

— PROMTPRESS PUBLIC REPORT

Channel audit

MOCKUPS & FONTS



@you_are_designer

Only the best for designers ❤️ The owner @leon457 Getting an ad with us? That ain't cheap!

SUBSCRIBERS

53 630

+239 per month

ERR (% SEE POSTS)

11.0%

per day 2.7%

REACH/POST

5.8K

ad reach 1.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 53 630 —	 SUBS REACH 10.78% avg % subs see post	 VIEWS/POST 5.8K median 5.6K · 15 days	 POSTS/WEEK 3.5 over period
 7D TREND -30.2% vs previous week	 REACTIONS/POST 7.4 only 59 reactions, 238 reposts, 5 comments	 POST LENGTH 74 chars median 72 · 15 days	 POSTS ANALYZED 8 15 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +239 last month	 CITATION RATE 0 citation index · 15 channels mentioned ever	 CHANNEL AGE 8 years 7 months created 04.12.2017

AI EDITOR SUMMARY

Channel «MOCKUPS & FONTS» – 53 630 subs. Each post averages 5.8K people (11% from subs), reach is low – need to grow audience. Publishes 4 posts per week (~0 per day) – rare publications. For week Jun 29 – Jul 5 reach dropped by -30.2% By week 22–28 Jun – worth analyzing reasons.

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 8 posts in 15 days.
- 02 Dominant format – Photo (4/8 posts).
- 03 Avg post length – 74 chars (median 72).
- 04 Audience peak – Wed, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.3K avg for top vs 4.3K for worst) – among 8 posts in 15 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№117.06 · 14:06TEXT	VIEWS	REACTIONS
	7 969	2
Highway semi-truck trailer mockup PSD 4000 x 3000 pixels #mockup #car Thx: behance.net/freemockupsdesign	REPOSTS	ER
	24	14.9%
№217.06 · 14:04PHOTO	VIEWS	REACTIONS
	7 052	8
👉 Don't forget to follow: t.me/UXCXPX	REPOSTS	ER
	34	13.1%
№324.06 · 14:57TEXT	VIEWS	REACTIONS
	6 885	2
Kraft paper baguette bag mockup PSD 4000 x 3000 pixels #mockup #merch #bag Thx: behance.net/freemockupsdesign	REPOSTS	ER
	24	12.8%

Nº4 24.06 · 14:53 **PHOTO**

👉 Don't forget to follow: t.me/UXCXPX

VIEWS
6 142

REACTIONS
19

REPOSTS
30

ER
11.5%

Nº5 30.06 · 10:55 **TEXT**

Ice-bucket can mockup PSD | 4000 × 3000 pixels #mockup
#packaging Thx: www.behance.net/freemockupsdesign

VIEWS
5 145

REACTIONS
—

REPOSTS
29

ER
9.6%

WORST 3

↓ 30.06 · 10:52 **PHOTO**

👉 Don't forget to follow: t.me/UXCXPX

VIEWS
4 700

REACTIONS
19

REPOSTS
33

ER
8.8%

↓ 03.07 · 09:56 **PHOTO**

👉 Don't forget to follow: t.me/UXCXPX

VIEWS
4 172

REACTIONS
7

REPOSTS
36

ER
7.8%

↓ 03.07 · 09:58 **TEXT**

Concrete-floor poster mockup PSD | 4000 x 3000 pixels
#mockup #poster Thx: behance.net/freemockupsdesign

VIEWS
4 168

REACTIONS
2

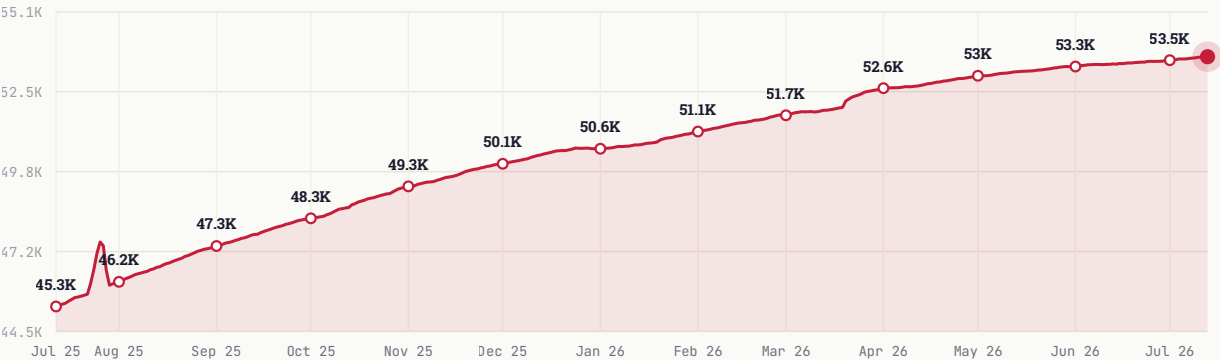
REPOSTS
28

ER
7.8%

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 it lost subs.



