

— PROMTPRESS PUBLIC REPORT

Channel audit

What font is that?



@wtfont

New font every day Ads & offers: @phhadmin Registered in the list of social media page owners: clck.ru/3FBUBz

SUBSCRIBERS

130 521

-435 per month

ERR (% SEE POSTS)

7.0%

daily 2.8%

REACH/POST

8K

ad reach 3.6K/24h

— CONTENT · 2026

What's inside the report

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09 Strategy

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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 130 521 —	 SUBS REACH 6.14% avg % subs see post	 VIEWS/POST 8K median 8.6K · 28 days	 POSTS/WEEK 9.2 for period
 7D TREND -11.6% vs previous week	 REACTIONS/POST 51.8 1,967 reactions, 5,599 reposts, 46 comments	 POST LENGTH 321 chars median 284 · 28 days	 POSTS ANALYZED 38 28 days
 AD REACH 3.6K avg 24h	 CHURN / MONTH -435 last month	 CITATION RATE 126 citation index · 292 channels mentioned ever	 CHANNEL AGE 5 years 1 month created 22.05.2021

AI EDITOR SUMMARY

Channel «What the font?» – 130 521 subs. Each post averages 8K people (6% of subs), reach low – should expand audience. Publishes 9 posts/week (~1/day) – regular schedule. Week Jun 29 – Jul 5 reach dropped -11.6% to week Jun 22–28 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts in 28 days.
- 02 Dominant format — **Photo** (35/38 posts).
- 03 Avg post length — **321** chars (median 284).
- 04 Peak audience activity — **Thursday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (12.2K avg for top vs 5.3K for worst) — among 38 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

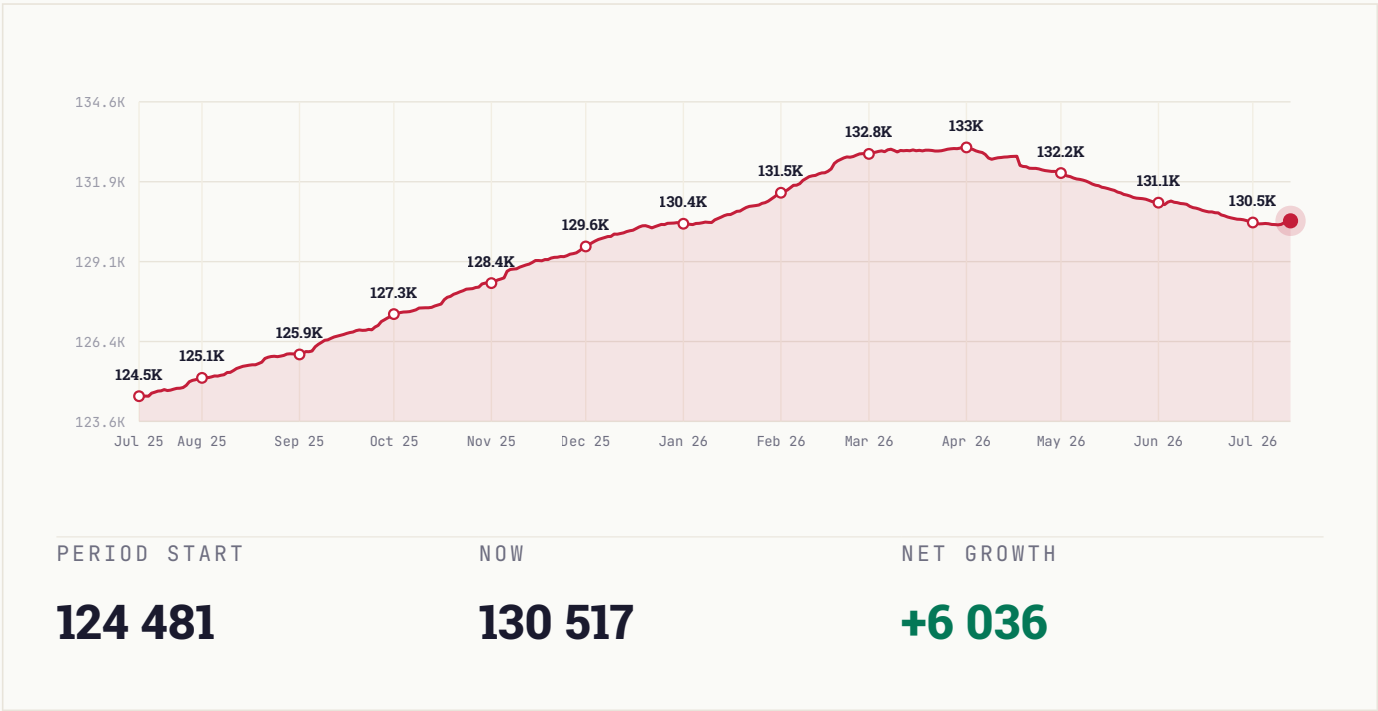
Nº1 25.06 · 16:42 PHOTO Font «Waterway» by Eduard Chernov A serif font with refined, sharp forms. Free for any use, includes...	VIEWS 12 937 REPOSTS 318	REACTIONS 67 ER 9.9%
Nº2 29.06 · 16:17 PHOTO Font "CHEHARDA" by Elizaveta Khafizianova A display font with no lowercase/uppercase distinction — characters differ...	VIEWS 11 998 REPOSTS 267	REACTIONS 46 ER 9.2%
Nº3 17.06 · 16:21 PHOTO Font "NOGGI" by Taisiya Finashko A monospace grotesk inspired by the aesthetic of iconic stilt houses. Supports Latin and...	VIEWS 11 573 REPOSTS 226	REACTIONS 47 ER 8.9%

