

PUBLIC REPORT BY PROMTPRESS

Channel audit

Irina Baranova | Health



@baranovazozh

Integrative physician, therapist, PhD, biohacker Founder of online school of youth, health & anti-aging First School of Biohacking
<https://irina-baranova.ru> 350000+ students Questions, contact:...

SUBSCRIBERS

14 298

-97 per month

ERR (% WHO SEE POSTS)

5.0%

daily 2.0%

REACH/POST

591

ad reach 281/24h

— 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 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

Rank 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 calculation period.

 SUBSCRIBERS 14 298 —	 SUBS REACH 4.13% avg % subs see post	 VIEWS/POST 591 median 616 · 29 days	 POSTS/WEEK 13.5 for period
 7-DAY TREND +14.2% vs previous week	 REACTIONS/POST 14.8 826 reactions, 278 reposts, 20 comments	 POST LENGTH 778 chars median 1000 · 29 days	 POSTS ANALYZED 56 29 days
 AD REACH 281 24h avg	 CHURN / MONTH -97 last month	 CITATION RATE 184 citation index · 279 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 08.03.2023

AI EDITOR SUMMARY

Channel «Irina Baranova | Health» — 14 298 subs. Each post averages 591 people (4% from subs), reach is low — consider expanding audience. Publishes 14 posts/week (~2/day) — regular schedule. For week Jul 6–12 reach up +14.2% to week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **56** posts over 29 days.
- 02 Dominant format — **Photo** (35/56 posts).
- 03 Avg post length — **778** chars (median 1000).
- 04 Audience peak — **Sunday**, 08:00 MSK.
- 05 Top-performing posts get **2x** more views than the weakest (806 avg for top vs 364 for worst) — among 56 posts over 29 days. Analyze what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 21.06 · 05:04 PHOTO "My therapist said nothing needs to be done, just periodic tests to monitor bilirubin levels."...	VIEWS 825 REPOSTS 6	REACTIONS 18 ER 5.8%
Nº2 21.06 · 14:51 PHOTO 👁️ Weekly Digest of Useful Posts ▪ Gilbert's Syndrome as a Cause...	VIEWS 809 REPOSTS 3	REACTIONS 10 ER 5.7%
Nº3 07.07 · 11:41 TEXT If you have: - darkening of neck, elbows, intimate areas; - multiple papillomas, angiomas; - constant hunger, dependency on...	VIEWS 785 REPOSTS 6	REACTIONS 24 ER 5.5%

Nº4 21.06 • 12:02 VIDEO Red panties belong not only on the chandelier! Did you know this life hack? Your Irina Baranova 🌹 Subscribe now. Join our...	VIEWS 780 REPOSTS 4 REACTIONS 32 ER 5.5%
Nº5 08.07 • 09:31 VIDEO Sex after 50 ✓ Let's talk about how to get rid of hot flashes and return to an active lifestyle on July 27 at 7:00 PM MSK! 🎁 GIFT...	VIEWS 778 REPOSTS 3 REACTIONS 20 ER 5.4%

WORST 3

↓ 14.07 • 06:21 VIDEO Repeat free lesson by your request Check UP: key health tests Register - HERE July 14 - 2 PM, 8 PM...	VIEWS 389 REPOSTS 1 REACTIONS 12 ER 2.7%
↓ 16.07 • 11:23 PHOTO PSHB students have repeatedly heard that testing Estrogens and Progesterone in blood is pointless. Let's figure out why? Testing these...	VIEWS 368 REPOSTS 3 REACTIONS 11 ER 2.6%
↓ 16.07 • 09:38 PHOTO ? Good afternoon, my husband is 44, works shifts, belly bothers him, diet is more or less normal, alcohol rarely, dinner mostly salad and meat...	VIEWS 337 REPOSTS 1 REACTIONS 10 ER 2.4%

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.

