

PUBLIC REPORT BY PROMTPRESS

Channel audit

Innovations in Pharmaceuticals



@chemrarpharma

✓ Pharma, neuro & biotech news; ✓ Digital transformation cases,
market analytics Contact: @arinelAa...

SUBSCRIBERS

13 190

+1 per month

ERR (% SEE POSTS)

13.0%

last day **5.4%**

REACH/POST

1.7K

ad reach **714/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 13 190 —	 SUBS REACH 12.8% avg % subs see post	 VIEWS/POST 1.7K median 1.8K · 25 days	 POSTS/WEEK 5.9 for period
 7D TREND -11.9% vs prev week	 REACTIONS/POST 15.9 total 333 reactions, 236 reposts, 4 comments	 POST LENGTH 716 chars median 698 · 25 days	 POSTS ANALYZED 21 25 days
 AD REACH 714 24h avg	 CHURN / MONTH +1 last month	 CITATION RATE 159 citation index · 399 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 30.08.2019

AI EDITOR SUMMARY

Channel «Innovations in Pharmaceuticals» – 13 190 subs. Each post avg views 1.7K people (13% of subs), low reach – need to grow audience. Posts 6 posts per week (~1/day) – rare. Week Jul 6–12 reach dropped -11.9% 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 21 posts over 25 days.
- 02 Dominant format – Photo (21/21 posts).
- 03 Avg post length – 716 chars (median 698).
- 04 Peak audience activity – Friday, 11:00 MSK.
- 05 Top posts get 2× more views than the weakest (2.2K avg for top vs 1.1K for worst) – among 21 posts over 25 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 08:48 PHOTO Scientists found new use for Thalidomide A group of Chinese researchers from Xuanwu Hospital at Capital Medical University...	VIEWS 2 260 REPOSTS 18	REACTIONS 26 ER 17.1%
Nº2 09.07 · 11:21 PHOTO New HIV vaccine candidate shows promise in primate preclinical studies Developed by scientists...	VIEWS 2 196 REPOSTS 15	REACTIONS 25 ER 16.6%
Nº3 25.06 · 08:30 PHOTO Ninerafaxstat gets FDA orphan drug status Imbria Pharmaceuticals, Inc., developing innovative...	VIEWS 2 124 REPOSTS 9	REACTIONS 11 ER 16.1%

Nº4 01.07 · 12:40 PHOTO FDA approves BESREMi auto-injector for polycythemia self-administration PharmaEssentia USA Corporation officially...	VIEWS 2 034 REPOSTS 7	REACTIONS 13 ER 15.4%
Nº5 02.07 · 09:46 PHOTO Anthropic launches Claude Science – AI tool for pharma R&D Anthropic...	VIEWS 1 982 REPOSTS 40	REACTIONS 20 ER 15.0%

|

WORST 3

↓ 13.07 · 07:04 PHOTO Apollo buys stake in Bayer's contraceptive unit for €3B Bayer agreed to sell a stake in its recently...	VIEWS 1 209 REPOSTS 8	REACTIONS 8 ER 9.2%
↓ 14.07 · 10:05 PHOTO Drug Farm raises \$55M for hepatitis B & rare retinal disease drugs Based on biotech...	VIEWS 1 120 REPOSTS 6	REACTIONS 19 ER 8.5%
↓ 16.07 · 09:17 PHOTO Loss of Stelara patent protection didn't hit Johnson & Johnson: Tremfya took over Despite dramatic sales drop...	VIEWS 912 REPOSTS 8	REACTIONS 7 ER 6.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