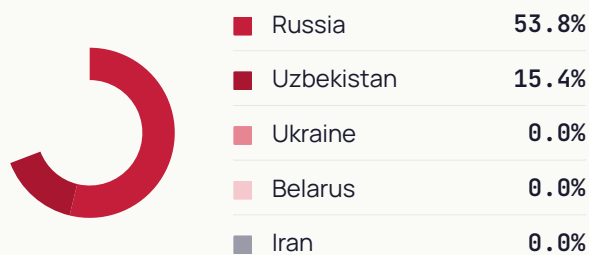
START OF PERIOD	NOW	NET GROWTH
45 335	53 630	+8 295

SECTION 04 • MENTIONS

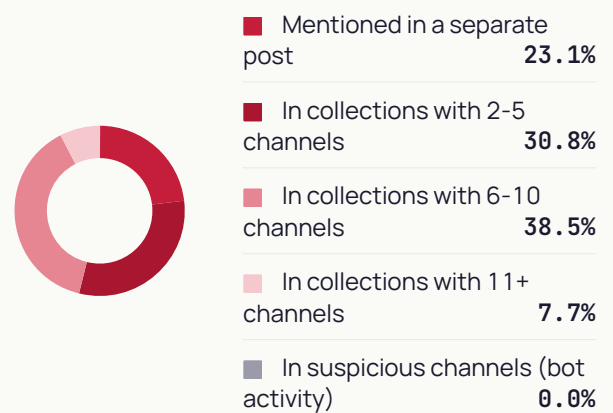
Who and how mentions the channel

Citation index **0** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel mentioned **15** different channels.

COUNTRIES MENTIONING



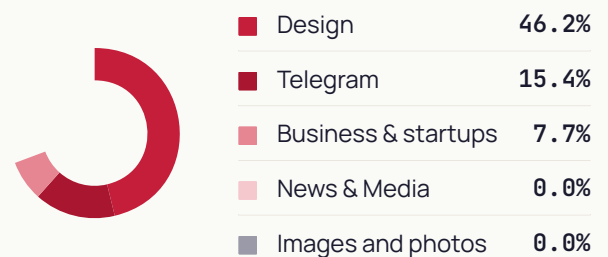
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



