

PUBLIC REPORT PROMTPRESS

Channel audit

Blog Kardiologa



@blog_kardiologa

■ WATCHING MY CHANNEL IS GOOD FOR THE HEART #TXGMX ■
Collaboration kardiolog.reklama@yandex.com ■ Ads in TG
@addo_ere_3

SUBSCRIBERS

137 955

-1018 per month

ERR (% SEE POSTS)

14.0%

per day 6.4%

REACH/POST

16.7K

ad reach 8.9K/24h

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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 137 955 —	SUBSCRIBER REACH 12.12% avg % subs see post	VIEWS/POST 16.7K median 16.9K · 29 days	POSTS/WEEK 13.6 for the period
7D TREND -6.2% vs previous week	REACTIONS/POST 368.1 total 20,979 reactions, 2,841 reposts, 679 comments	POST LENGTH 250 chars median 56 · 29 days	POSTS ANALYZED 57 29 days
AD REACH 8.9K 24h avg	CHURN / MONTH -1018 last month	CITATIONS 62 citation index · 205 channels mentioned it ever	CHANNEL AGE 6 years 8 months created 11.10.2019

AI EDITOR SUMMARY

Channel «Blog Kardiologa» — 137 955 subs. Each post averages 16.7K people (12% from subs), reach is low — consider expanding audience. Posts 14 posts per week (~2/day) — consistent. For week Jun 8–14, reach dropped -6.2% vs week Jun 1–7 — worth investigating why.

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 57 posts in 29 days.
- 02 Dominant format — Photo (30/57 posts).
- 03 Avg post length — 250 characters (median 56).
- 04 Audience peak activity — Sunday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (27.6K avg for top vs 12.2K for bottom) — across 57 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 16:08 PHOTO (post without caption — photo)	VIEWS 31 929 REP. 132	REACTIONS 609 ER 23.1%
Nº2 31.05 · 09:23 PHOTO АСПИРИН ПОСЛЕ 50 ЛЕТ	VIEWS 26 827 REP. 101	REACTIONS 534 ER 19.4%
Nº3 04.06 · 09:25 PHOTO CAN YOU STOP ANTICOAGULANTS AFTER RHYTHM RESTORATION?!	VIEWS 24 056 REP. 51	REACTIONS 356 ER 17.4%

Nº4 09.06 · 11:11 VIDEO АМЛОДИПИН КОМУ НУЖЕН?!	VIEWS	REACTIONS
	23 980	588
	REP.	ER
	154	17.4%
Nº5 30.05 · 15:26 PHOTO ROSUVASTATIN AND ATORVASTATIN	VIEWS	REACTIONS
	23 560	540
	REP.	ER
	176	17.1%