Nº4 14.06 • 15:34 PHOTO Font "MF EVOLT SPECIAL" by Mr. Font A stylish versatile font suitable for both headlines and body text...	VIEWS 10 492 REPOSTS 270 REACTIONS 47 ER 8.0%
Nº5 03.07 • 16:07 PHOTO Font «Viaoda Libre» by Gydient A font inspired by Vietnamese cultural symbolism. Designed for headlines and subheadings...	VIEWS 10 263 REPOSTS 292 REACTIONS 52 ER 7.9%
WORST 3	
↓ 09.07 • 11:24 PHOTO Wow-cards for marketplaces from Krona🔥 Marathon starts July 13! No templates, samey generations, or screens for screens' sake🔥 If you ever...	VIEWS 5 526 REPOSTS 5 REACTIONS 4 ER 4.2%
↓ 09.07 • 17:19 PHOTO Font «Disket Mono» by Mariano Diez A monospaced grid-based font inspired by geometry and architecture. Two weights...	VIEWS 5 261 REPOSTS 197 REACTIONS 52 ER 4.0%
↓ 09.07 • 14:24 VIDEO AI has already replaced retouchers...	VIEWS 5 017 REPOSTS 46 REACTIONS 98 ER 3.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

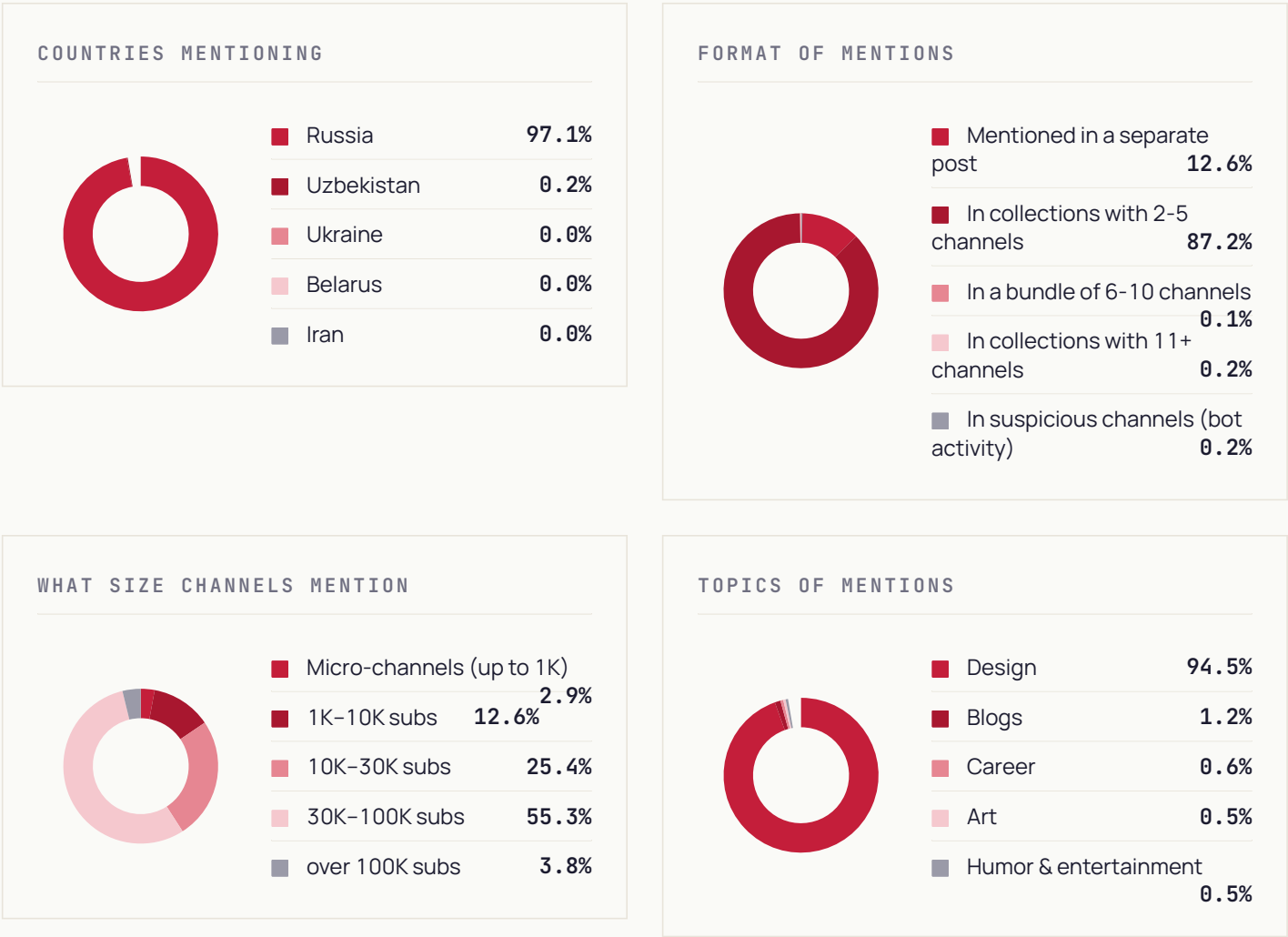
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

