

PUBLIC PROMTPRESS REPORT

Channel audit

Cardiologist

Chaykovskaya



@cardiolog_chaykovskaya

♥CARDIOLOGY: PREVENTION, REHABILITATION, INSPIRATION

📄Consultations, courses, programs cardiomaria.com 📄

CardioKitchen https://t.me/cardio_kuhnya 📄Dzen <https://dzen.ru/cardiomaria.com> 📄VK...

SUBS

58 519

+95 per month

ERR (% SEE POSTS)

9.0%

per day 4.7%

REACH/POST

5.4K

ad reach 2.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post brings 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 — a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 58 519 —	 SUBSCRIBER REACH 9.18% avg % of subs see post	 VIEWS/POST 5.4K median 5.4K · 28 days	 POSTS/WEEK 16.2 for the period
 7D TREND -2.2% vs previous week	 REACTIONS/POST 165.9 total 11,116 reactions, 1,805 reposts, 520 comments	 POST LENGTH 723 chars median 1000 · 28 days	 POSTS ANALYZED 67 28 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH +95 last month	 CITATION RATE 49 citation index · 150 channels mentioned it ever	 CHANNEL AGE 4 years 3 months created 07.03.2022

AI EDITOR SUMMARY

Channel «Cardiologist Chaykovskaya» — 58 519 subs. Each post averages 5.4K people (9% from subs), reach is low — should grow audience. Publishes 16 posts per week (~2/day) — regular schedule. For week Jun 8–14, reach stable (-2.2% vs week 1–7 Jun).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 67 posts in 28 days.
- 02 Dominant format — Photo (43/67 posts).
- 03 Avg post length — 723 chars (median 1000).
- 04 Peak audience activity — Thursday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (7K avg for top vs 4.1K for bottom) — among 67 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 12:35 PHOTO ADRENALINE AND ELECTRICITY read to the end The heart works not only as a pump. It's also a tiny power plant. Each beat...	VIEWS 7 103 REPOSTS 99 REACTIONS 423 ER 12.1%
Nº2 11.06 · 10:30 PHOTO WEBINAR: Can lifestyle influence what seems genetically predetermined? The latest research explains how...	VIEWS 6 947 REPOSTS 16 REACTIONS 209 ER 11.9%
Nº3 29.05 · 09:11 PHOTO I had two patients today with roughly the same parameters: around 40, attractive, successful, athletic, both with heart attacks. So...	VIEWS 6 844 REPOSTS 28 REACTIONS 208 ER 11.7%

Nº4 01.06 · 11:27 PHOTO Digest of extrasystole (ES) materials ☒What is ES https://t.me/cardiolog_chaykovskaya/1693 ☒What are bi-, tri- and...	VIEWS 6 683 REPOSTS 163 REACTIONS 219 ER 11.4%
Nº5 06.06 · 18:39 TEXT ☒Dear friends, tomorrow we conclude WORLD HEART RHYTHM WEEK with a webinar ☒Arrhythmia Without Pills☒ I'll answer the most important questions...	VIEWS 6 643 REPOSTS 5 REACTIONS 123 ER 11.4%
WORST 3	
↓ 19.06 · 15:19 PHOTO NOT OUR PATIENT BUT STILL A story about how human potential is nearly limitless. Some can hold their breath for 10 minutes, others...	VIEWS 4 186 REPOSTS 14 REACTIONS 196 ER 7.2%
↓ 06.06 · 15:22 TEXT Functional correction of arrhythmias (1) Day 6☒ of Heart Rhythm Disorders Awareness Week We've already discussed the concept of 'substrate'...	VIEWS 4 168 REPOSTS 21 REACTIONS 130 ER 7.1%
↓ 20.06 · 09:45 PHOTO SATURDAY PREFRONTAL CORTEX STIMULATION In March, European Journal of Preventive Cardiology published results of a wonderful study...	VIEWS 3 950 REPOSTS 38 REACTIONS 192 ER 6.7%

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.

