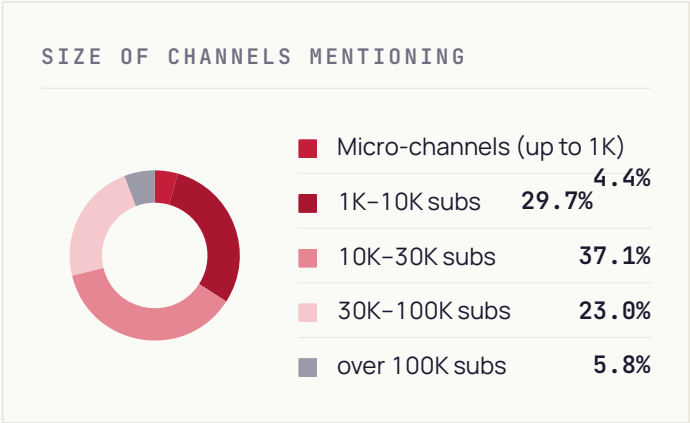
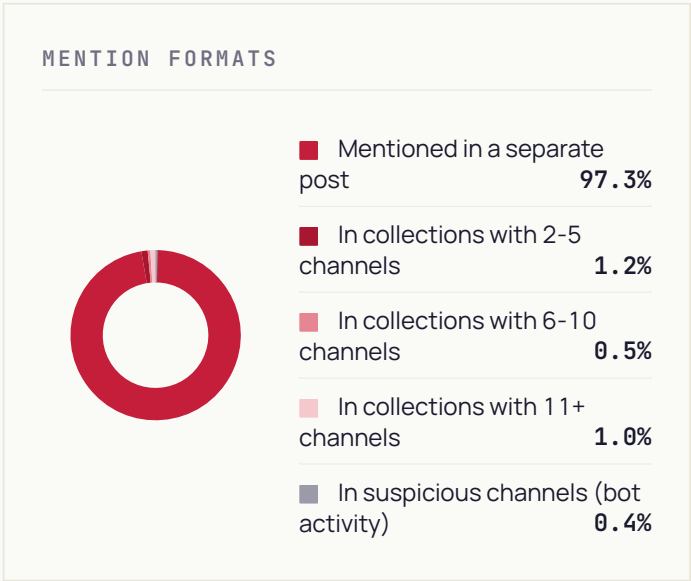
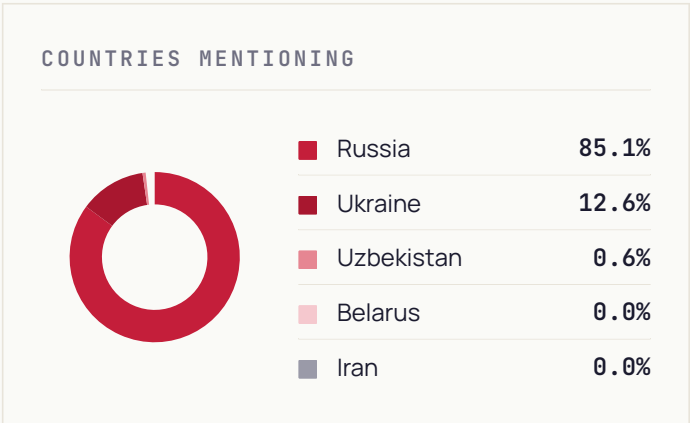
Subscriber growth chart over the year. Key months show exact subscriber count. Highlights months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

