

— PUBLIC PROMTPRESS REPORT

Channel audit

Gastroenterologist

KHARITONOV

Andrey

Gennadyevich



@ag_kharitonov

Evidence-based & anxiety-free gastroenterology Adult consultations ONLY through clinics "Expert" (in-person & online) and "Fomina 1905" (https://t.me/ag_kharitonov/5538). DMs...

SUBS

59 031

ERR (% SEE POSTS)

13.0%

REACH/POST

7.3K

-33 per month

per day 6.5%

ad reach 3.9K/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.

 SUBS 59 031 —	 SUBSCRIBER REACH 12.35% avg % subs see post	 VIEWS/POST 7.3K median 7.3K · 29 days	 POSTS/WEEK 16.3 for the period
 7D TREND -1.8% vs previous week	 REACTIONS/POST 362.0 total 24,615 reactions, 1,218 reposts, 1,288 comments	 POST LENGTH 262 chars median 86 · 29 days	 POSTS ANALYZED 68 29 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH -33 last month	 CITATIONS 72 citation index · 242 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 24.02.2022

AI EDITOR SUMMARY

Channel «Gastroenterologist KHARITONOV Andrey Gennadyevich» — 59 031 subs. Each post averages 7.3K people (12% from subs), reach is low — consider expanding audience. Publishes 16 posts per week (~2/day) — consistent schedule. For the week of June 8–14, reach stable (-1.8% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **68** posts in 29 days.
- 02 Dominant format — **Video** (31/68 posts).
- 03 Avg post length — **262** chars (median 86).
- 04 Audience activity peak — **Tuesday, 09:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (10.9K avg for top vs 6.2K for worst) — among 68 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 06:47 TEXT Stories about useless tests happen every day. Less often I see "dangerous" tests that lead to treating people for...	VIEWS 11 779 REPOSTS 44	REACTIONS 2 960 ER 20.0%
Nº2 26.05 · 05:10 VIDEO Hi everyone!	VIEWS 10 555 REPOSTS 16	REACTIONS 2 827 ER 17.9%
Nº3 07.06 · 09:21 PHOTO Answered a few questions	VIEWS 10 400 REPOSTS 8	REACTIONS 277 ER 17.6%

Nº4

31.05 · 07:07

VIDEO

Answered a few questions

VIEWS

9 450

REPOSTS

10

REACTIONS

250

ER

16.0%

Nº5

08.06 · 08:00

TEXT

Quick note: subatrophic gastritis doesn't exist. Atrophy is either present or not. Modern endoscopists also refer...