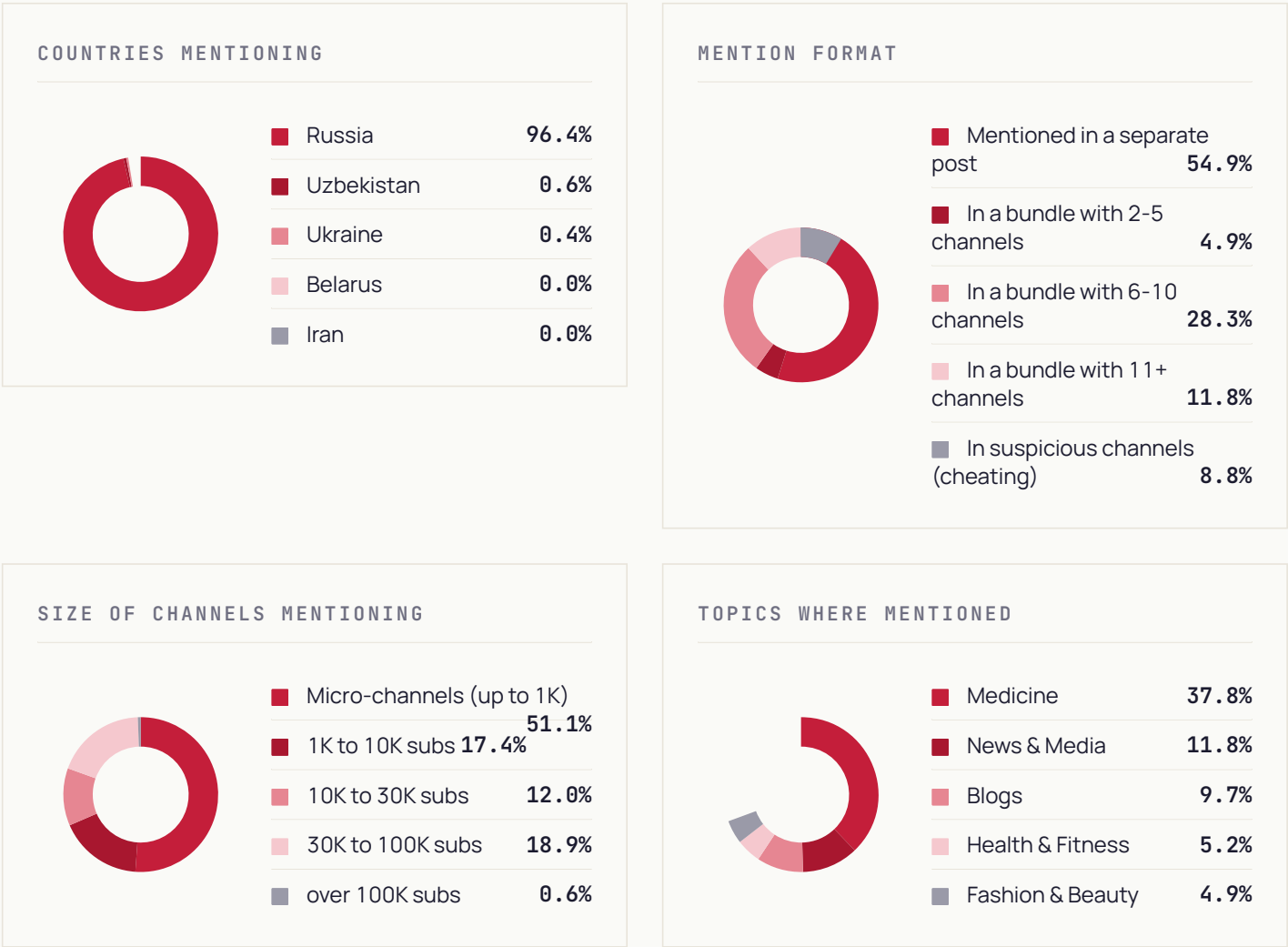


START DATE	NOW	NET GROWTH
52 746	58 519	+5 773

SECTION 04 · MENTIONS

Who mentions the channel & how

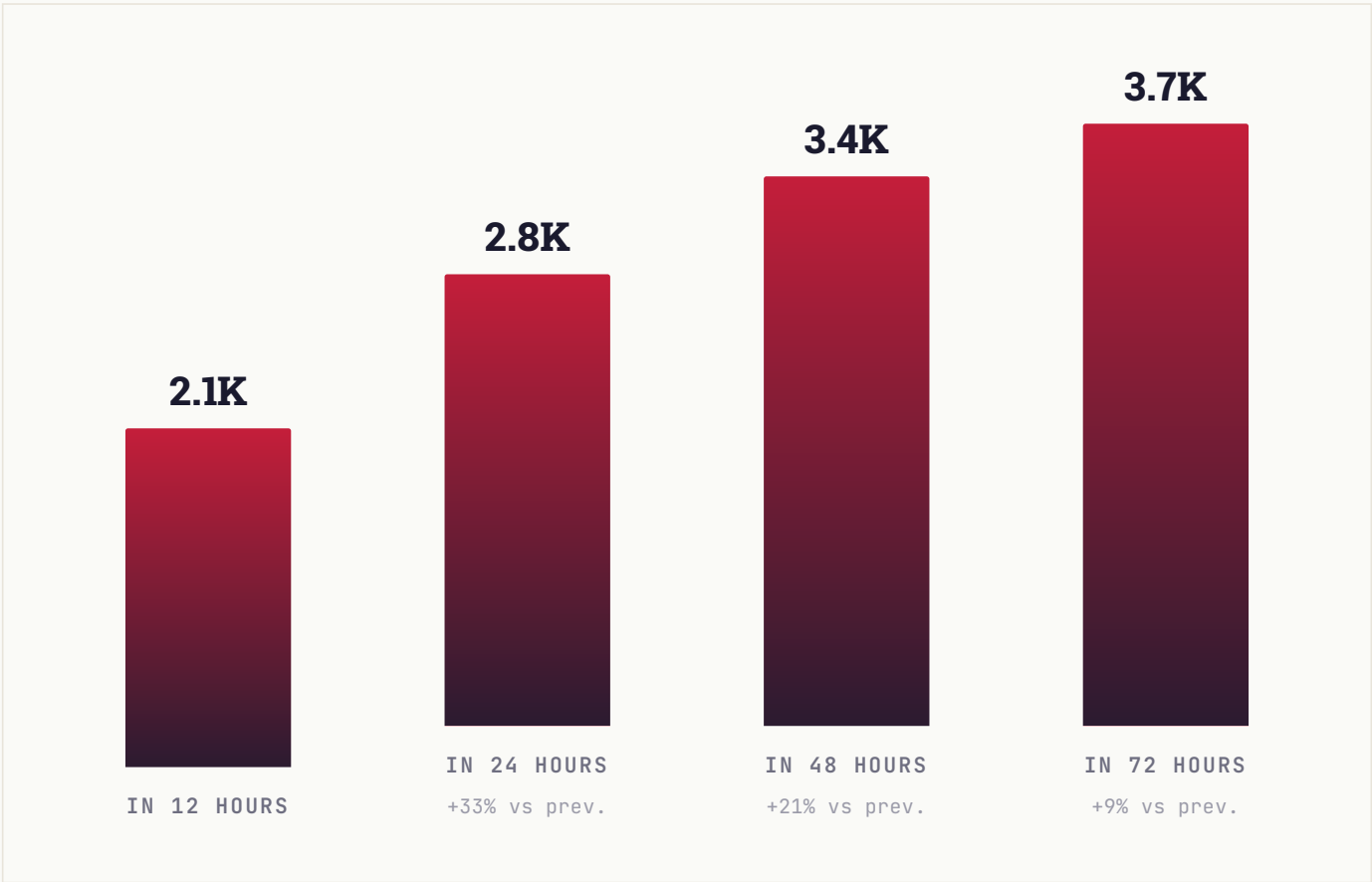
Citation index **49** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **150** different channels.



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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
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 Mycerinus. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic expert notes	171.5K
KCh Cardiologist Chaykovskaya YOU	58.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#66 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the morgue (359.3K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **144**, they brought **2 546** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	3	3	59
November 2025	27	15	259
October 2025	26	5	229
September 2025	27	6	735