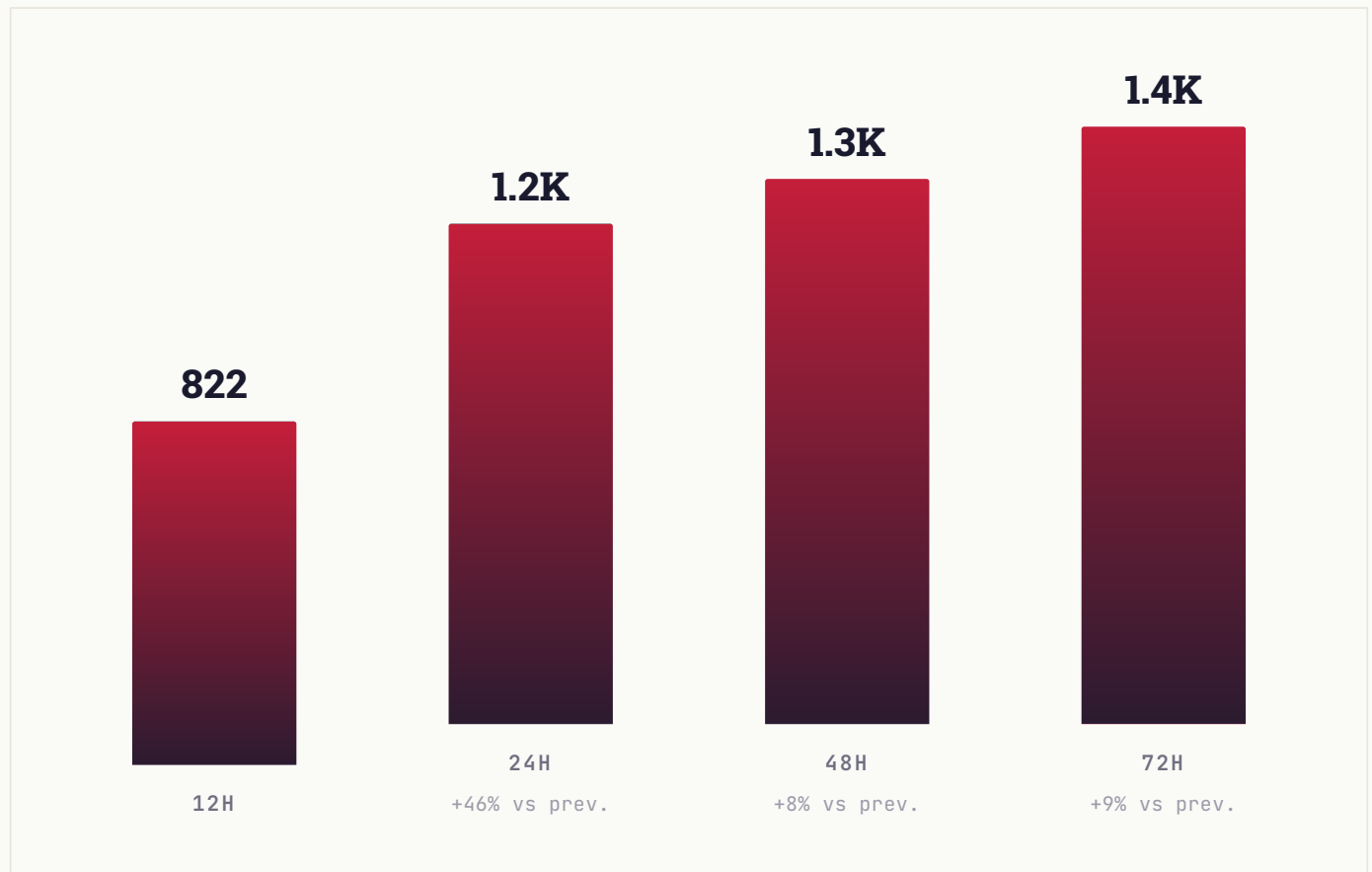
Citation index **386** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **481** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
6 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
CI Designus YOU	17.8K

COMPARATIVE CONCLUSION

Channel is not yet outside top-99 niche — early growth stage. Niche leader — 66Lottery

🏆🏆

CRYPTO (387.4K), top-99 median: 65.4K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