VIEWS

9 297

REPOSTS

8

REACTIONS

212

ER

15.7%

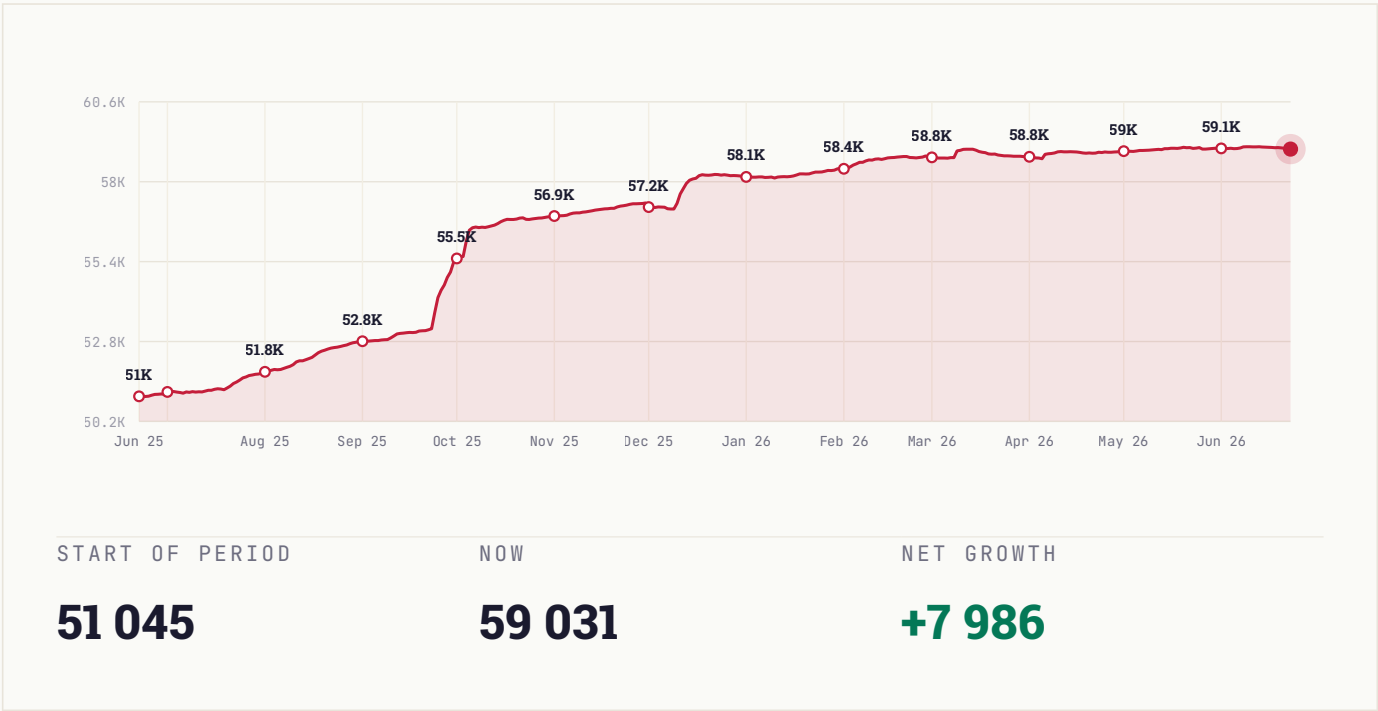
WORST 3

↓ 20.06 · 05:25 VIDEO Hi everyone! Well, berry season is starting? I've already tried mulberries, by the way🍷	VIEWS 6 164 REPOSTS 21	REACTIONS 287 ER 10.4%
↓ 19.06 · 10:02 TEXT I posted this note on social media📱 Seeing many comments and questions, I immediately added the following text...	VIEWS 6 162 REPOSTS —	REACTIONS 330 ER 10.4%
↓ 19.06 · 07:30 TEXT Bought rifaximin for travel just in case (traveler's diarrhea is still a thing, right?) But at the pharmacy they immediately tried to sell...	VIEWS 6 159 REPOSTS 48	REACTIONS 283 ER 10.4%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

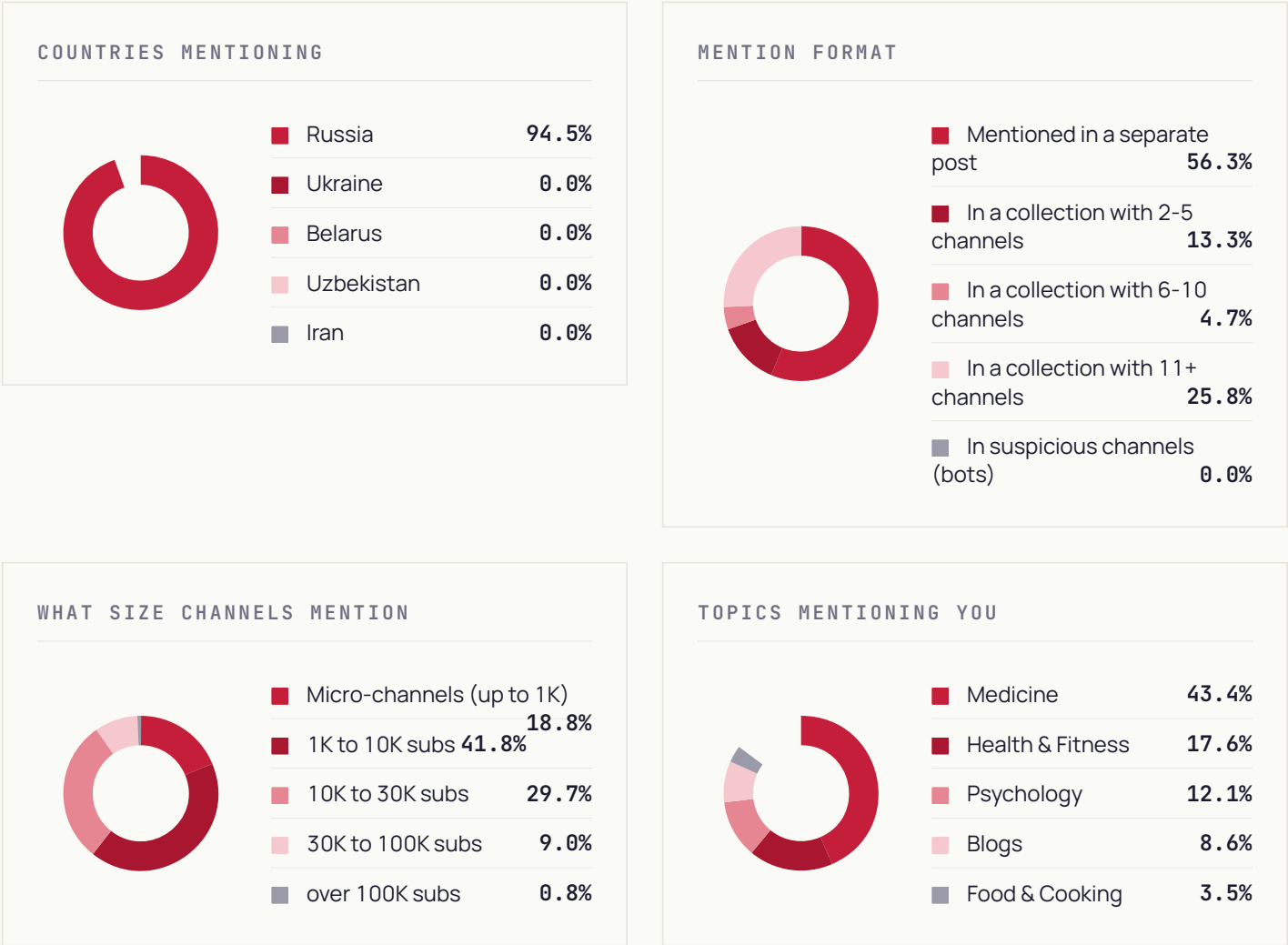
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

