

— PROMTPRESS PUBLIC REPORT

Channel audit

Apteka.ru/ Аптека.py



@aptekaru_official

SUBSCRIBERS

83 660

+1487 per month

ERR (% SEE POSTS)

31.0%

per day 6.7%

REACH/POST

24.9K

ad reach 5.6K/24h

— CONTENTS · 2026

What's Inside the Report

01 **Channel Snapshot**

12 key metrics · AI summary

02 **Content Analysis**

Top 5 Posts · Bottom 3 · Insights

03 **Subscriber dynamics**

Yearly chart · growth

04 **Citation Rate**

Who mentions the channel & how

05 **Ad Potential**

How long a post generates reach

06 **Competitors**

Niche Neighbors · Your Place

07 **Mention dynamics**

6 months · monthly

08 **Niche Comparison**

Rank in «Medicine» category

09 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 83 660 —	 SUBSCRIBER REACH 29.8% avg % subs see post	 VIEWS/POST 24.9K median 29K · 28 days	 POSTS/WEEK 4.2 for period
 7D TREND -18.2% vs previous week	 REACTS/POST 31.9 only 542 reactions, 315 reposts, 0 comments	 POST LENGTH 251 chars median 189 · 28 days	 POSTS ANALYZED 17 28 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH +1487 last month	 CITATION RATE 1 citation index · 65 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Apteka.ru/Аптека.py» – 83 660 subs. Each post averages 24.9K people (30% from subs), good reach. Publishes 4 posts per week (~1/day) – rare. For week Jun 8–14, reach dropped -18.2% vs week Jun 1–7 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 17 posts in 28 days.
- 02 Dominant format – Text (14/17 posts).
- 03 Avg post length – 251 chars (median 189).
- 04 Peak audience activity – Monday, 05:00 MSK.
- 05 Top posts get 2x more views than the weakest (32.8K avg for top vs 14.5K for worst) – among 17 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 02:39 PHOTO #promocode June promo code – MAGNIY, one-time 3% discount until end of month Magnesium is essential for normal nervous system function...	VIEWS 33 775 REP. 168	REACTS 147 ER 40.4%
Nº2 27.05 · 08:21 TEXT Infectious skin processes with pus formation caused by certain bacteria – that's pyoderma. Diseases...	VIEWS 32 612 REP. 2	REACTS 25 ER 39.0%
Nº3 01.06 · 06:35 TEXT Food for the thyroid: iodine- and selenium-rich foods. We tell you what to eat to prevent hypothyroidism.	VIEWS 32 050 REP. 19	REACTS 27 ER 38.3%

Nº4 01.06 · 09:06 TEXT Statistically, flying is the safest way to travel. Yet paradoxically, it's associated with...	VIEWS 31 966 REACTS 33 REP. 13 ER 38.2%
Nº5 04.06 · 09:19 TEXT About 1–5% of children experience apnea (breathing pauses during sleep), most common in kids aged 2–6...	VIEWS 30 869 REACTS 27 REP. 1 ER 36.9%