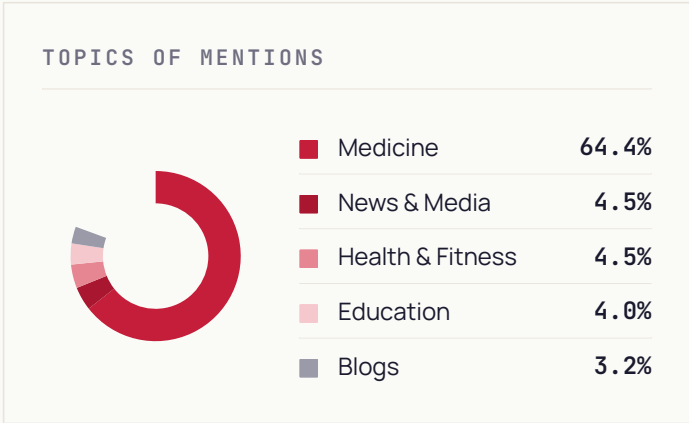
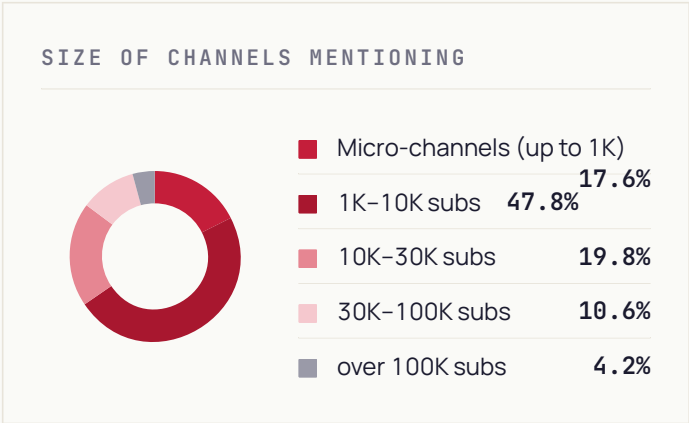
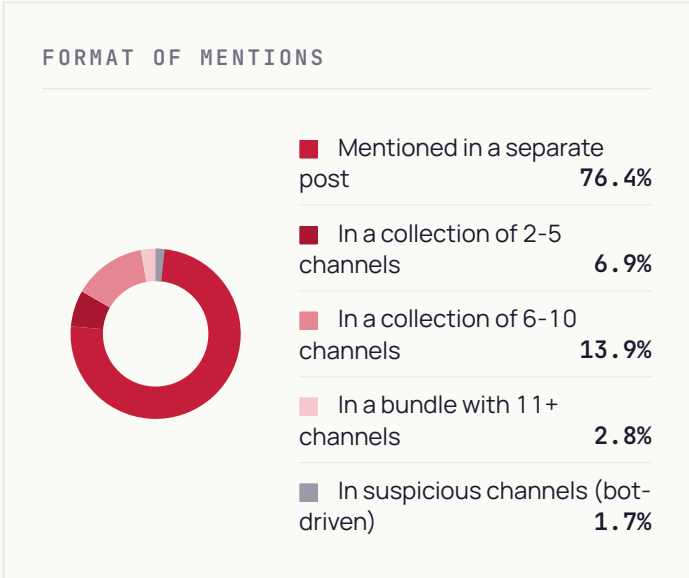
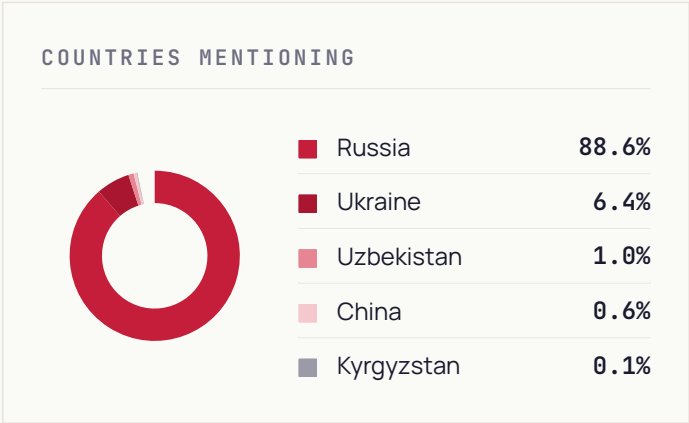
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