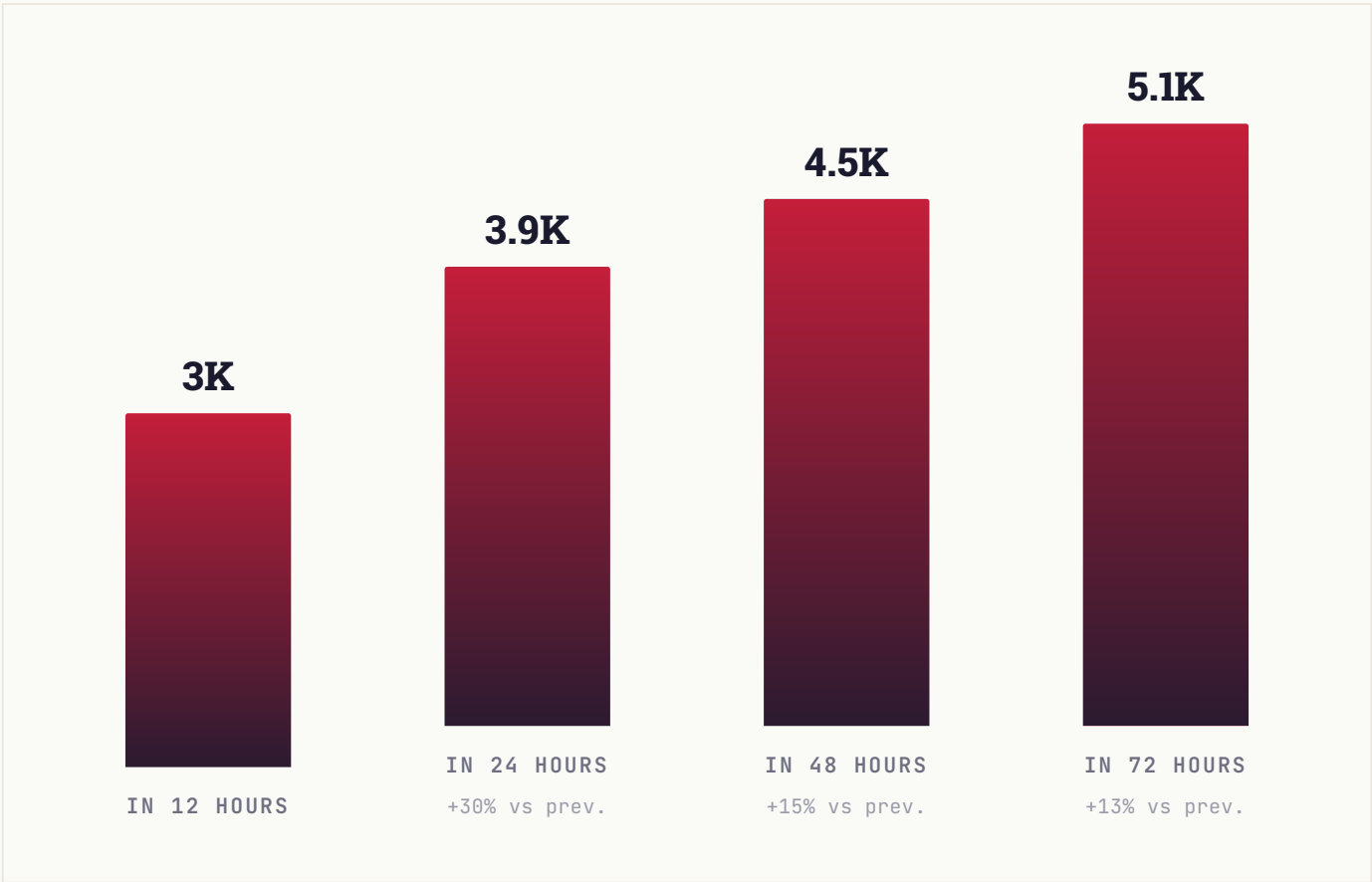
Citation index **72** – channel popularity score based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **242** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time from publication. Helps estimate how long a 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	SUBS
BI Blog from the morgue	359.3K
EM Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow medicine	238.8K
ZD ZdravKontrol	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mycerinus. Childbirth? Call the obstetrician!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic expert's notes	171.5K
GH Gastroenterologist KHARITONOV Andrey Gennadyevich	59K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#65 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the morgue (359.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **58**, they brought **7 572** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	3	3	1 164
November 2025	3	2	456
October 2025	10	9	1 546
September 2025	29	24	2 577
August 2025	5	5	1 022
July 2025	8	7	807