August 2025	39	13	487
July 2025	22	3	777

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
144	6	2 546

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.

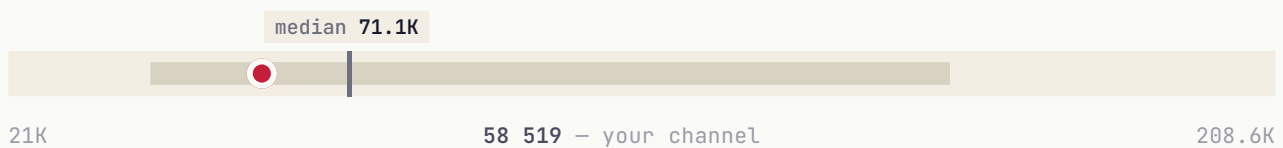
#66 /100

RANK IN NICHE

Channel in the bottom half of the ranking

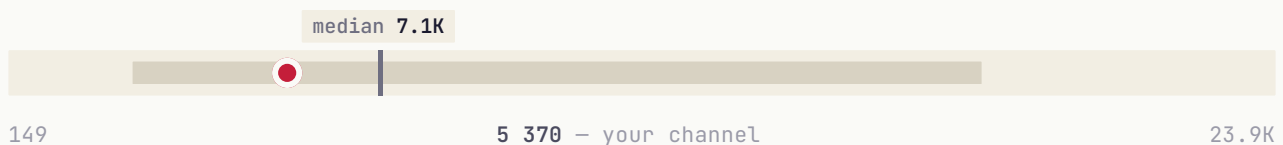
SUBS

18% below median



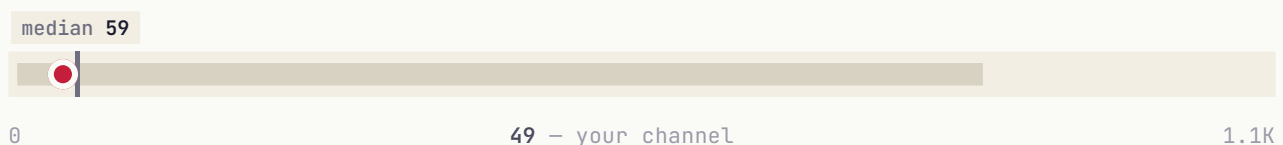
AVG REACH / POST

24% below median



CITATION INDEX

18% below median



— 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 Thursday

On this day at 1:00 PM MSK audience is most active.

EFFECT

**Best time for
important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & 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 similar channels

Swap posts 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 — 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 ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