|

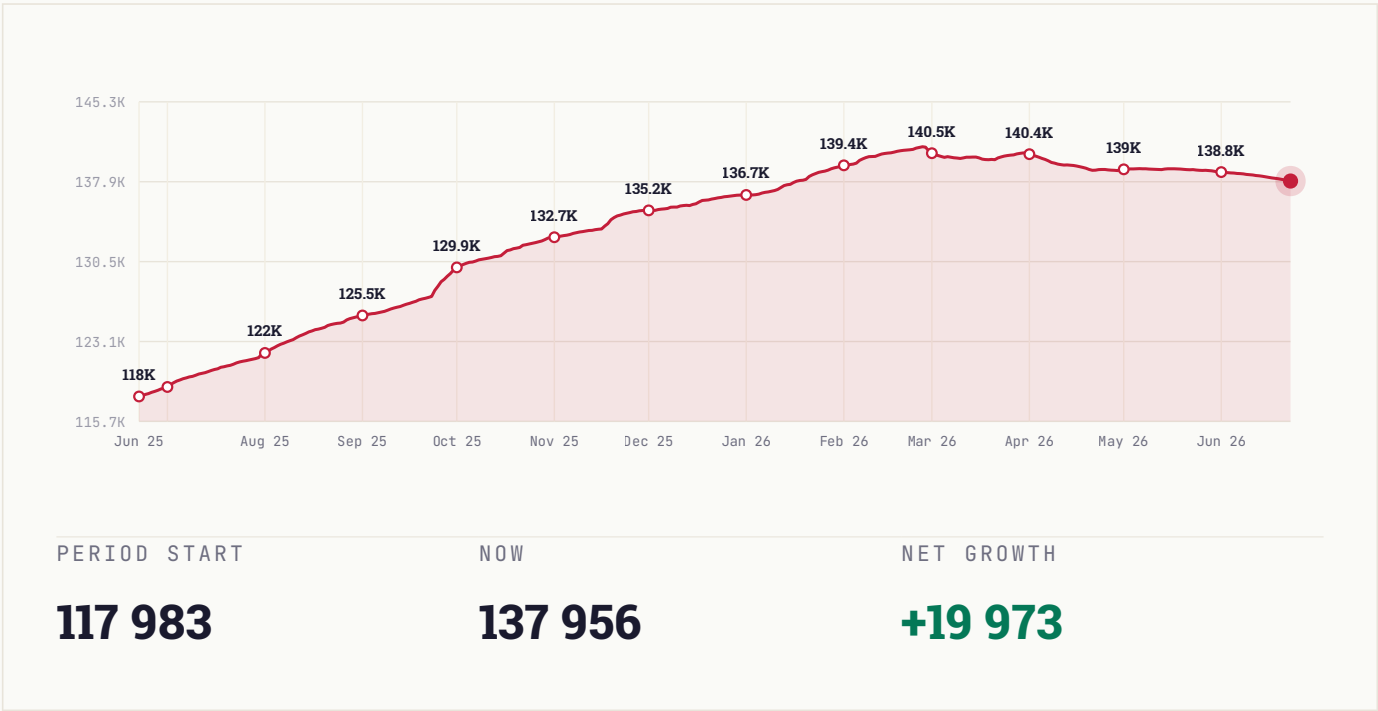
WORST 3

↓ 20.06 · 17:25 PHOTO «Забудьте про холестерин, врачи от вас это скрывали! Во всем виноват кишечник и ТМАО!» В последнее время ленты соцсетей просто заполнили...	VIEWS	REACTIONS
	13 278	456
	REP.	ER
	32	9.6%
↓ 20.06 · 09:51 PHOTO Recorded two important podcasts with cardiac surgeon-arrhythmologist Oleg Valerievich about atrial fibrillation and modern treatments!...	VIEWS	REACTIONS
	11 780	345
	REP.	ER
	13	8.5%
↓ 20.06 · 13:43 PHOTO New episode of your favorite podcast is on mave.stream ☑ HEART PODCAST – Plaques in the heart! Precise methods for checking heart vessels!	VIEWS	REACTIONS
	11 653	190
	REP.	ER
	14	8.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

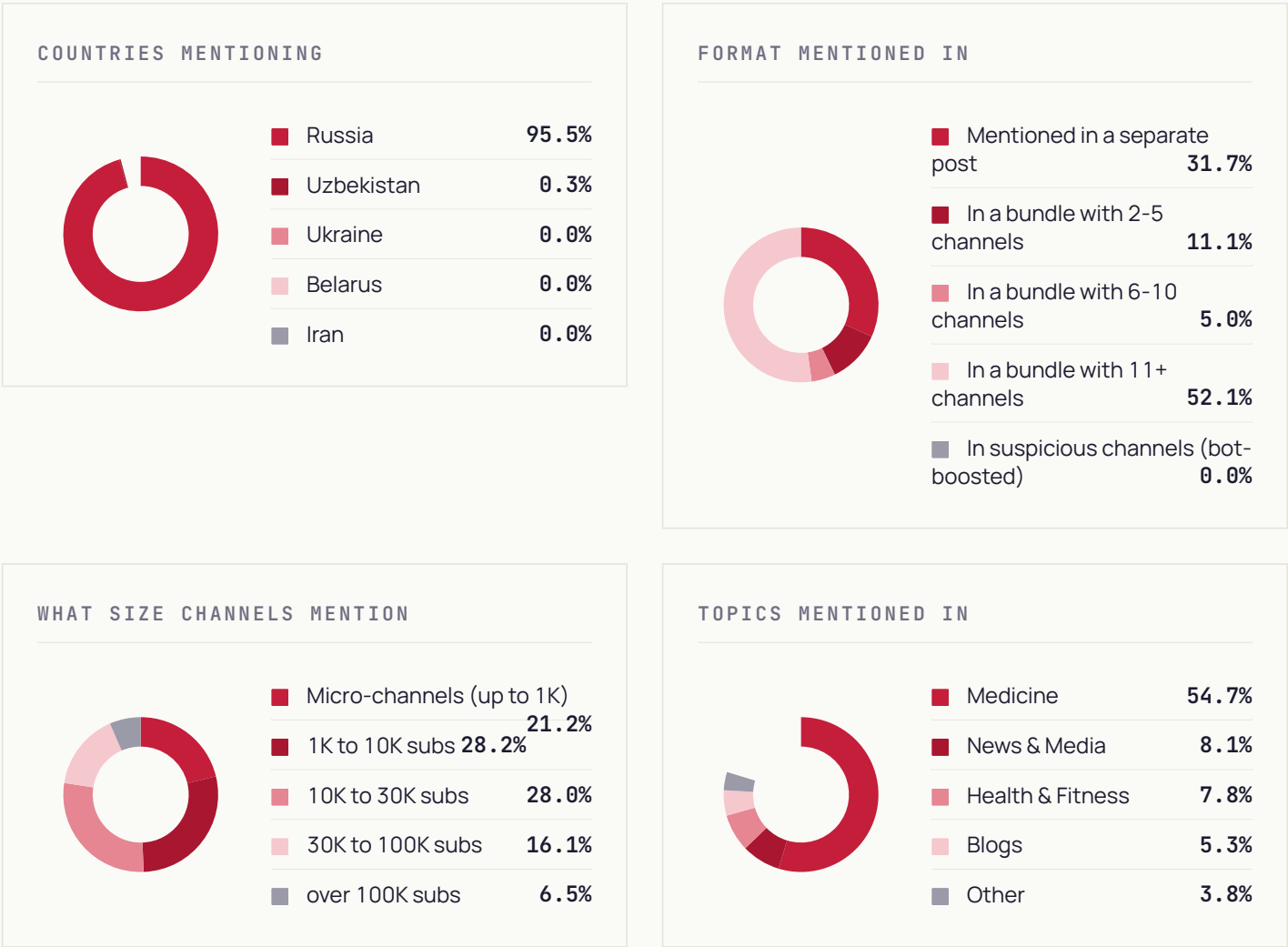
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and churn months.



