

PUBLIC REPORT BY PROMTPRESS

Channel audit

Yop Design



@yop_design

Yop Design — fresh mockups and resources for designers

SUBSCRIBERS

14 337

+284 per month

ERR (% SEE POSTS)

26.0%

per day 6.9%

REACH/POST

3.8K

ad reach 982/24h

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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 14 337 —	 SUBS REACH 26.49% avg % subs see post	 VIEWS/POST 3.8K median 4.3K · 25 days	 POSTS/WEEK 1.1 for the period
 7D TREND — no data for period	 REACTIONS/POST 22.0 total 88 reactions, 211 reposts, 0 comments	 POST LENGTH 152 chars median 83 · 25 days	 POSTS ANALYZED 4 25 days
 AD REACH 982 24h avg	 CHURN / MONTH +284 for the last month	 QUOTABILITY 13 citation index · 27 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 02.11.2021

AI EDITOR SUMMARY

Channel «Yop Design» — 14 337 subs. Each post averages 3.8K people (26% from subs), good reach. Publishes 1 posts per week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 25 days.
- 02 Dominant format – Photo (4/4 posts).
- 03 Avg post length – 152 chars (median 83).
- 04 Peak audience activity – Thursday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.8K avg for top vs 3.1K for worst) – among 4 posts in 25 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 4 POSTS

Nº1 18.06 · 08:53 PHOTO Identity Branding Mockups Link to author Download file #BrandingMockup	VIEWS 5 763 REPOSTS 82	REACTIONS 34 ER 40.2%
Nº2 21.06 · 10:28 PHOTO MacBook Mockup Bundle Link to author Download file #DeviceMockup	VIEWS 5 182 REPOSTS 63	REACTIONS 19 ER 36.1%
Nº3 03.07 · 14:16 PHOTO Together with Jam Club we curated 30 top mockups from Supply Family. These are designs that...	VIEWS 3 325 REPOSTS 57	REACTIONS 27 ER 23.2%

Nº413.07 · 11:19 PHOTO Outdoor Advertising Mockup Link to author Download file #OutdoorAdvertising	VIEWS	REACTIONS
	922	8
	REPOSTS	ER
	9	6.4%

