

PUBLIC REPORT BY PROMTPRESS

Channel audit

Tilda Publishing News



@tildanews

Tilda news: we write about new blocks, templates, features and send links to our articles Official Tilda user chat: https://t.me/tilda_official_chat Chat rules:...

SUBSCRIBERS

33 085

-29 per month

ERR (% SEE POSTS)

12.0%

per day 6.9%

REACH/POST

3.7K

ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 33 085 —	 SUBS REACH 11.05% avg % subs see post	 VIEWS/POST 3.7K median 3.7K · 28 days	 POSTS/WEEK 7.2 for the period
 7D TREND -0.9% vs previous week	 REACTIONS/POST 52.2 total 1,515 reactions, 866 reposts, 135 comments	 POST LENGTH 569 chars median 543 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH -29 for the last month	 QUOTE RATE 26 citation index · 238 channels mentioned all time	 CHANNEL AGE 10 years 5 months created 28.01.2016

AI EDITOR SUMMARY

Channel «Tilda Publishing News» — 33 085 subs. Each post averages 3.7K people (11% subs), reach is low — consider growing audience. Publishes 7 posts per week (~1/day) — steady pace. For the week of Jun 29 – Jul 5, reach stable (-0.9% vs week 22–28 Jun).

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 **29** posts over 28 days.
- 02 Dominant format – **Photo** (20/29 posts).
- 03 Avg post length – **569** chars (median 543).
- 04 Peak audience activity – **Friday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (5.8K avg for top vs 3K for worst) – among 29 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 11:03 PHOTO  Tilda Template Fest 2026 Join the new creative contest for designers on June 24! Create your own project and get into...	VIEWS 7 470 REPOSTS 79	REACTIONS 62 ER 22.6%
Nº2 03.07 · 13:06 PHOTO  Free Tilda webinars in July In July, learn how to speed up projects with AI, get more repeat...	VIEWS 5 456 REPOSTS 35	REACTIONS 41 ER 16.5%
Nº3 26.06 · 11:58 VIDEO  Vibe Blocks in Block Library Find 12 Vibe Blocks with ready-made design in the Block Library. Available in the Benefits...	VIEWS 4 454 REPOSTS 16	REACTIONS 78 ER 13.5%

Nº4 25.06 • 10:44 PHOTO  Sync with Yandex Market Now export products from your seller account on Yandex Market to your online store catalog on...	VIEWS 4 404 REACTIONS 73 REPOSTS 19 ER 13.3%
Nº5 18.06 • 09:58 PHOTO  Computer Club — New Base Template A vibrant template with neon aesthetics, dynamic content delivery, and easy navigation. Helps...	VIEWS 4 328 REACTIONS 49 REPOSTS 8 ER 13.1%

WORST 3

↓ 07.07 • 10:00 TEXT  Webinar starts: 'Creating a Portfolio Site on Tilda'. Learn how to quickly build a personal site from ready blocks and prepare it...	VIEWS 3 172 REACTIONS 13 REPOSTS 20 ER 9.6%
↓ 10.07 • 09:00 PHOTO  Free course: 'How to Create an Online Store on Tilda' We've just released a video course for those who want to build their own...	VIEWS 2 934 REACTIONS 25 REPOSTS 21 ER 8.9%
↓ 10.07 • 12:33 PHOTO  Live design review of Tilda sites On July 16, we'll review your Tilda sites live — analyze mistakes and give tips...	VIEWS 2 849 REACTIONS 29 REPOSTS 3 ER 8.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

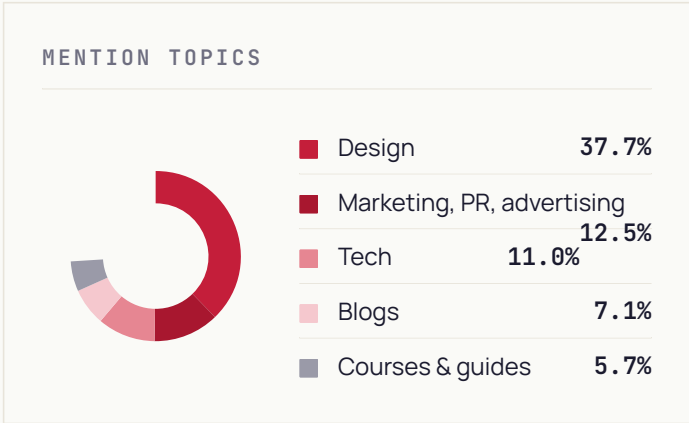
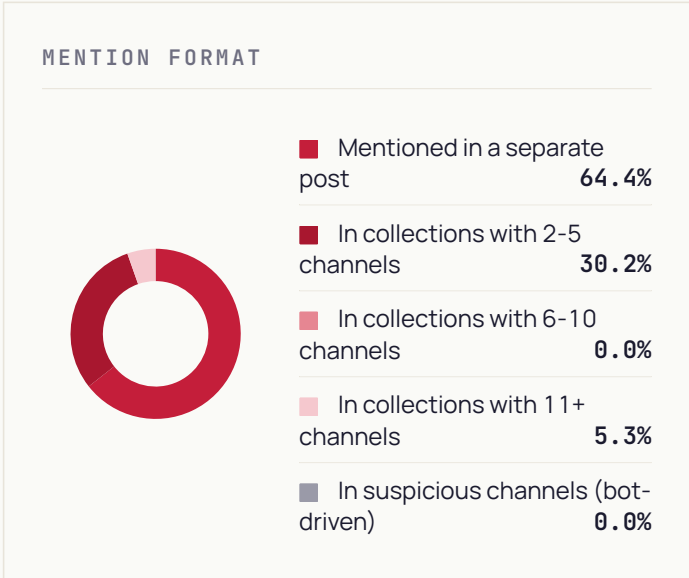
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

