

PROMTPRESS PUBLIC REPORT

Channel audit

Aprél Pharmacy Chain



@aprelapteka

№ 4965320413 «Апрель» - крупная сеть аптек России, насчитывающая более 11 000 аптечных пунктов! Забронировать препараты можно на нашем сайте <https://clck.ru/3FzcEU> и при помощи мобильного...

SUBSCRIBERS

108 424

-1096 per month

ERR (% SEE POSTS)

9.0%

per day 3.8%

REACH/POST

9.1K

ad reach 4.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Medicine» category

09 Strategy

5 priority actions

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 108 424 —	 SUBSCRIBER REACH 8.37% avg % of subs see post	 VIEWS/POST 9.1K median 9.2K · 29 days	 POSTS/WEEK 5.3 for period
 7D TREND -2.9% vs previous week	 REACTIONS/POST 27.8 total 612 reactions, 181 reposts, 0 comments	 POST LENGTH 685 chars. median 663 · 29 days	 POSTS ANALYZED 22 29 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH -1096 last month	 CITATION RATE 36 citation index · 165 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «April Pharmacy Chain» — 108 424 subs. Each post averages 9.1K people (8% from subs), reach is low — consider expanding audience. Publishes 5 posts per week (~1/day) — infrequent. For week Jun 8–14, reach stable (-2.9% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts over 29 days.
- 02 Dominant format — Photo (14/22 posts).
- 03 Avg post length — 685 chars (median 663).
- 04 Peak audience activity — Wednesday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (14.5K avg for top vs 8K for worst) — among 22 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 06:00 PHOTO 50% off second pack! From 04.05.2026 to 31.05.2026 at our pharmacy chain: -50% on the second...	VIEWS 18 925 REPOSTS 6	REACTIONS 35 ER 17.5%
Nº2 25.05 · 06:00 VIDEO 👍👍👍 When your heart needs support ♥ We often remember vitamins only in cold season, but there is a system that needs...	VIEWS 12 312 REPOSTS 9	REACTIONS 37 ER 11.4%
Nº3 11.06 · 06:00 PHOTO 👍👍👍 on second pack! 📅 June — time for lightness and great deals. And we have an offer you can't refuse. From 1st to 30th...	VIEWS 12 123 REPOSTS 8	REACTIONS 23 ER 11.2%

Nº4 05.06 · 06:00 PHOTO ☒5☒0☒☒☒ Sunny Teddy - tenderness and comfort from day one ☒ When it comes to a baby, every little thing matters. Especially what...	VIEWS 11 102 REPOSTS 7	REACTIONS 27 ER 10.2%
Nº5 03.06 · 06:00 PHOTO ☒ «APRIL» launches '3+3' promo: buy three — get three free! Perfect time to stock up on essentials with savings...	VIEWS 10 779 REPOSTS 8	REACTIONS 31 ER 9.9%

|

WORST 3

↓ 02.06 · 06:00 PHOTO Yes, you got it right. Buy 6 packs of the product — get 6 more free ☒ This is a great chance to stock up...	VIEWS 8 535 REPOSTS 8	REACTIONS 32 ER 7.9%
↓ 09.06 · 06:00 PHOTO Why a shared table isn't suitable for a one-year-old? After one year, a child enters a crucial stage of transitioning to adult nutrition, and...	VIEWS 7 754 REPOSTS 4	REACTIONS 27 ER 7.2%
↓ 15.06 · 14:38 VIDEO Biform: digestive aid Sometimes digestion fails. Biform: ☒ Helps restore...	VIEWS 7 754 REPOSTS 3	REACTIONS 20 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