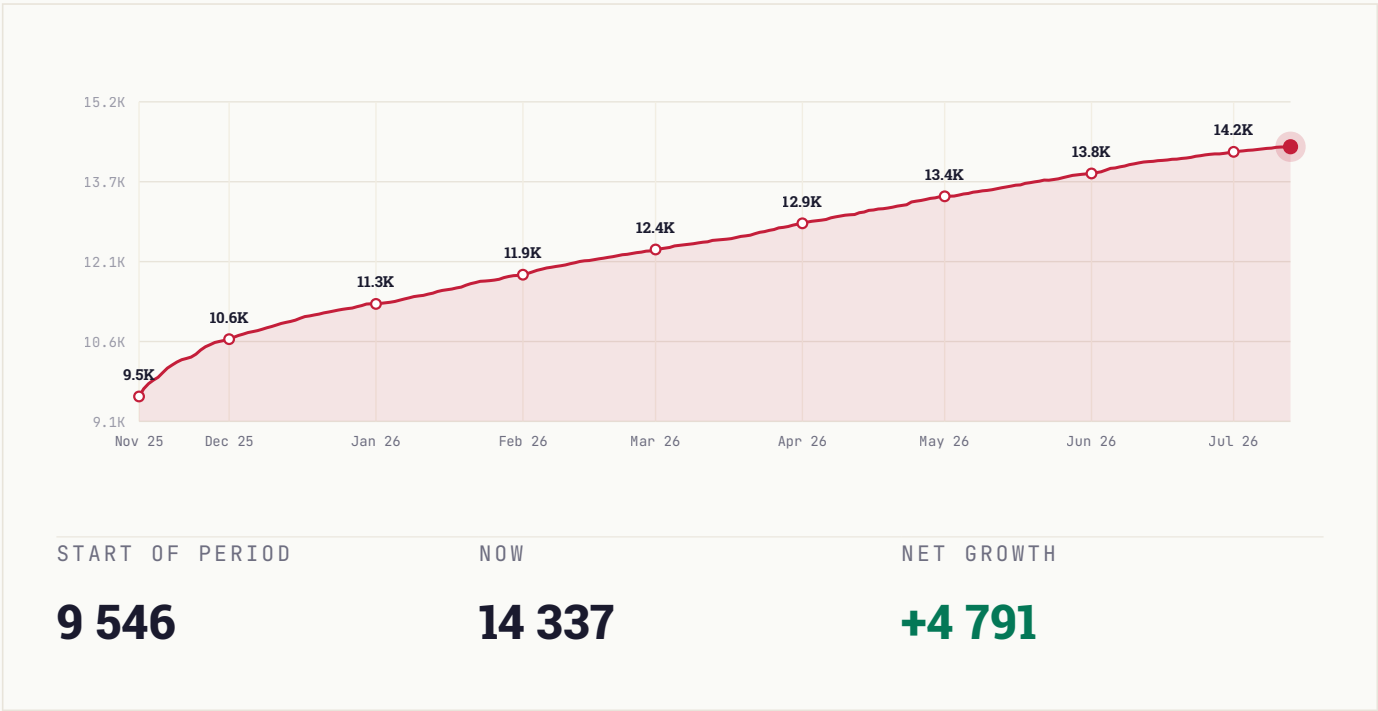
WORST 3

↓ 21.06 · 10:28 PHOTO MacBook Mockup Bundle Link to author Download file #DeviceMockup	VIEWS	REACTIONS
	5 182	19
	REPOSTS	ER
	63	36.1%
↓ 03.07 · 14:16 PHOTO Together with Jam Club we curated 30 top mockups from Supply Family. These are designs that...	VIEWS	REACTIONS
	3 325	27
	REPOSTS	ER
	57	23.2%
↓ 13.07 · 11:19 PHOTO Outdoor Advertising Mockup Link to author Download file #OutdoorAdvertising	VIEWS	REACTIONS
	922	8
	REPOSTS	ER
	9	6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

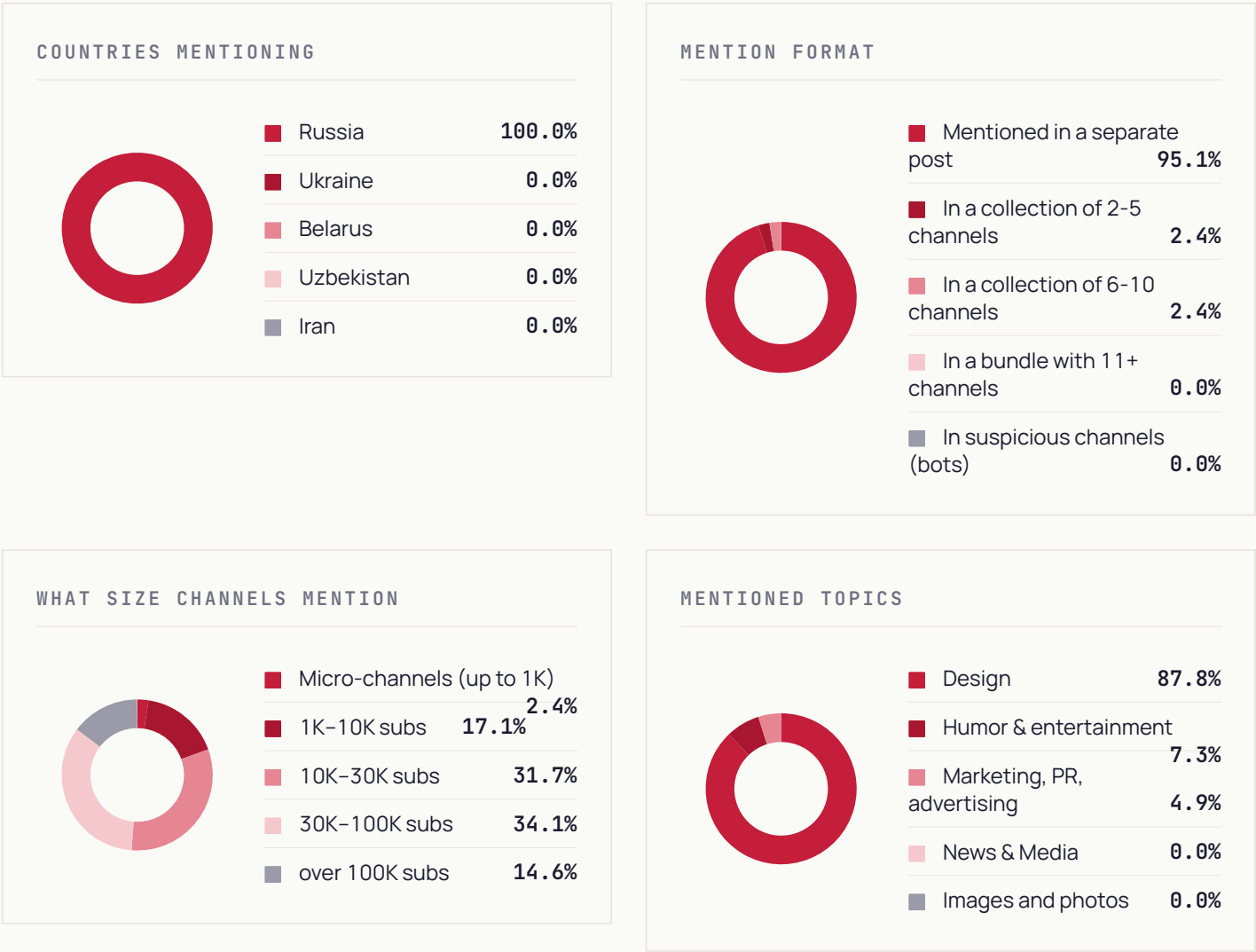
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

