

PUBLIC REPORT PROMTPRESS

Channel audit

Без рецепта



@bezrec

Pharma business in Russian. Honest & unbiased ID NOM idnom.ru
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bezrec Registered in RKN <https://clck.ru/3FAWGS>

SUBSCRIBERS

31 551

+24 per month

ERR (% SEE POSTS)

19.0%

last 24 hrs **15.6%**

REACH/POST

5.9K

ad reach **4.9K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 31 551 —	 SUBSCRIBER REACH 18.62% avg % subs see post	 VIEWS/POST 5.9K median 5.7K · 29 days	 POSTS/WEEK 23.5 for period
 7D TREND -16.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 953 chars median 1000 · 29 days	 POSTS ANALYZED 100 29 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH +24 last month	 CITATION RATE 416 citation index · 2,438 channels mentioned ever	 CHANNEL AGE 6 years 1 month created 08.06.2020

AI EDITOR SUMMARY

Channel «Without a Prescription» – 31 551 subs. Each post avg views 5.9K people (19% of subs), avg reach – room to grow. Publishes 24 posts/week (~3/day) – active. Week Jul 6–12 reach dropped -16.6% by week Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 100 posts over 29 days.
- 02 Dominant format – Photo (46/100 posts).
- 03 Avg post length – 953 chars (median 1000).
- 04 Peak audience activity – Saturday, 10:00 MSK.
- 05 Top-performing posts get 3× more views than the weakest (13K avg for top vs 4.8K for worst) – among 100 posts over 29 days. Worth analyzing what the top have in common: topic, format, publish time.

TOP 5 POSTS

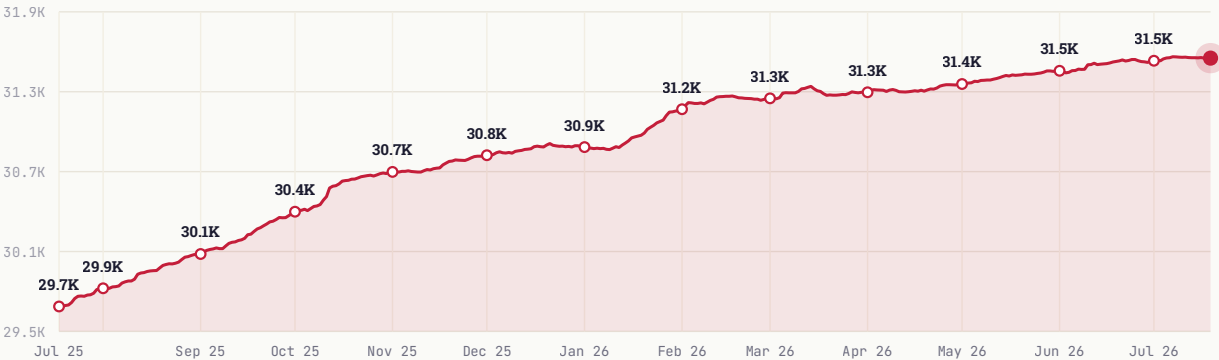
Nº1 04.07 · 07:10 VIDEO From molecule to patient: innovation economics & regulatory barriers in Russian pharma – interview with Mikhail Tsyferov In the new episode...	VIEWS 15 580 REPOSTS 120	REACTIONS — ER 49.4%
Nº2 01.07 · 07:23 TEXT ⚡ Wildberries bought 'Eapteka'. Sources from 'Free Cash' were right. RWB Group acquired a majority stake in the online pharmacy...	VIEWS 13 125 REPOSTS 121	REACTIONS — ER 41.6%
Nº3 30.06 · 15:06 PHOTO Tiny Antarctic sea creatures may help treat melanoma. 🟢 To find out, researchers from the University of South Florida...	VIEWS 10 381 REPOSTS 14	REACTIONS — ER 32.9%

Nº4 26.06 • 05:40 TEXT Health Ministry expands list of orphan diseases. ▶Two diseases added to new edition: ⦿desmoid fibromatosis – a rare...	VIEWS 8 394 REPOSTS 7 REACTIONS — ER 26.6%
Nº5 01.07 • 05:56 TEXT Roadmap approved to improve access to narcotic pain relief. ⦿The Russian Government approved an action plan...	VIEWS 8 217 REPOSTS 35 REACTIONS — ER 26.0%
WORST 3	
↓ 15.07 • 16:02 TEXT Court ordered Bryansk health dept to pay 69M rubles for medicines for beneficiaries. ⦿Bryansk Region Arbitration Court upheld the claim of GUP..	VIEWS 4 863 REPOSTS 5 REACTIONS — ER 15.4%
↓ 15.07 • 09:01 PHOTO Hormone sales market sees sudden growth ♦ According to a large-scale study by Kommersant Healthcare – commercial sales and...	VIEWS 4 830 REPOSTS 7 REACTIONS — ER 15.3%
↓ 16.07 • 11:50 TEXT Despite multi-million losses, NCSO enters pharma distribution. National Center for Standard Samples licensed to...	VIEWS 4 733 REPOSTS 2 REACTIONS — ER 15.0%

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.