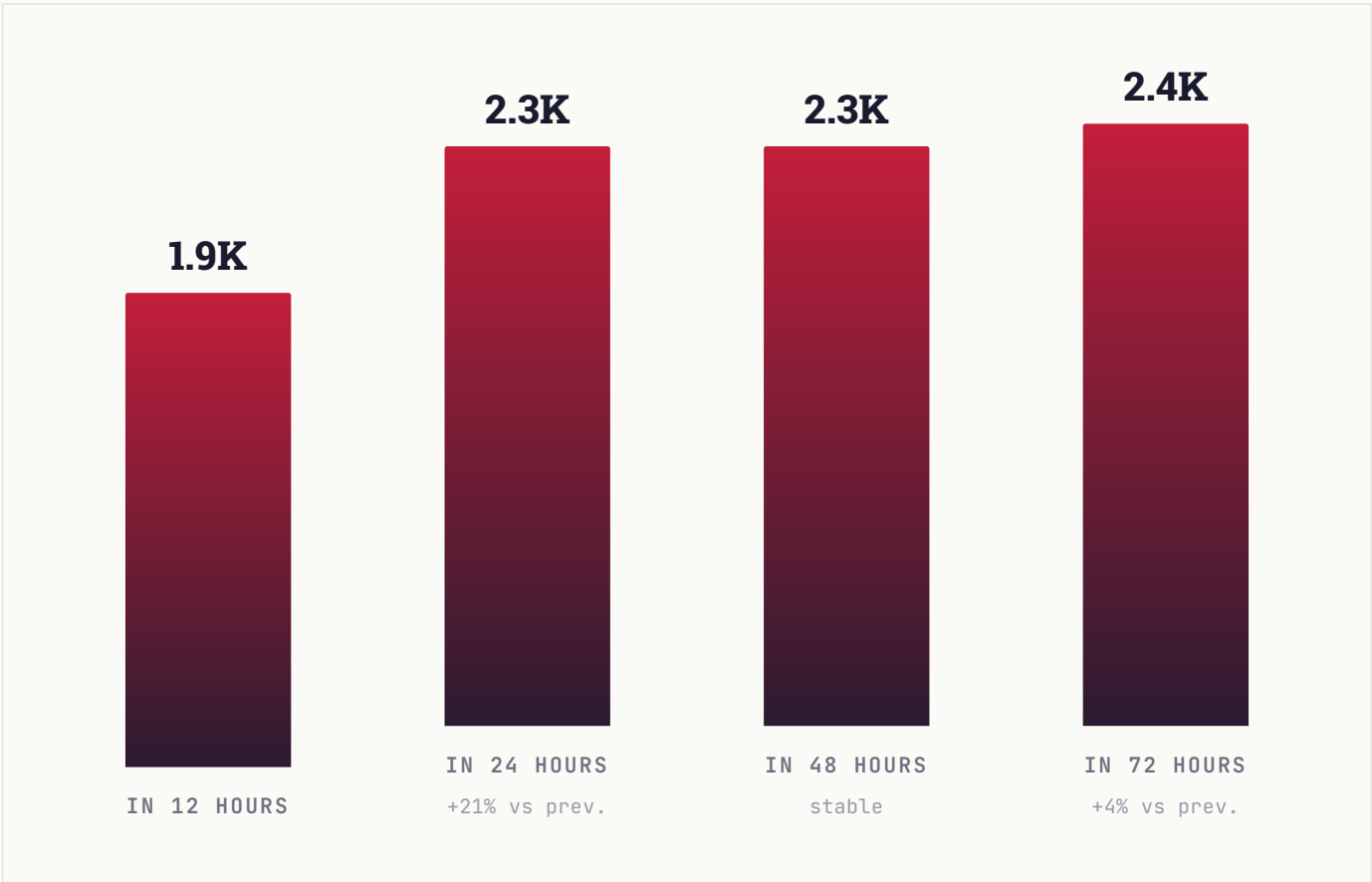
Citation index **26** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **238** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a 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
ER Sexy font. Cyrillic	134.7K
SHZ What the font?	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
TP Tilda Publishing News YOU	33.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#93 of 99). Niche median — 53.6K subs. First growth KPI — reach the median. Leader: After Effects Templates (181K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **18**, they brought **1 035** new subs.