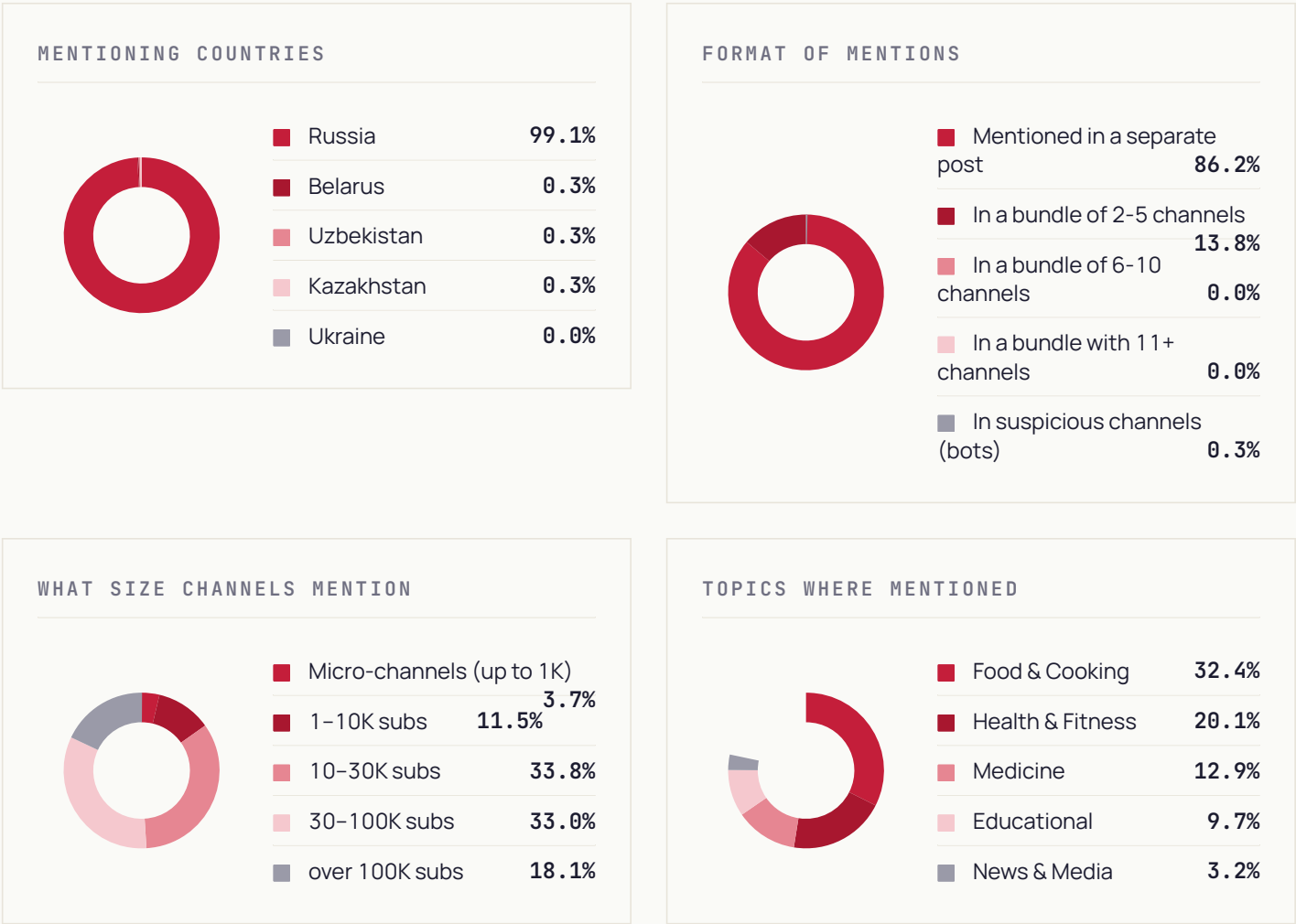


PERIOD START	NOW	NET GROWTH
13 819	14 298	+479

SECTION 04 · CITATIONS

Who mentions the channel and how

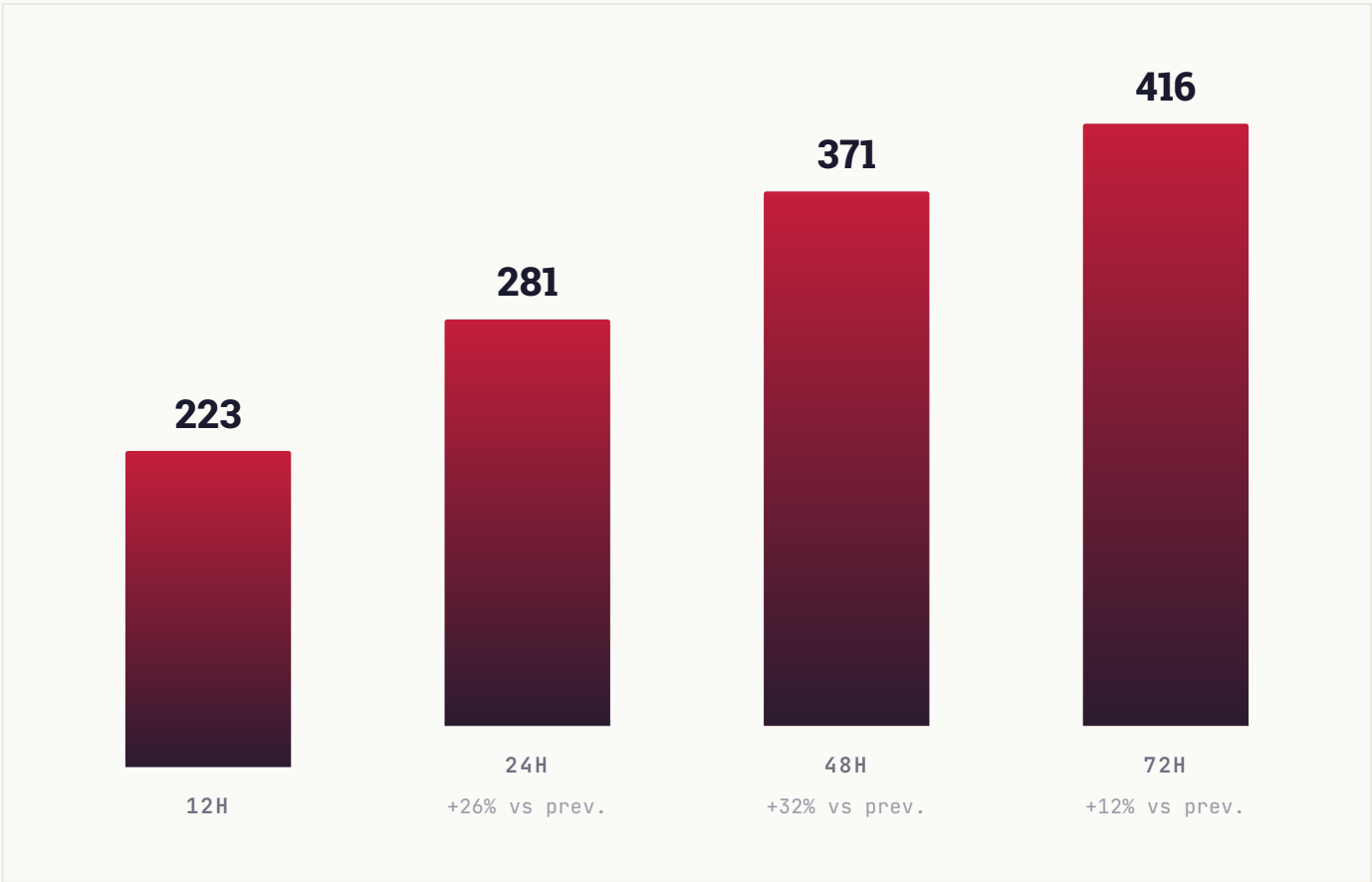
Citation index **184** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **279** different channels.



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 — you can see 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
OF EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿 H 🌿 Folk Medicine 🌿	235.1K
Health HealthControl	222.2K
IB Irina Baranova Health YOU	14.3K

COMPARATIVE CONCLUSION

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

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **17**, they brought **1 476** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1	1	135	
December 2025	3	2	163	