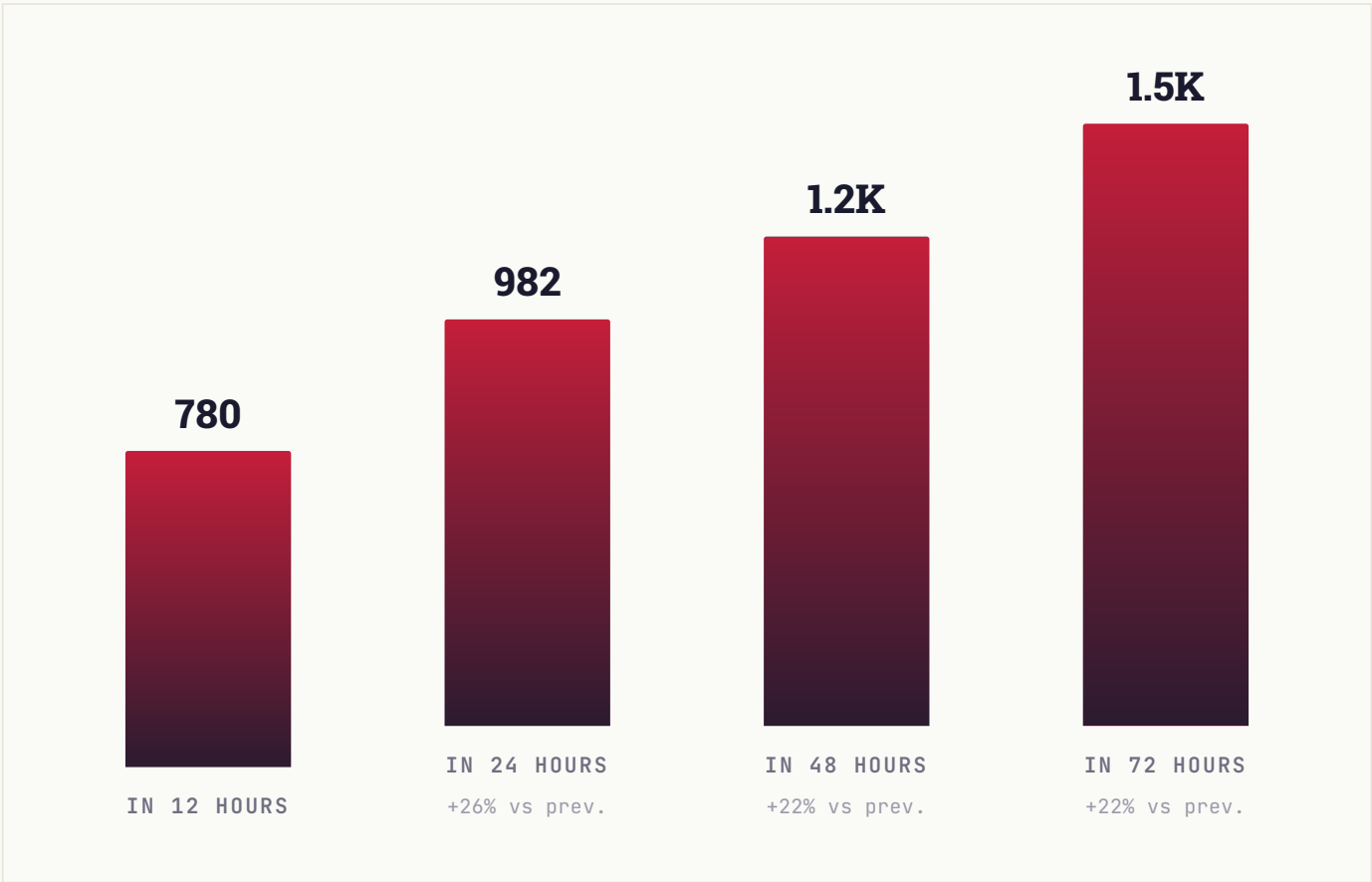
Citation index **13** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **27** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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
Avg Sexy font. Cyrillic	134.7K
III3 What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
IIIT What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
YD Yop Design YOU	14.3K

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 and content work.