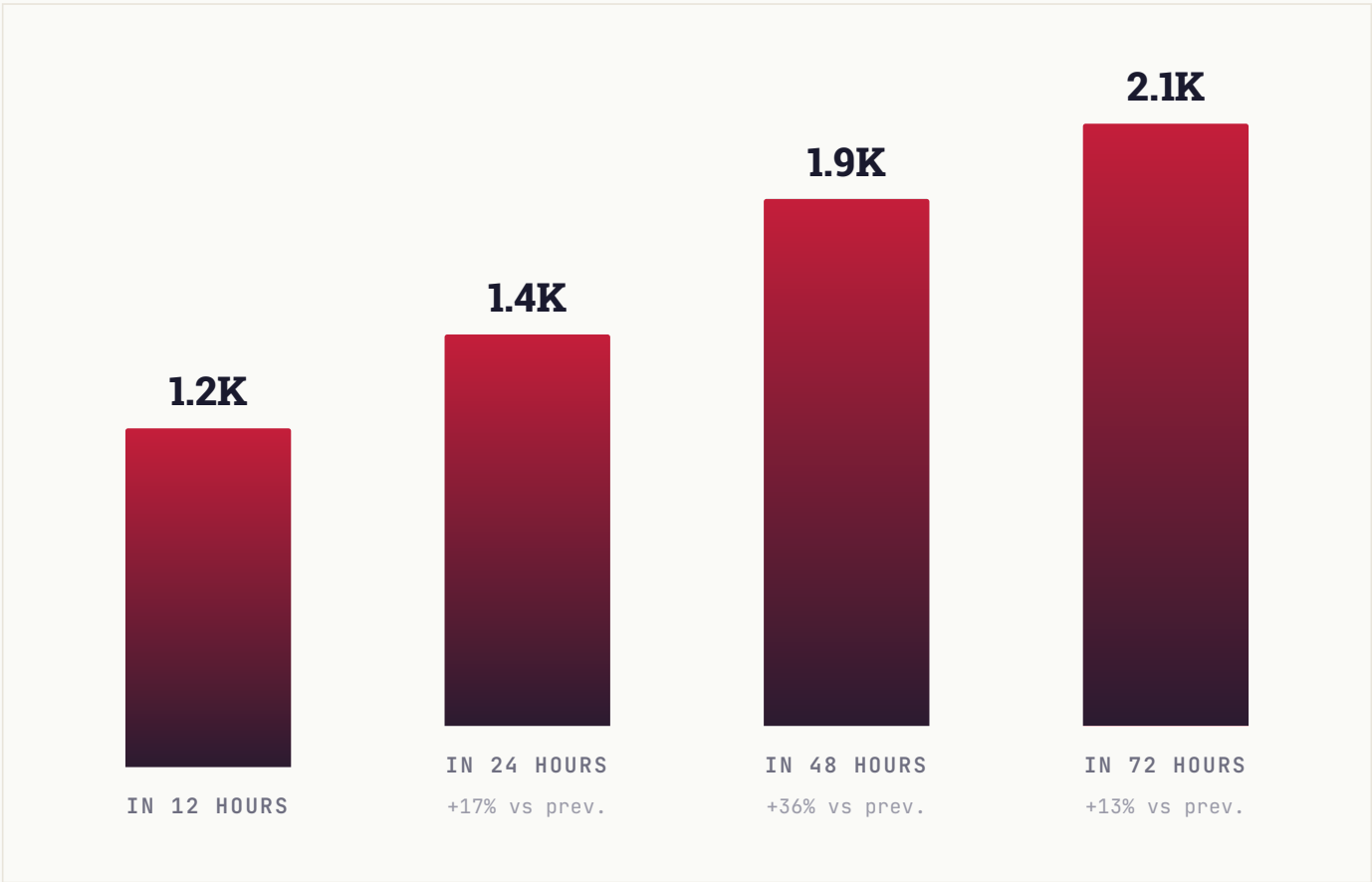
TOPICS MENTIONED IN



— 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. Highlighted your channel — 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
SH What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
ST What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
M& MOCKUPS & FONTS YOU	53.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#50 of 99). Niche median — 53.6K subs. First KPI for growth — reach the median. Leader: After Effects Templates (181K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **5 041** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1	1	554
December 2025	0	0	556
November 2025	0	0	744
October 2025	0	0	1 078
September 2025	0	0	923
August 2025	0	0	1 186

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1	6	5 041

— SECTION 08 · NICHE COMPARISON

Where 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.

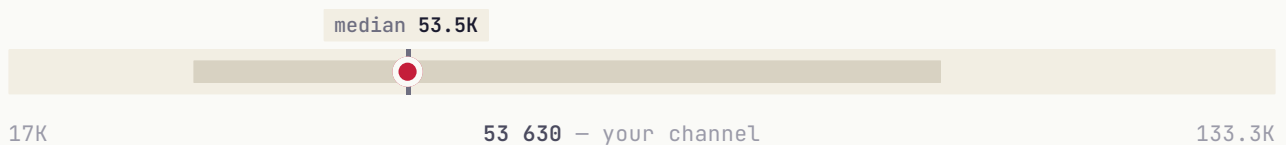
#50 /100

RANK IN NICHE

Channel in top half of ranking

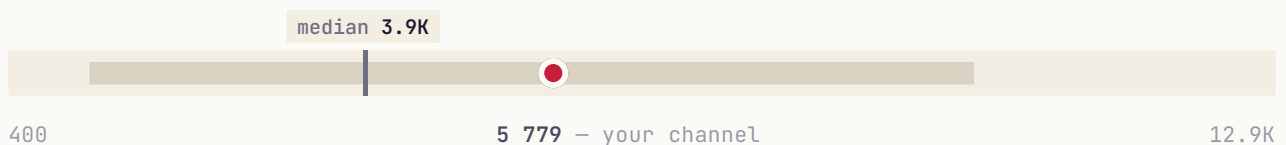
SUBSCRIBERS

better than 50% of niche



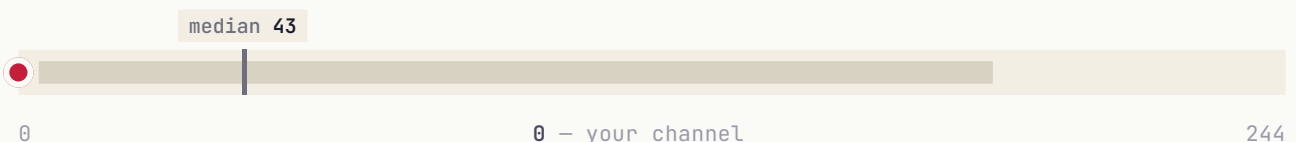
AVG REACH / POST

better than 62% of niche



CITATION INDEX

99% worse than median



— SECTION 09 · STRATEGY

What to do right now

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

01

Post more often

Now 3.5 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Wednesday

Audience is most active on this day at 5:00 PM MSK.

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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