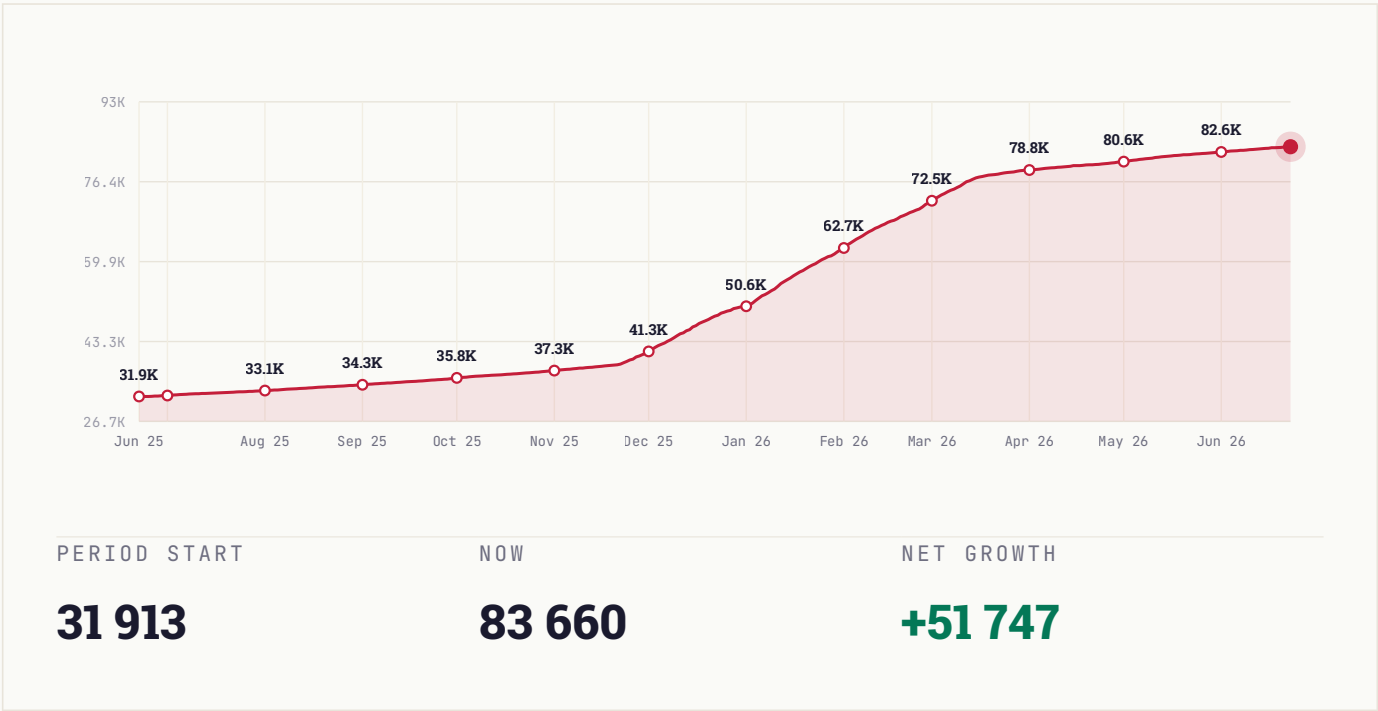
WORST 3

↓ 15.06 · 07:00 TEXT Nifuroxazide: when & how to use for diarrhea? We explain this antimicrobial drug for intestinal infections...	VIEWS 17 736 REACTS 11 REP. 9 ER 21.2%
↓ 18.06 · 05:38 TEXT Gastroenteritis is an inflammatory disease of the stomach, small and large intestine, accompanied by unpleasant...	VIEWS 13 791 REACTS 28 REP. 3 ER 16.5%
↓ 19.06 · 07:53 PHOTO Can you get a prescription for subsidized meds at a public clinic if prescribed by a private doctor? A medical lawyer explains	VIEWS 11 978 REACTS 24 REP. 10 ER 14.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