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 **40**, they brought **2 327** new subs.

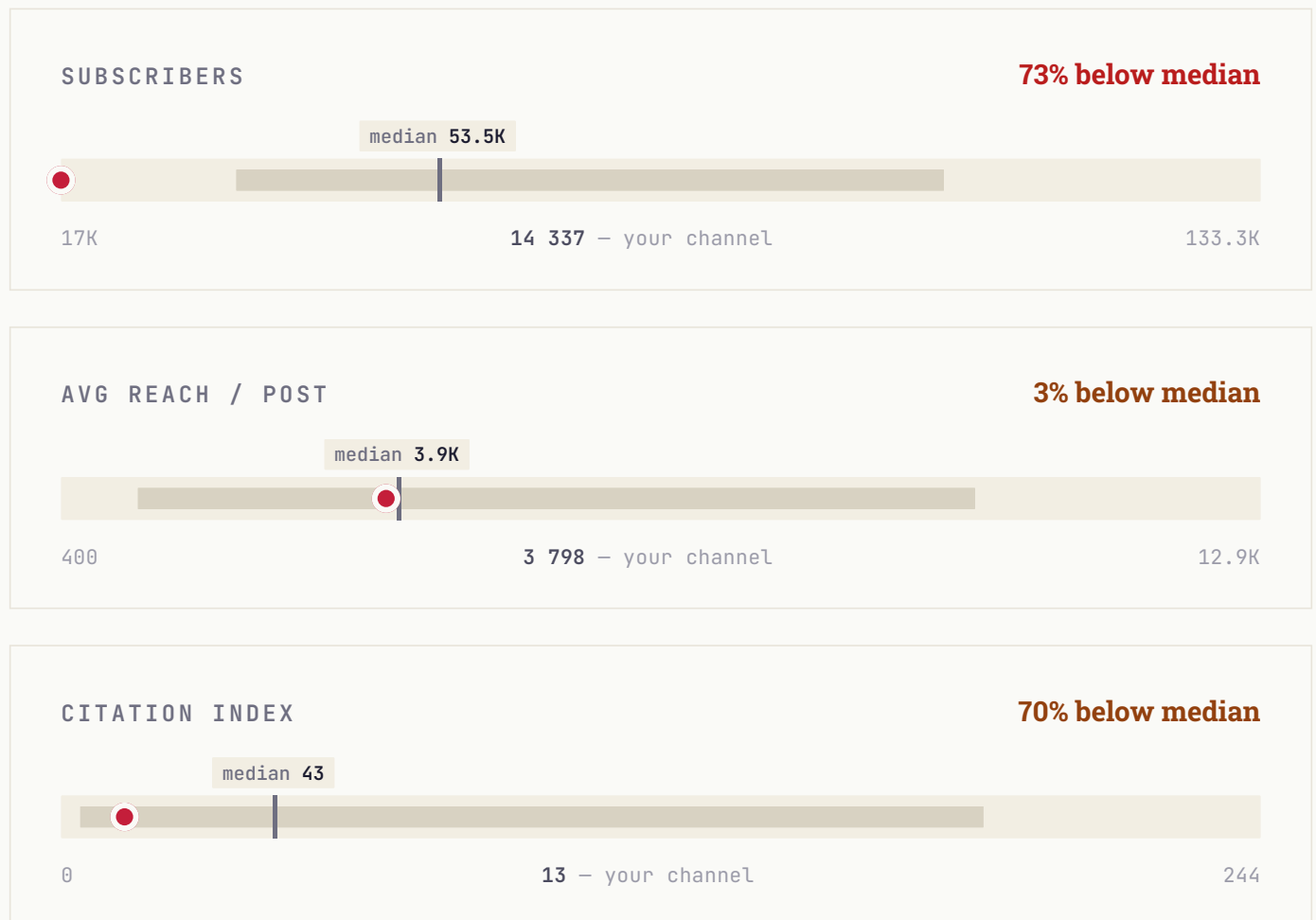
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	0	0	549
December 2025	0	0	703
November 2025	15	14	1 075
October 2025	0	0	0
September 2025	25	25	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
40	6	2 327

— 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 — range where 80% of niche channels fall (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 off and revisit this report in a month.

01

Increase posting frequency

Now 1.1 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

03

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**

04

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**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on 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
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02	Contact manager	t.me/PromptPress_manager
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