Nov 2025	3	2	204	
Oct 2025	4	2	345	
September 2025	5	2	334	
August 2025	1	1	295	

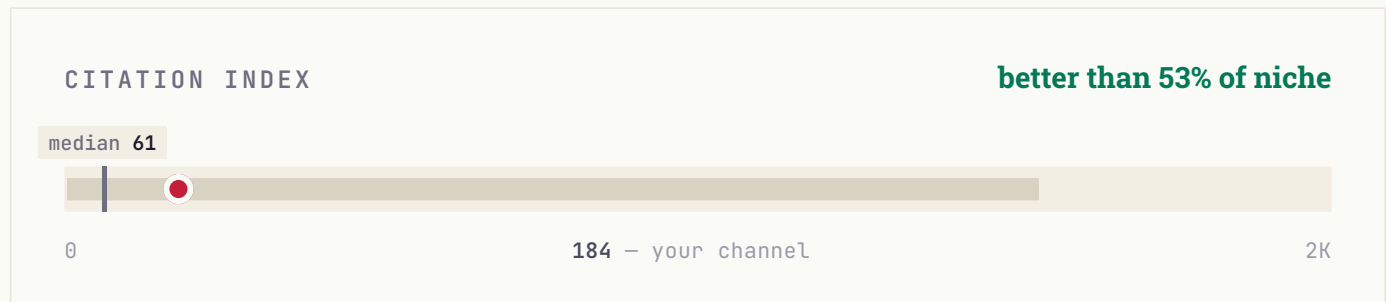
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
17	6	1 476

Where the channel stands in its league

SUBSCRIBERS 86% below median

median 105.1K

36.2K 14 298 – your channel 284.7K



— 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 Sunday**

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.13% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.4pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects 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 — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. 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. If you want to go further — run ads through us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