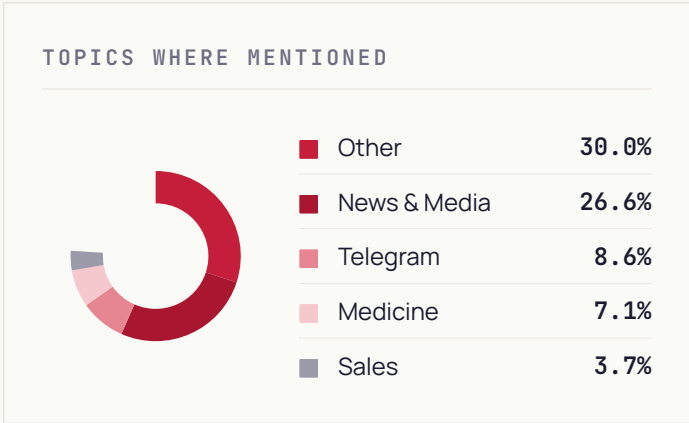
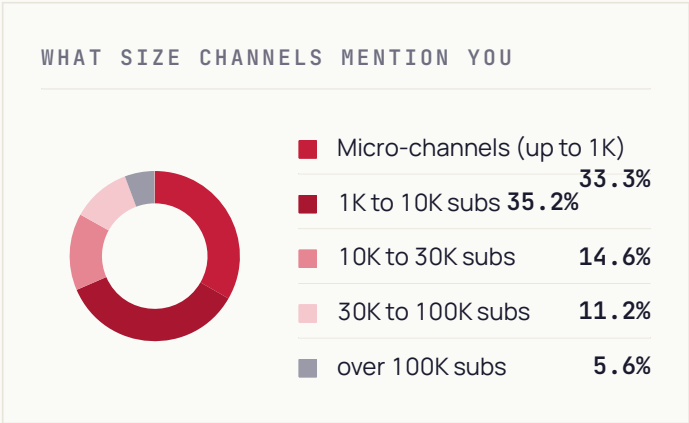
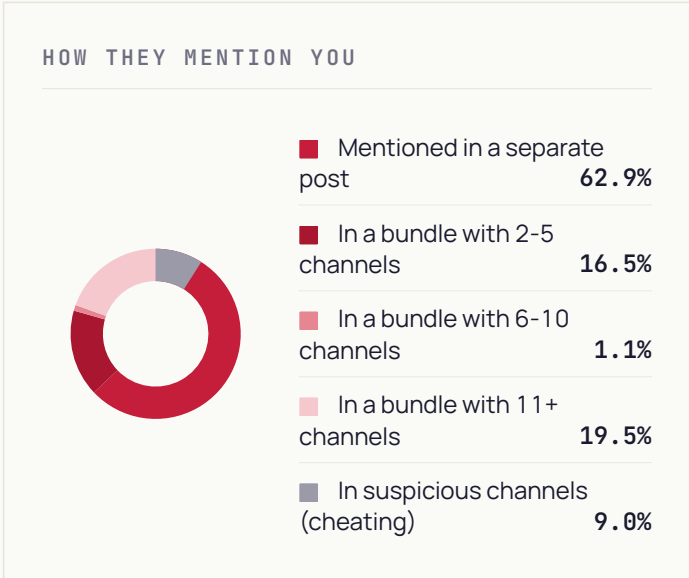
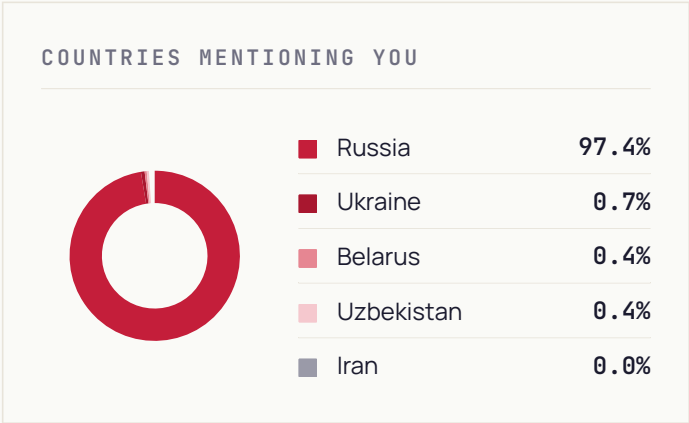
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

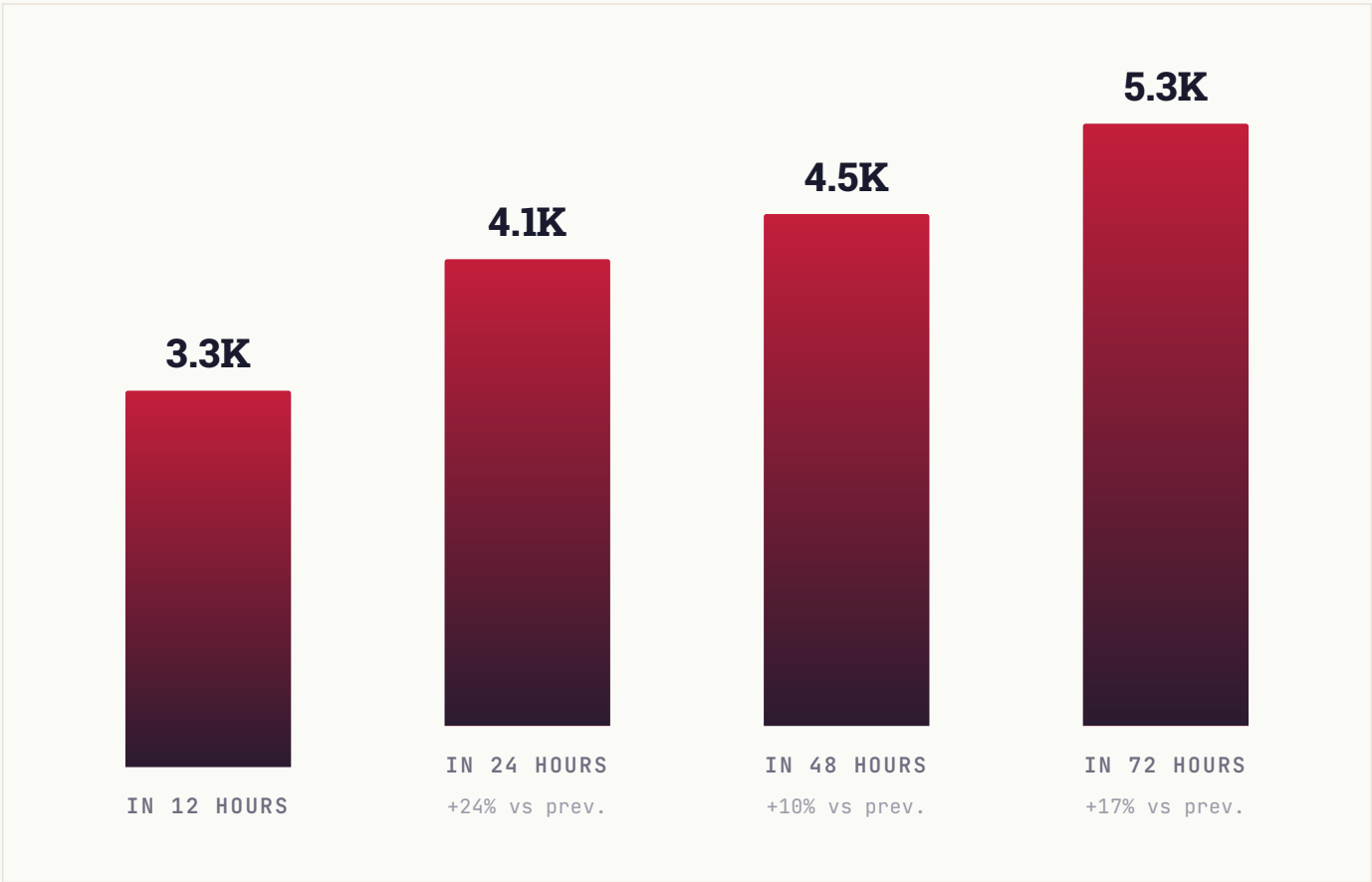
Citation index **36** – channel popularity score based on mentions. Considers both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **165** different channels.