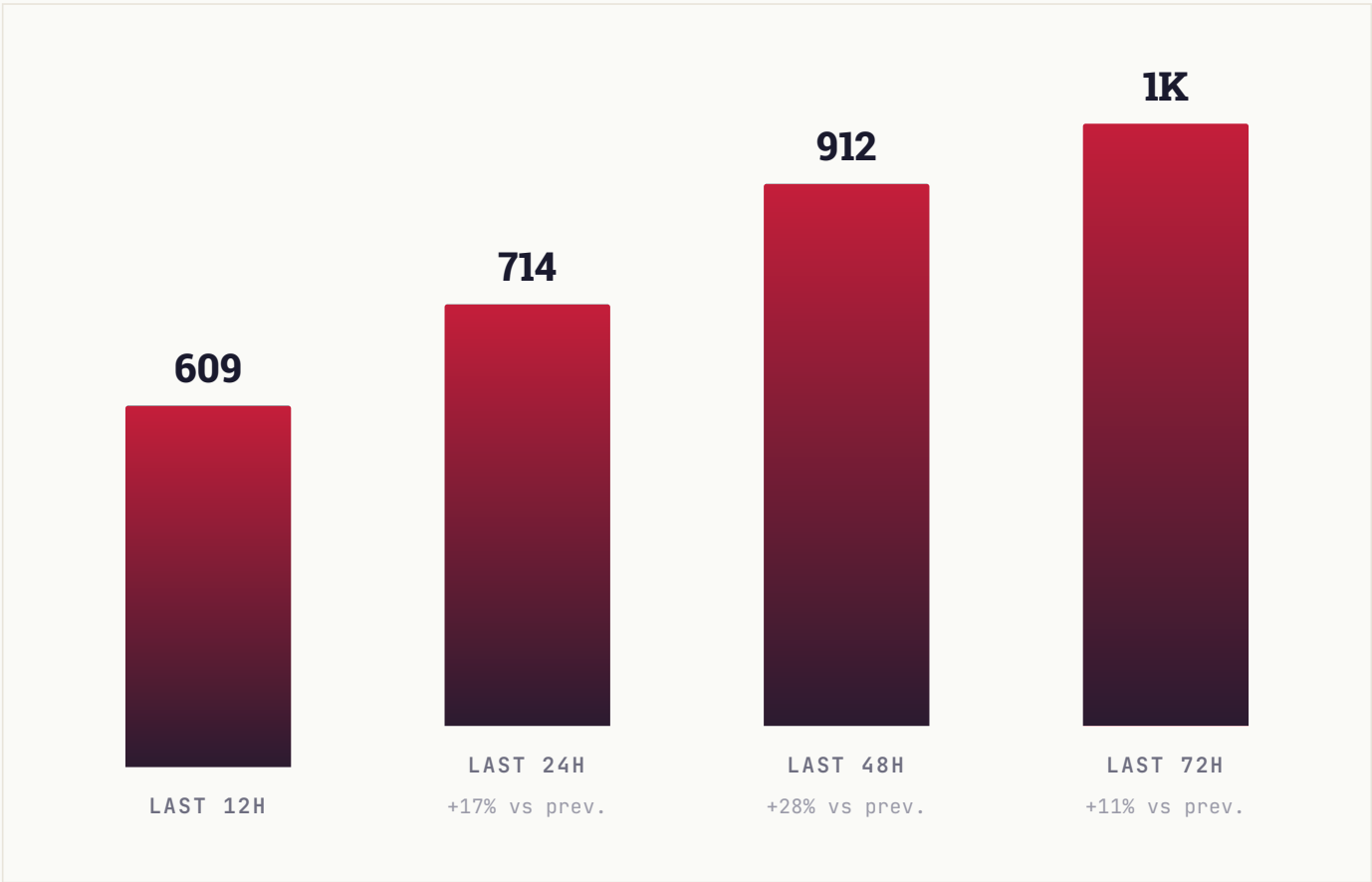
Citation index **159** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **399** different channels.