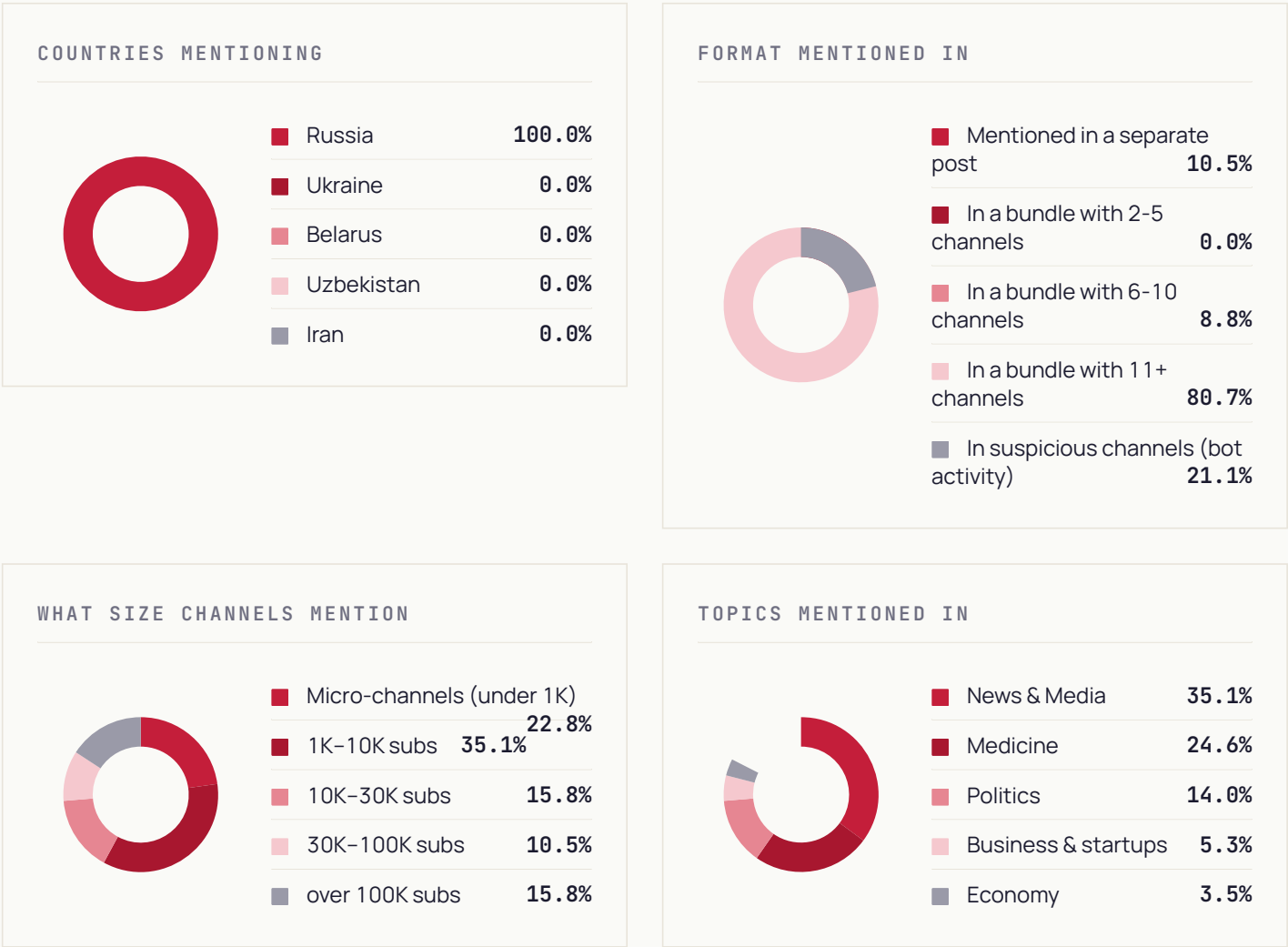
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

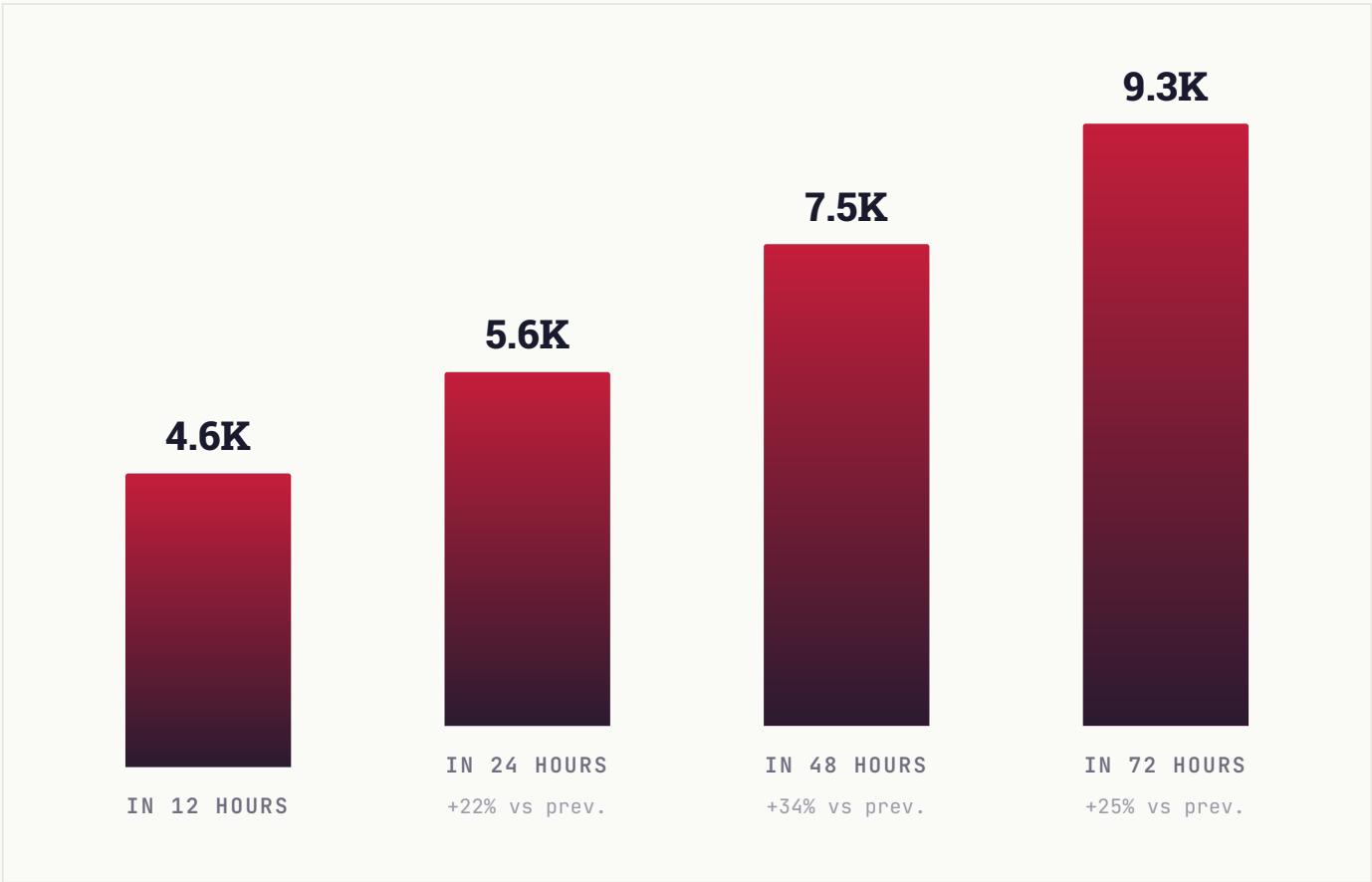
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **65** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement 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 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 Notes of a forensic expert	171.5K
AP Apteka.ru/Аптека.py YOU	83.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#38 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 were **2**, they brought **18 410** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	9 676	
Nov 2025	1	1	3 580	
Oct 2025	1	1	1 570	
September 2025	0	0	1 374	
August 2025	0	0	1 185	
July 2025	0	0	1 025	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
2	6	18 410

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Medicine» (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.

#38/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to Do Right Now

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

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 4.2 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency > Volume |
| 02 | Top post of the week — on Monday
Audience is most active on this day at 05:00 MSK. | EFFECT
Best time for key posts |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 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 typically give +5-15% to ER.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with 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