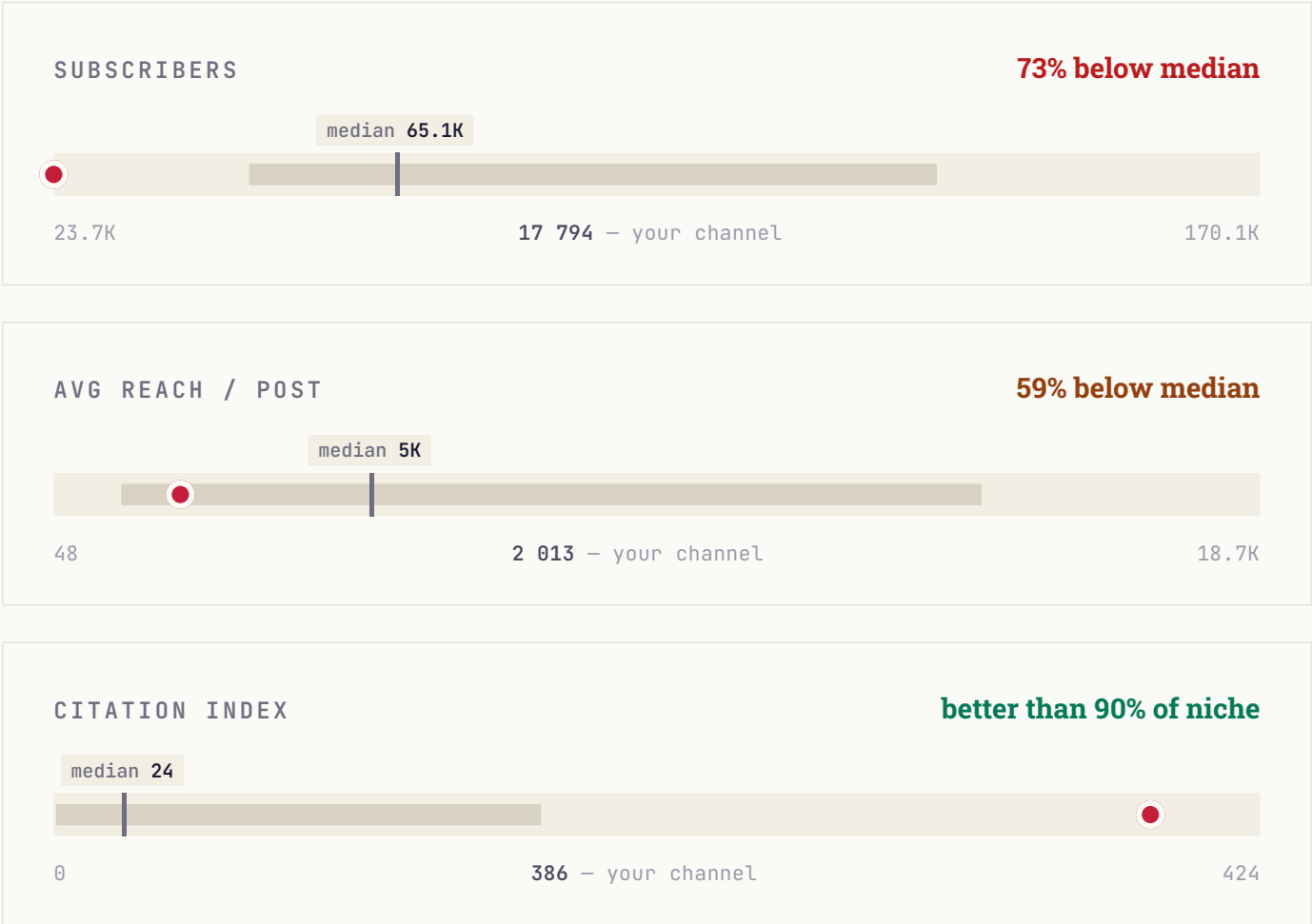
Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **7** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	0
December 2025	0	0	1
November 2025	0	0	0
Oct 2025	0	0	4
Sep 2025	0	0	2
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
0	6	7	

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 covering 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 Tuesday
 Audience is most active on this day at 21:00 MSK.

EFFECT
Best window for important posts

02

Increase video posts share
 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

03

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

04

Test polls & 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

05

Cross-promo with neighboring channels
 Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & 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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