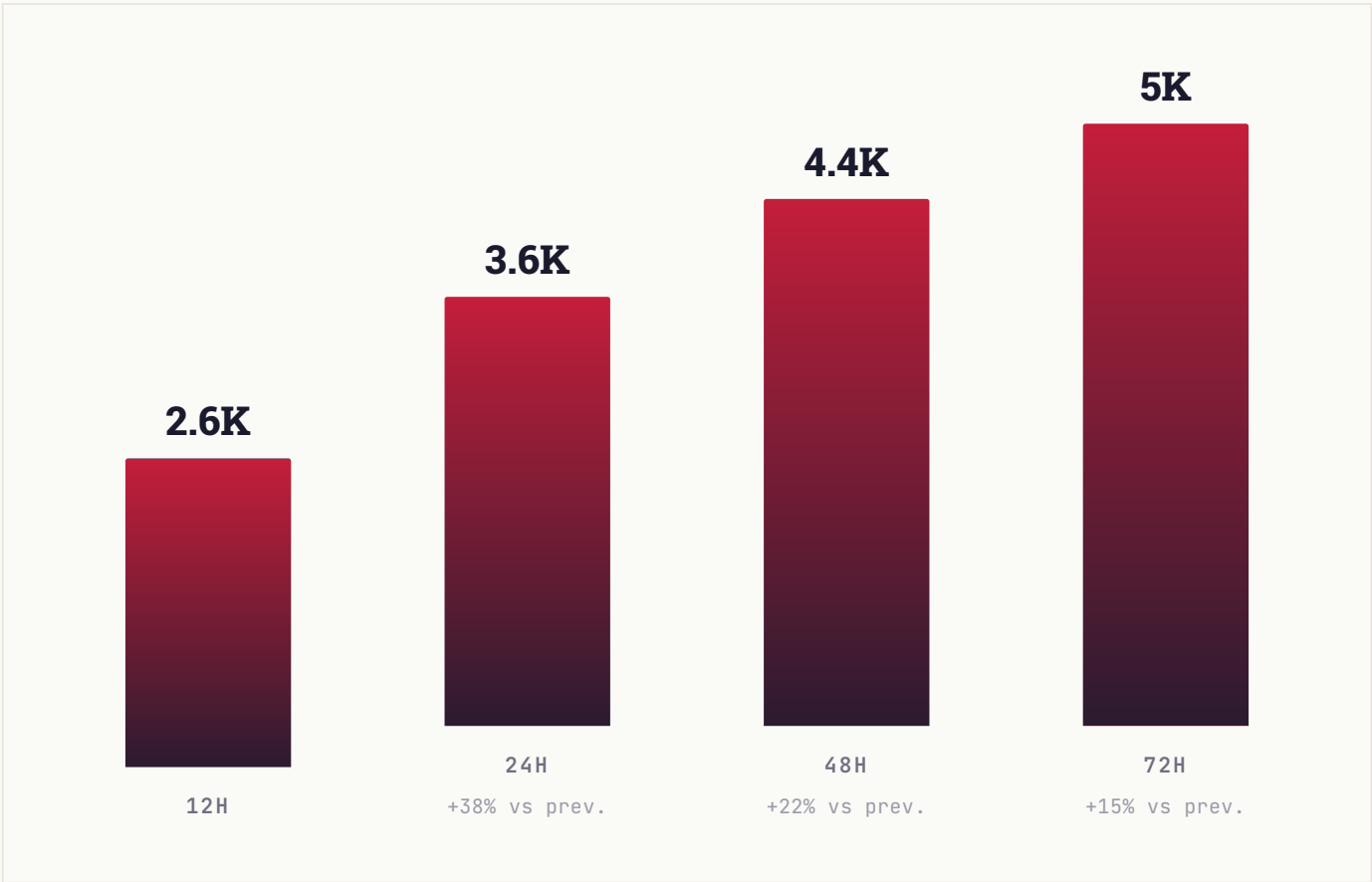
Citation index **126** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **292** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

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 font is that? YOU	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
DM Jam Mockup	102.4K

COMPARATIVE INSIGHT

Channel in top-10 niche (#5 of 99). Strong position. Niche leader — After Effects Templates (181K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

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 **64**, they brought **6 627** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	10	5	1 053
December 2025	6	1	956
Nov 2025	13	11	1 223
Oct 2025	11	6	1 161
Sep 2025	16	10	1 338
August 2025	8	7	896