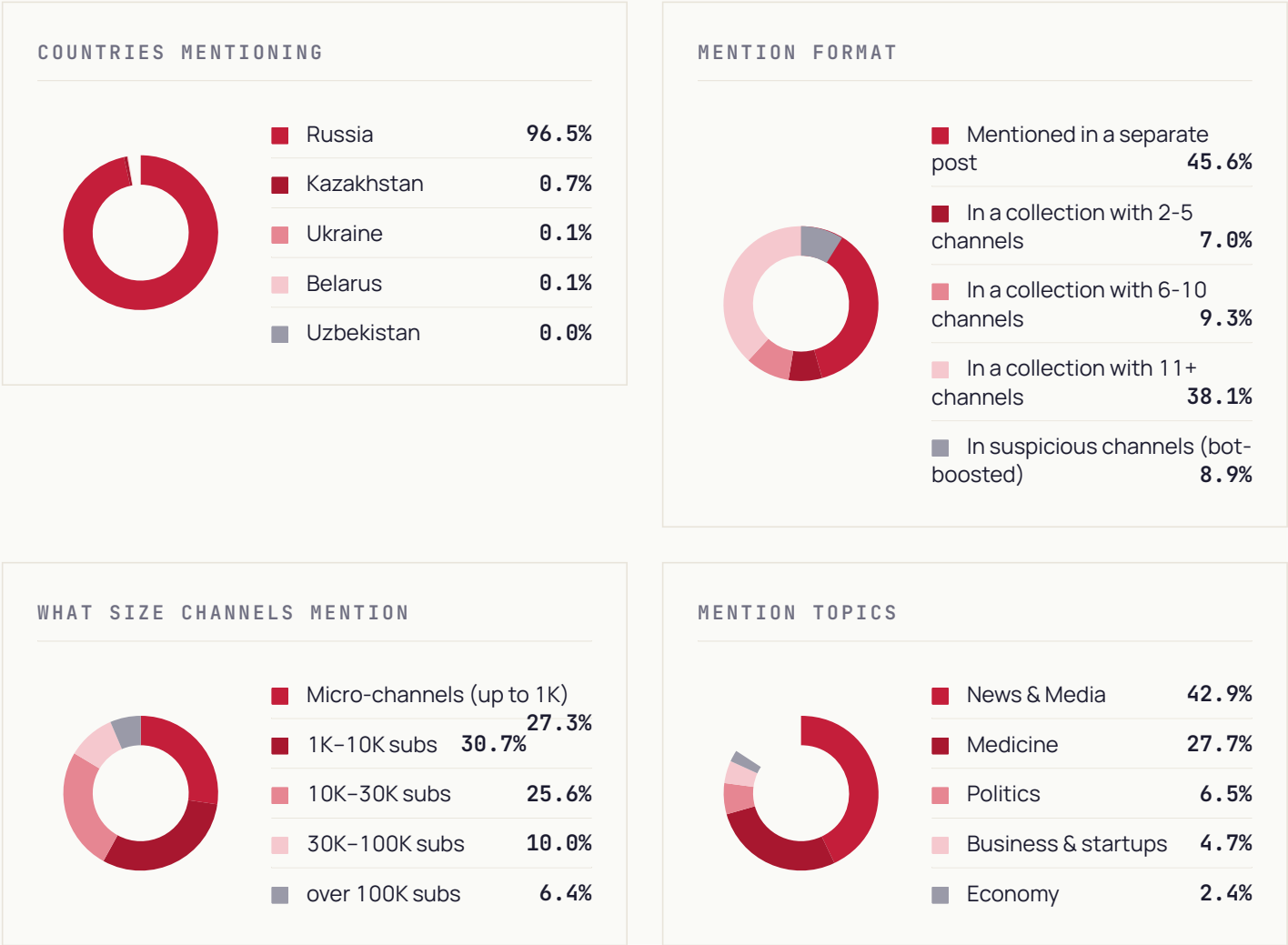


START DATE	NOW	NET GROWTH
29 730	31 551	+1 821

SECTION 04 · MENTIONS

Who and how mentions the channel

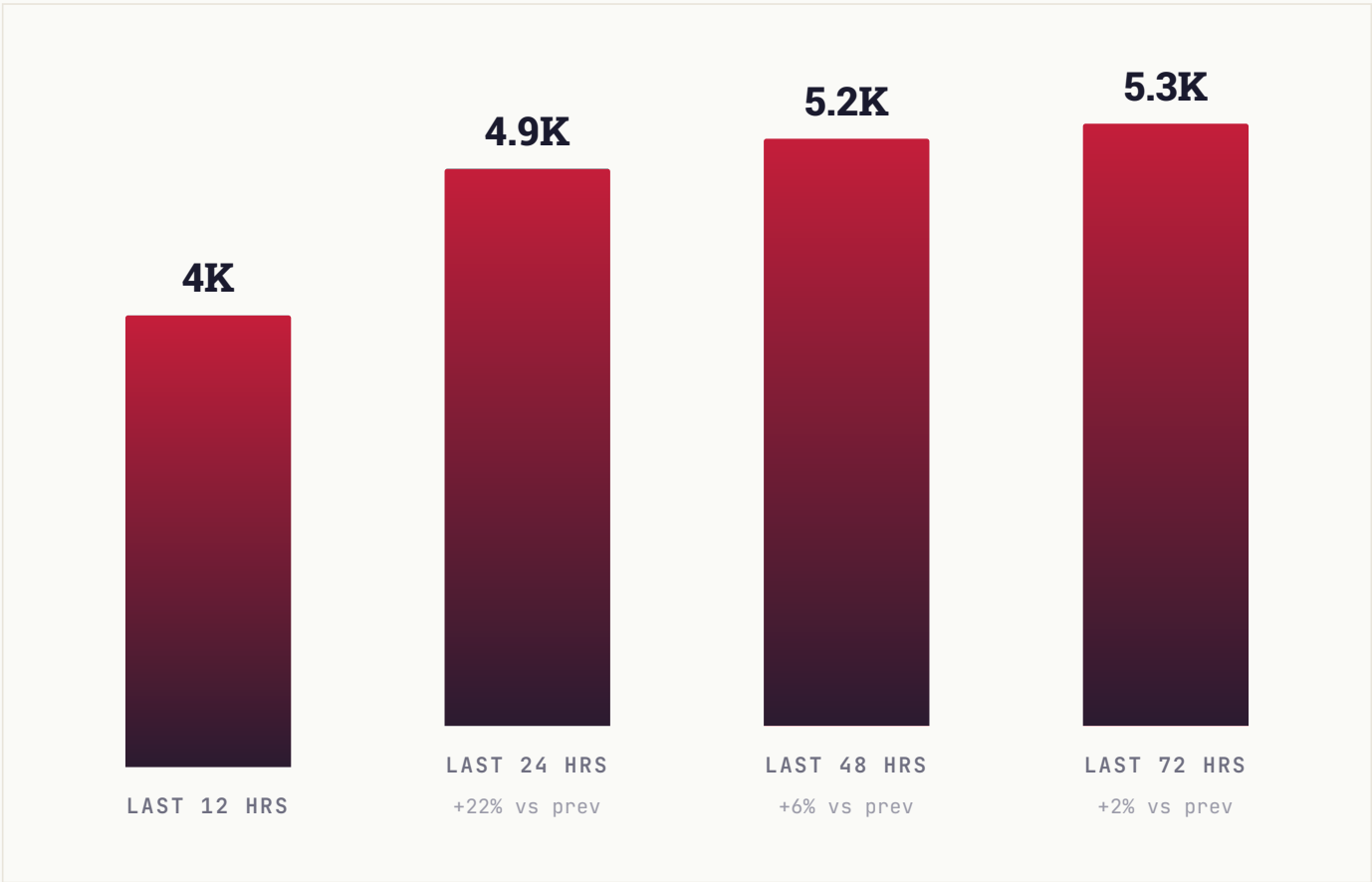
Citation index **416** — channel popularity score based on mentions. Considers both count and weight: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **2 438** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. 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
EP EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿 H 🌿 Folk Medicine 🌿	235.1K
Health HealthControl	222.2K
BR Без рецепта YOU	31.6K

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: break into top-97 via systematic traffic & 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 **1 136**, they brought **1 449** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	116	88	297
December 2025	198	144	125
Nov 2025	250	157	134
Oct 2025	262	139	326
Sep 2025	182	148	309
August 2025	128	103	258

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 136	6	1 449

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-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

01

Main post of the week — on Saturday

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. We recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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