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 closest 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 grave	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
🌿 X 🌿 Folk Medicine 🌿	235.1K
Health HealthControl	222.2K
IV Innovations in Pharmaceuticals YOU	13.2K

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 via systematic traffic & content work.

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 **18**, they brought **1 403** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	2	1	4	
December 2025	3	3	189	
Nov 2025	1	1	286	
Oct 2025	8	7	299	
Sep 2025	4	3	605	
August 2025	0	0	20	

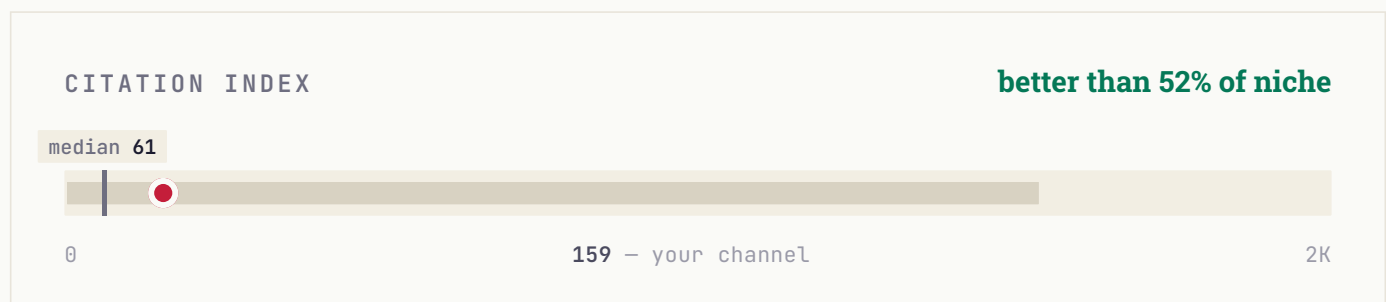
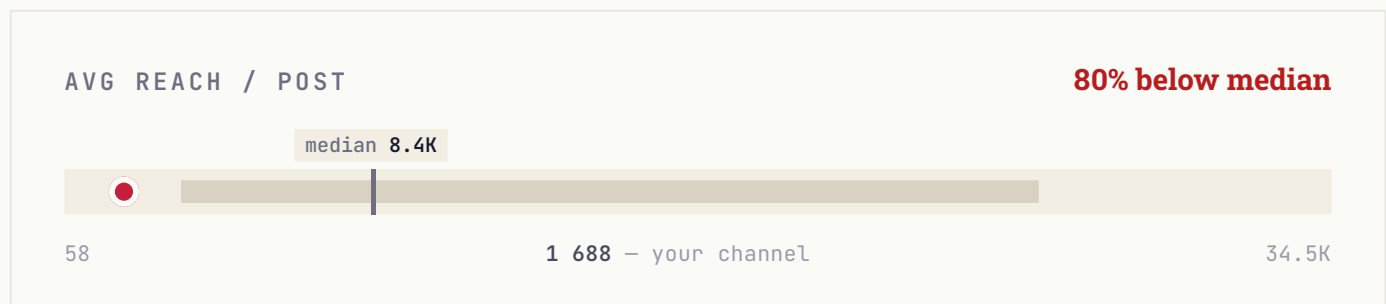
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
18	6	1 403

Where the channel stands in its league

SUBSCRIBERS 87% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 105.1K. The channel's count is 13,190, which is 87% below the median. The range from 36.2K to 284.7K is shown as a lighter beige bar.

Metric	Value
Channel Subscribers	13 190
Median	105.1K
Range (Min-Max)	36.2K - 284.7K



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|--|--|
| 01 | Main post of the week — on Friday
On this day at 11:00 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 better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains
audience
better |
| 03 | System traffic buy
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 & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs bring 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