SECTION 04 · CITATIONS

Who & how mentions the channel

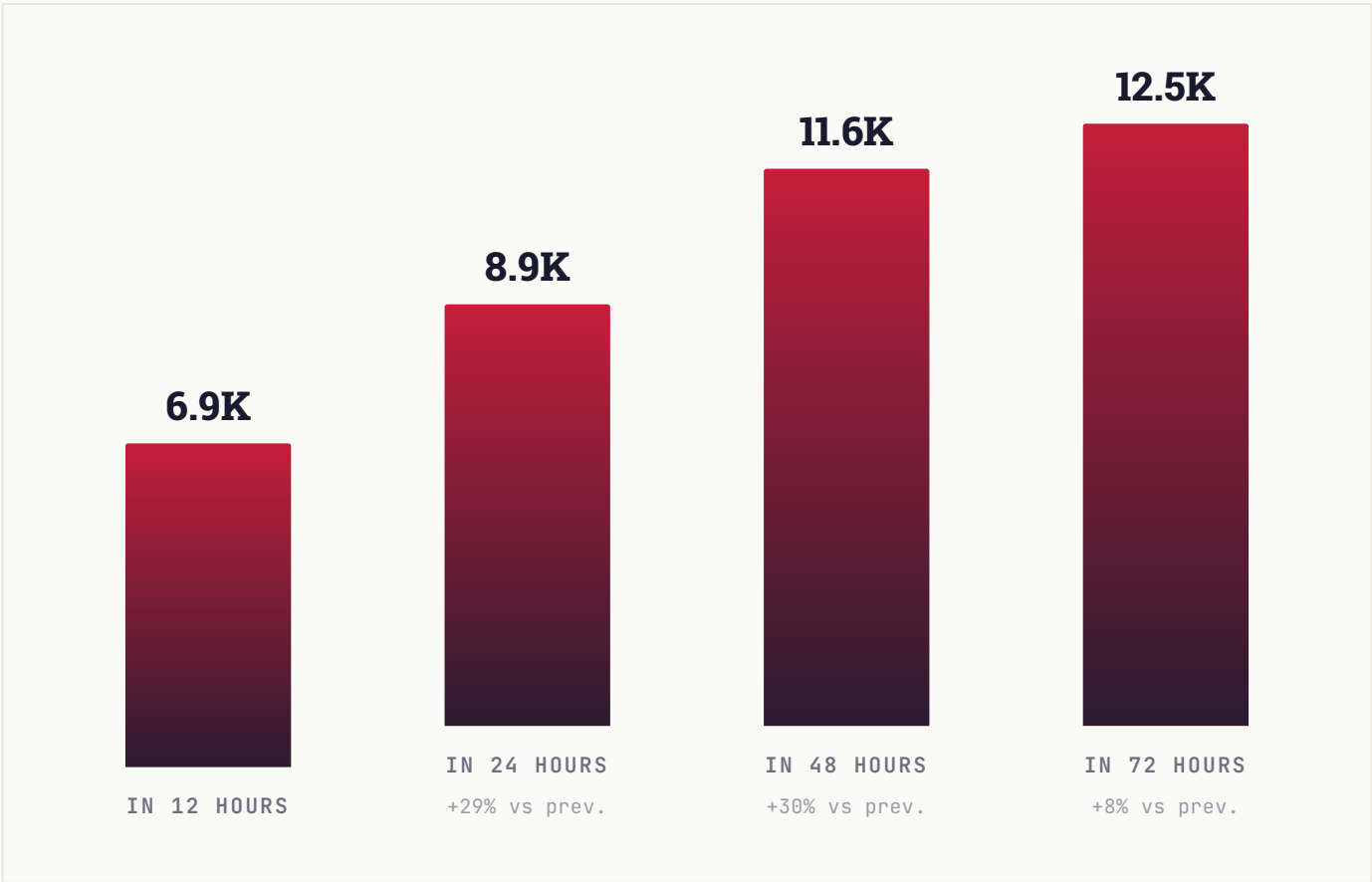
Citation index **62** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **205** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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
OF EXPERIENCED PHARMACIST	267K
MM Moscow medicine	238.8K
Health HealthControl	223.6K
QualityDr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Childbirth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
LifestyleForensic expert's notes	171.5K
BK Blog Kardiologa 	138K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#19 of 96). Leader — **Blog from the morgue** (359.3K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **112**, they brought **17 947** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	7	6	1 461	
November 2025	34	27	2 527	
October 2025	8	8	2 993	
September 2025	26	23	4 305	
August 2025	5	4	3 494	
July 2025	32	31	3 167	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
112	6	17 947