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
64	6	6 627

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

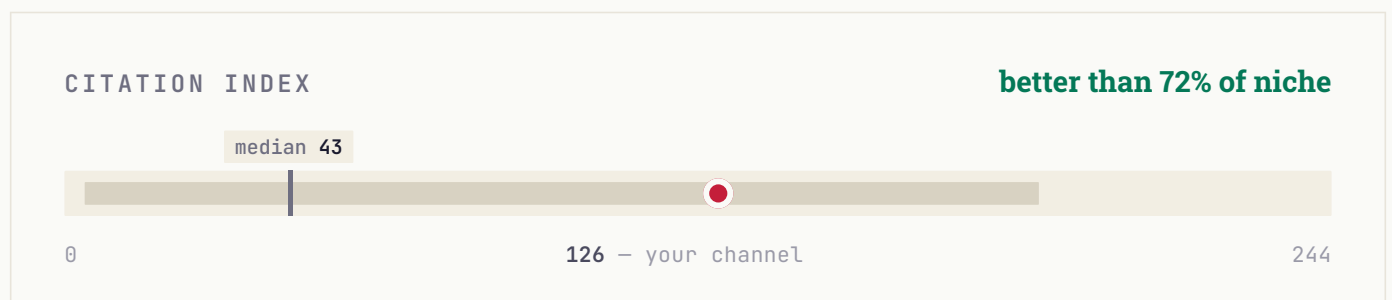
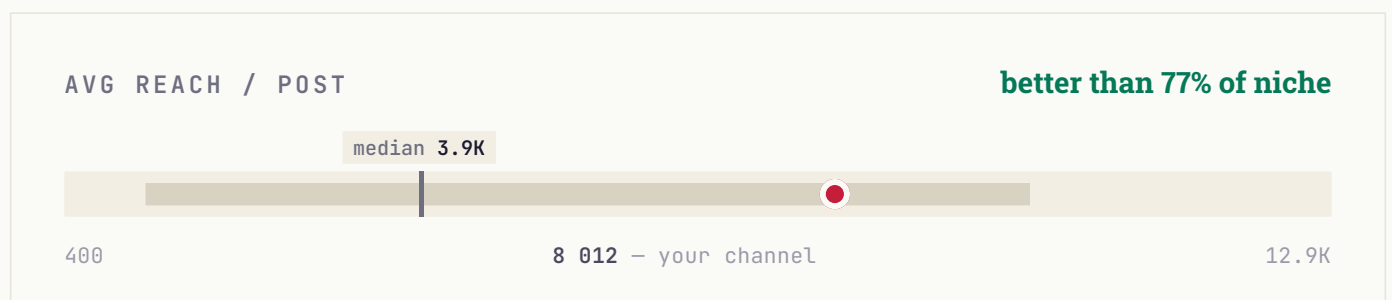
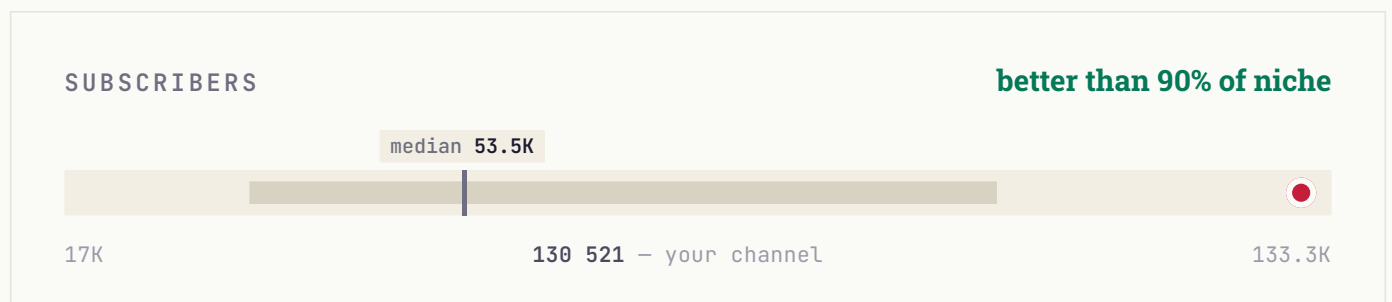
Took top-100 channels in category «Design» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#5

/100

RANK IN NICHE

Channel in top 5% design Russia



— 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 Thursday

On this day at 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager