

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Irina Baranova



Anti-age doctor



@baranovaia

🌱 Founder of online school for youth, health & anti-aging <https://irina-baranova.ru> @pervayashkola ▪ PhD, integrative physician, biohacker ▪ Le Bar Clinic & Phlebocenter network Questions, contact:...

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
31 552 19.07.2026 -194 per month	4.0% last 24 hrs 2.2%	1.2K ad reach 708/24h

[HTTPS://PROMTPRESS.COM/AUDIT/BARANOVAIA](https://promptpress.com/audit/baranovaia)

— 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 and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

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. Subtitle below the number shows the calculation period.

 SUBSCRIBERS 31 552 —	 SUBS REACH 3.79% avg % subs see post	 VIEWS/POST 1.2K median 1.1K · 29 days	 POSTS/WEEK 41.2 for period
 7D TREND -12.2% vs previous week	 REACTIONS/POST 37.0 only 6,323 reactions, 943 reposts, 190 comments	 POST LENGTH 445 chars. median 307 · 29 days	 POSTS ANALYZED 171 29 days
 AD REACH 708 24h avg	 CHURN / MONTH -194 last month	 CITATION RATE 315 citation index · 386 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 22.03.2021

EDITOR AI SUMMARY

Channel «Irina Baranova🇷🇺 Anti-age doctor» — 31 552 subs. Avg views per post 1.2K people (4% of subs), reach low — expand audience. Publishes 41 posts per week (~6/day) — active. Week Jul 6–12 reach dropped -12.2% by week Jun 29 – Jul 5 — worth analyzing.

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 171 posts over 29 days.
- 02 Dominant format – Video (79/171 posts).
- 03 Avg post length – 445 chars (median 307).
- 04 Peak audience activity – Monday, 13:00 MSK.
- 05 Top-performing posts get 2 times more views than the weakest (2K avg for top vs 795 for worst) – among 171 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 06:26 VIDEO TTG 4 is not normal! Spin the wheel of fortune on our site https://irina-baranova.ru/ring/	VIEWS 1 991 REPOSTS 21 REACTIONS 46 ER 6.3%
Nº2 22.06 · 10:42 TEXT 🙏 Mom brought her 17-year-old daughter to remove spider veins - telangiectasias. Brought her - that's great, I'm all for removing everything...	VIEWS 1 965 REPOSTS 12 REACTIONS 74 ER 6.2%
Nº3 28.06 · 06:26 VIDEO Why do integrative doctors oppose gluten? We have an article on our site about the truth about gluten and milk intolerance...	VIEWS 1 940 REPOSTS 9 REACTIONS 26 ER 6.1%

Nº4 26.06 · 06:25 VIDEO Do you need to poop every day? On Monday, the express course “Helicobacter pylori: treatment options” starts! In the chat, gastroenterologist Larisa...	VIEWS 1 917 REPOSTS 6	REACTIONS 34 ER 6.1%
Nº5 05.07 · 11:36 PHOTO Found in old notes, a slide from a lecture 10 years ago about salivary gland hyperplasia as a sign of metabolic...	VIEWS 1 913 REPOSTS 5	REACTIONS 34 ER 6.1%

|

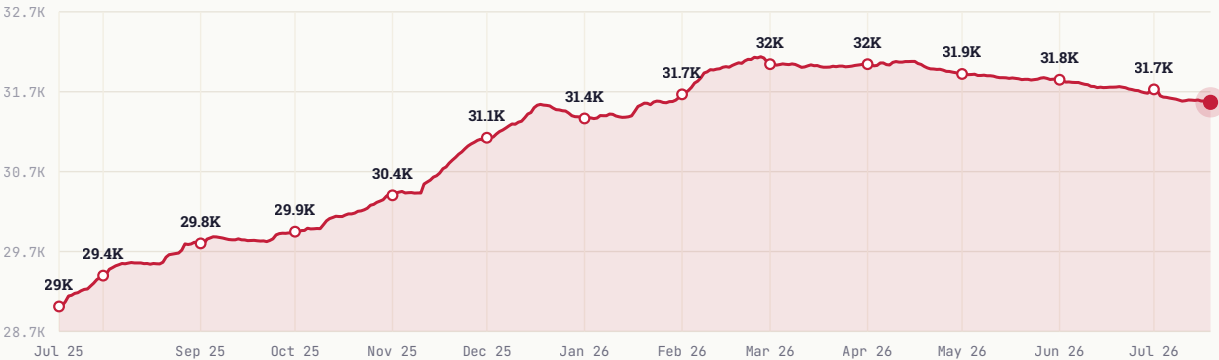
WORST 3

↓ 14.07 · 08:46 TEXT Norms & References How to understand what “normal level” and “reference interval” mean? What do they have in common? And how are they...	VIEWS 798 REPOSTS 8	REACTIONS 18 ER 2.5%
↓ 15.07 · 09:17 TEXT Irina Alekseevna, hello! Thank you for today's Check-Up lesson, I enjoyed your recommendations, also thank you...	VIEWS 794 REPOSTS —	REACTIONS 23 ER 2.5%
↓ 25.06 · 09:12 TEXT Both traumatologists, neurologists, rheumatologists, and even ENTs prescribe PPIs (omez, hairabezol, nexium, etc.). Really unjustified. But...	VIEWS 793 REPOSTS —	REACTIONS 23 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

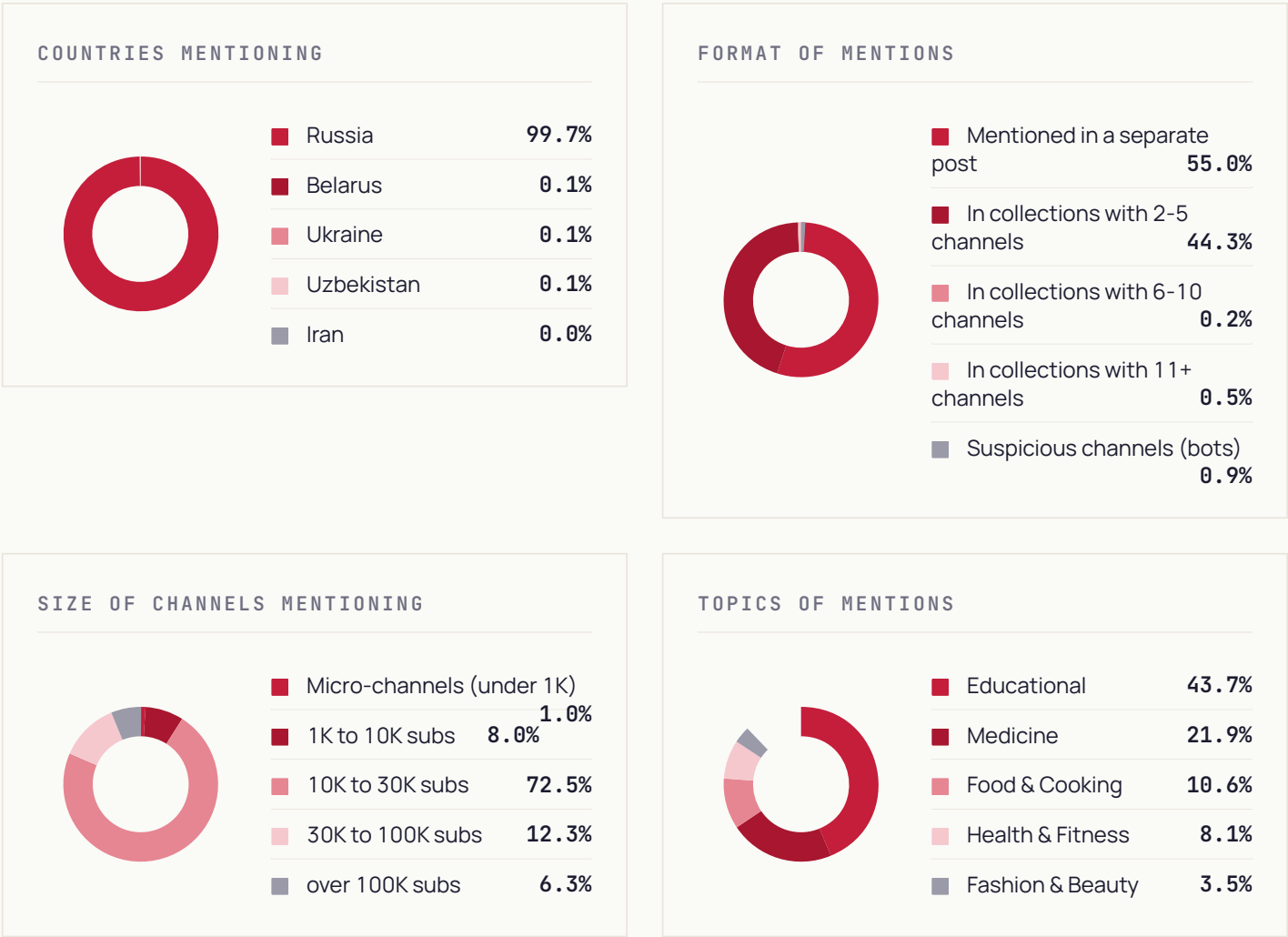


PERIOD START	NOW	NET GROWTH
28 980	31 552	+2 572

SECTION 04 · CITATIONS

Who mentions the channel and how

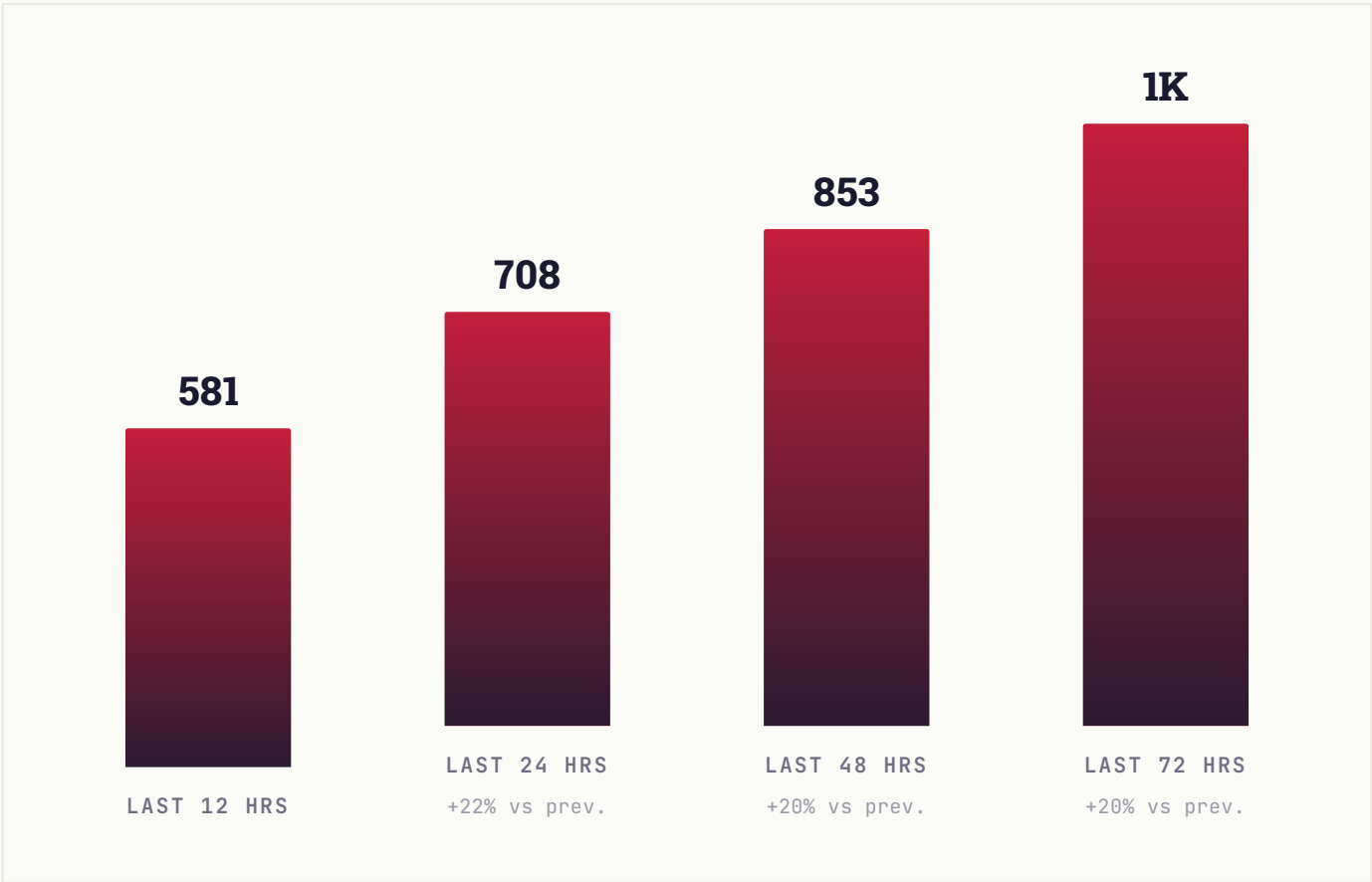
Citation index **315** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **386** different channels.



— 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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DT Dr Tel	755.5K
BI Blog from the morgue	354.1K
تا تعليم اللغة الإنجليزية 🧑🏫	328.2K
🩺 الجراحة 🩹 Surgery 🩺 - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
EP EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿 F 🌿 Folk Medicine 🌿	235.1K
Health ZdravKontrol	222.2K
IB Irina Baranova🇷🇺 Anti-age doctor YOU	31.6K

COMPARATIVE SUMMARY

Channel not yet outside top-97 of niche — early growth stage. Niche leader — Dr Tel (755.5K), top-97 median: 103.2K. First goal: enter top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **217**, they brought **2 757** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	36	4	361
December 2025	29	5	458
Nov 2025	21	3	733
Oct 2025	50	37	505
Sep 2025	41	36	218
August 2025	40	35	482

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
217	6	2 757

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-**100** channels in category "**Medicine**» (Russia) and compared your channel. Gray band: range for 80% of niche channels (p10-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

Main post of the week — on Monday

Audience most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.79% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.7pp ER

03

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same niche. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