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

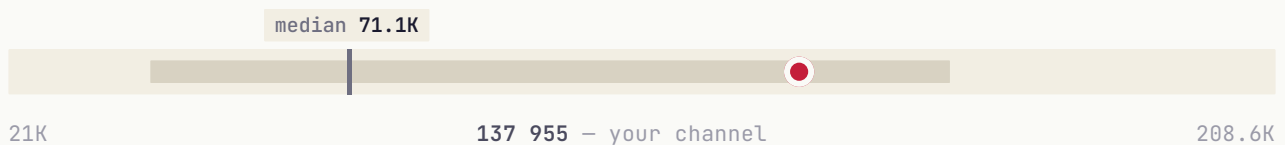
#19

/100

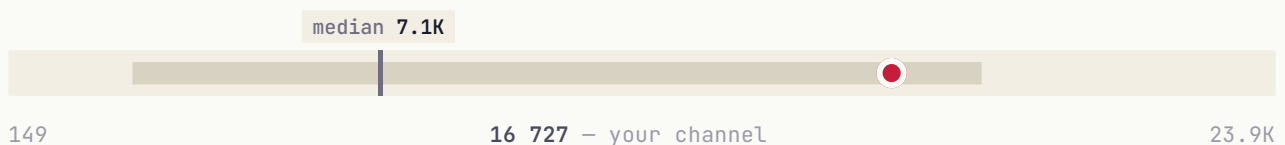
POSITION IN NICHE

Channel in top 19% – strong position

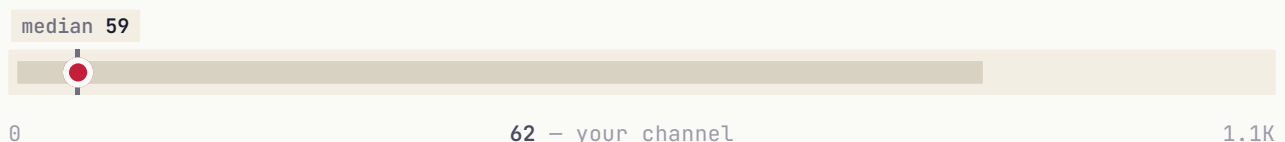
SUBSCRIBERS

better than 79% of niche


AVG REACH / POST

better than 84% of niche


CITATION INDEX

better than 50% of niche


— 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 — Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 — it's an organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want 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