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 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
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 Mikerina. Giving birth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic expert's notes	171.5K
SA Aprel Pharmacy Chain YOU	108.4K

COMPARATIVE CONCLUSION

Channel in top half of niche (#26 of 96). Niche leader — Blog from the morgue (359.3K), median subs 70.8K. Aim for top quartile — realistic 6-12 month horizon.

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** such mentions **13**, they brought **16 048** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	0
November 2025	3	3	2 260
October 2025	6	6	8 570
September 2025	2	2	1 067
August 2025	1	1	707
July 2025	0	0	3 444

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
13	6	16 048

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «**Medicine**» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

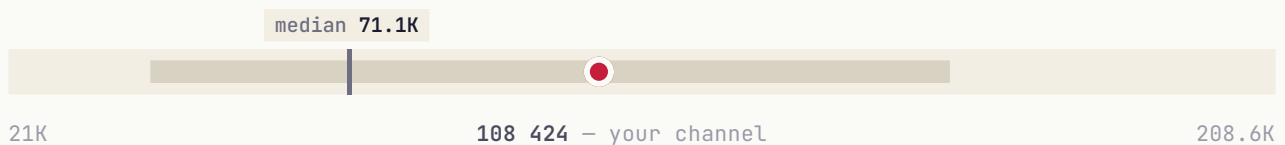
#26 /100

POSITION IN NICHE

Channel in the top half of the rating

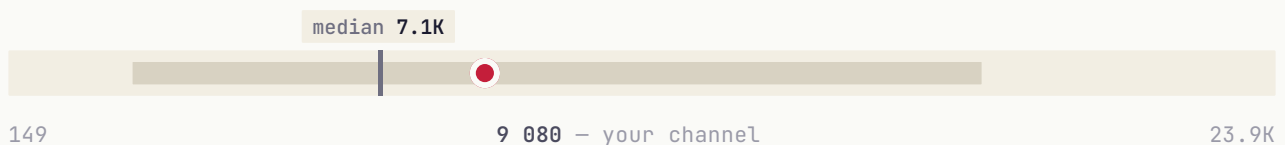
SUBSCRIBERS

better than 66% of niche



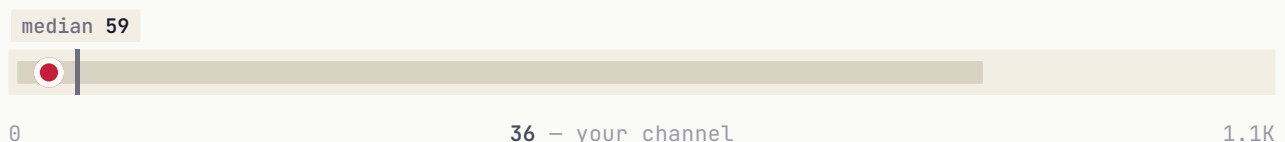
AVG REACH / POST

better than 57% of niche



CITATION INDEX

worse than median by 40%



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Wednesday
Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for important posts
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs.
- 03

Test polls and interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with nearby 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
- 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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