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
58	6	7 572

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Medicine» (Russia) and compared your channel. Gray band — 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

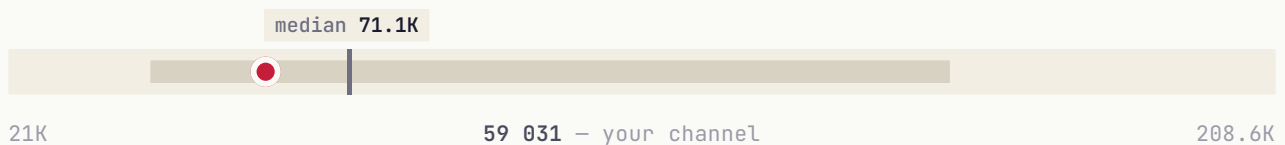
#65 /100

RANK IN NICHE

Channel in bottom half of ranking

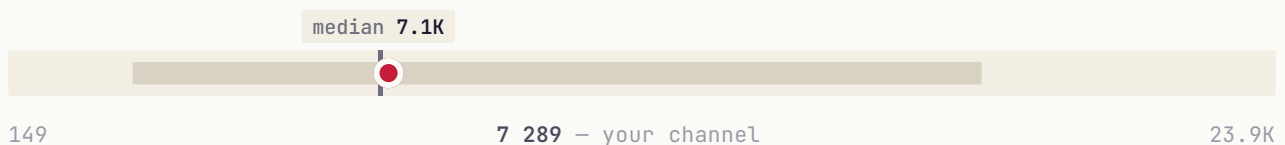
SUBS

17% below median



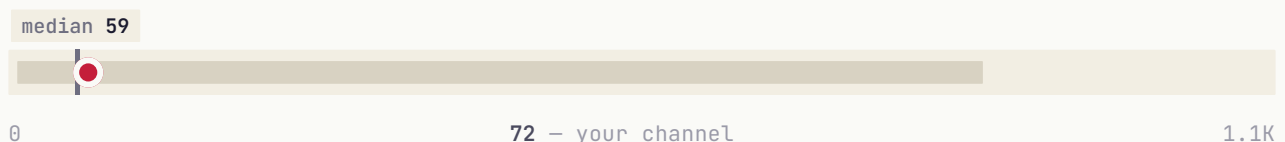
AVG REACH / POST

better than 50% of niche



CITATION INDEX

better than 50% of niche



— 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

Top post of the week — on Tuesday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls and interactive formats

Posts with polls/reactions usually get +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further — run ads through 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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