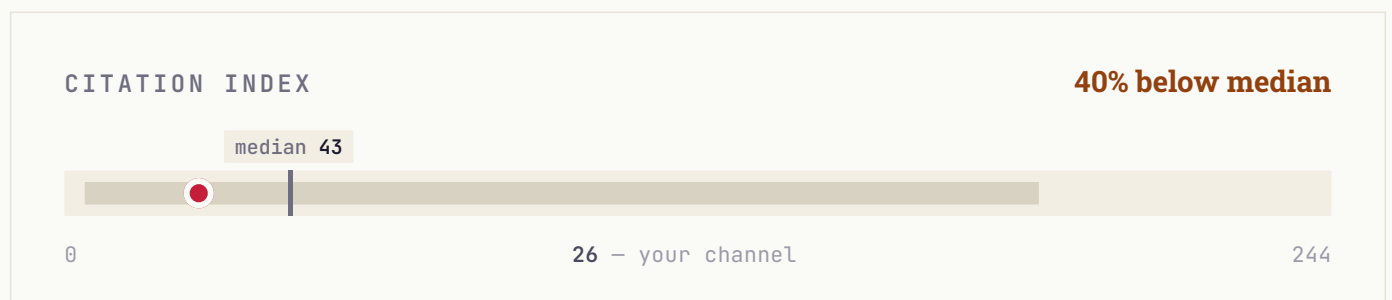
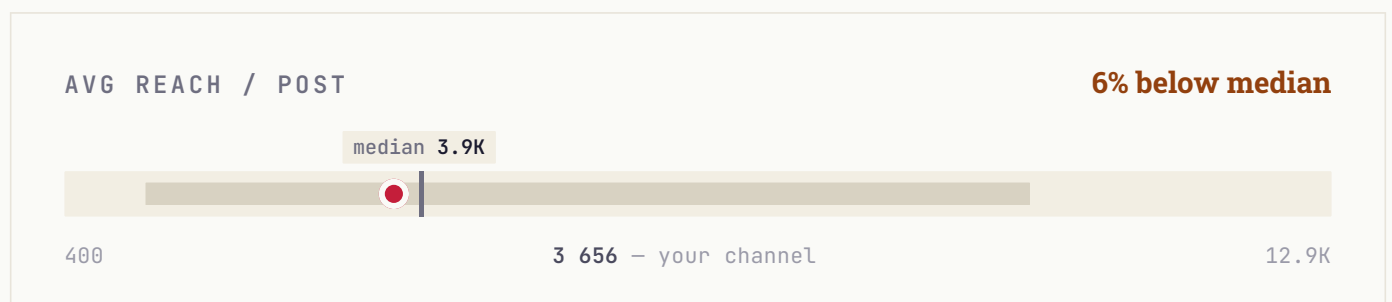
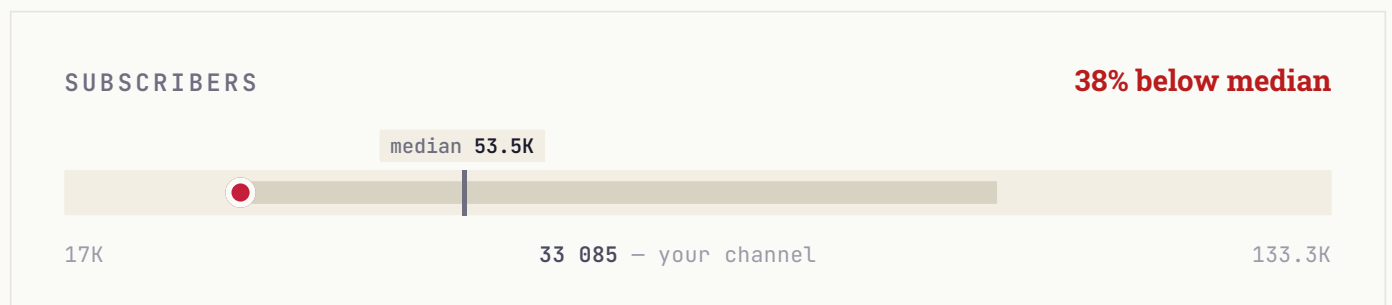
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	65
December 2025	2	2	44
November 2025	4	3	131
October 2025	3	2	151
September 2025	4	4	506
August 2025	4	1	138

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
18	6	1 035

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**Design**» (Russia) and compared your channel.
Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is the median. Red dot is your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager