

— PUBLIC PROMTPRESS REPORT

Channel audit

АО "Medicine" - Клиника Академика Ройтберга



@clinic_medicina

Official group of the clinic AO 'Meditsina' (Academician Roitberg's clinic) — leader of domestic healthcare according to Roszdravnadzor — created for everyone who cares about their health. Blog...

SUBSCRIBERS

ERR (% SEE POSTS)

REACH/POST

70 957

-13477 per month

1.0%

per day 0.8%

760

ad reach 546/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 70 957 —	 SUBS REACH 1.07% avg % subs see post	 VIEWS/POST 760 median 754 · 29 days	 POSTS/WEEK 13.7 over period
 7D TREND +5.3% vs previous week	 REACTS/POST 0.3 only 18 reactions, 132 reposts, 20 comments	 POST LENGTH 902 chars median 1000 · 29 days	 POSTS ANALYZED 57 29 days
 AD REACH 546 avg per 24h	 CHURN / MONTH -13477 last month	 CITATION RATE 15 citation index · 88 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 03.03.2022

AI EDITOR SUMMARY

Channel «AO "Medicine" - Academician Roitberg Clinic» – 70 957 subs. Each post gets avg 760 people (1% from subs), reach is low – need to grow audience. Publishes 14 posts per week (~2/day) – consistent. Week 8–14 Jun reach grew +5.3% vs week 1–7 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top engagement posts & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 57 posts over 29 days.
- 02 Dominant format — Photo (36/57 posts).
- 03 Avg post length — 902 chars (median 1000).
- 04 Audience peak activity — Monday, 07:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.1K avg for top vs 683 for worst) — across 57 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 04:30 PHOTO Theranostics in oncology: new therapeutic lines for personalized treatment ⌘ When: June 18, 2026 ⌘ Time: 09:30 —...	VIEWS 1 163 REP. 6	REACTS 1 ER 1.6%
Nº2 07.06 · 12:02 PHOTO What is «Monday syndrome» from a neurologist's view 🥱 Monday morning. Alarm rings, but you don't want to get up not because...	VIEWS 1 004 REP. 2	REACTS 1 ER 1.4%
Nº3 26.05 · 07:16 PHOTO Theranostics in oncology: new therapeutic lines for personalized treatment ⌘ When: June 18, 2026 ⌘ Time: 09:30 —...	VIEWS 1 002 REP. 8	REACTS 1 ER 1.4%

Nº4 04.06 · 09:14 PHOTO Neurosurgery isn't just 'after trauma' ☒ Many think a neurosurgeon is only needed after a severe car accident or a fall. But...	VIEWS 863 REACTS REP. 2 ER 1.2%
Nº5 10.06 · 15:47 VIDEO Cancer: lifestyle or genetics? ☒ Many think if no family history...	VIEWS 854 REACTS REP. 2 ER 1.2%

WORST 3

↓ 17.06 · 08:45 PHOTO Dentistry AO «Meditcina» back in federal top! ☒ This year we were again noted in Startsmile TOP 2026 — all-Russian ranking...	VIEWS 704 REACTS REP. 1 ER 1.0%
↓ 19.06 · 11:47 VIDEO How obesity increases cancer risk Excess weight isn't just a burden on joints and heart. Fat tissue is an active endocrine organ...	VIEWS 676 REACTS REP. 3 ER 1.0%
↓ 03.06 · 14:39 PHOTO Comprehensive checkup for women 65+ ☒ At 65, health needs more attention than at 35. But that doesn't mean you have to go to...	VIEWS 671 REACTS REP. 1 ER 0.9%

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

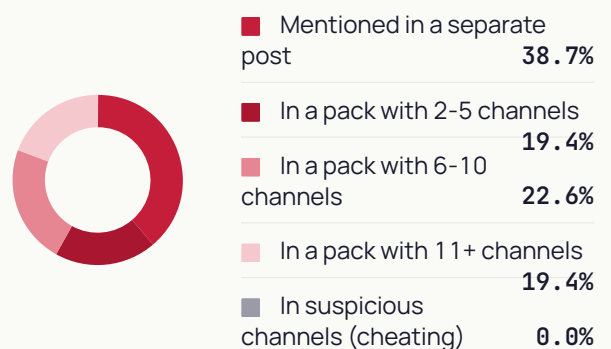
Who mentions the channel and how

Citation index **15** — 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 channel. All time channel was mentioned **88** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



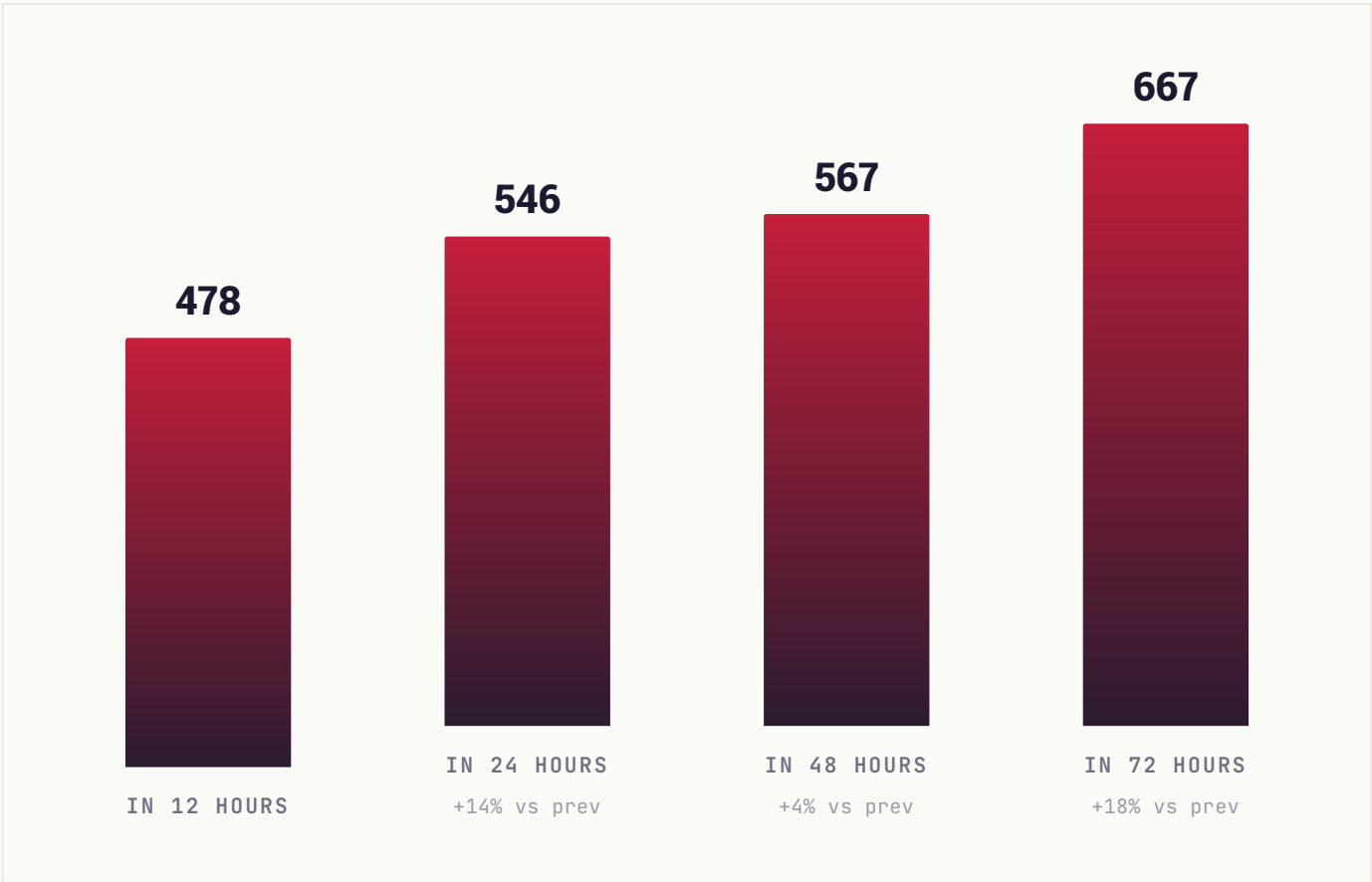
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



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
БИ Morgue Blog	359.3K
ЕМ Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
ММ Moscow medicine	238.8K
ЗД ZdravKontrol	223.6K
КД Dr. Shishonin's channel	215.4K
АТ Anatomical theater	201.6K
МР Mikerina. Giving birth? Call the midwife!	192.6K
ДМ DOCTOR MYASNIKOV	182.8K
ЗС Forensic Expert's Notes	171.5K
А" АО "Medicine" - Клиника Академика Ройтберга YOU	71K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#51 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Morgue Blog (359.3K).

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 **13**, they brought **350 614** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	1	135 918
November 2025	3	2	41 860
October 2025	0	0	18 964
September 2025	1	1	55 726
August 2025	2	2	24 450
July 2025	3	3	73 696

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
13	6	350 614

SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.

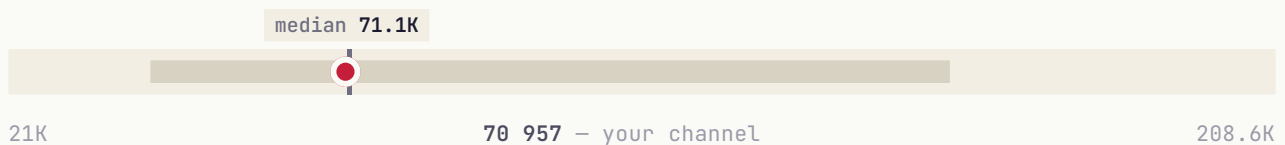
#51/100

POSITION IN NICHE

Channel in the bottom half of the ranking

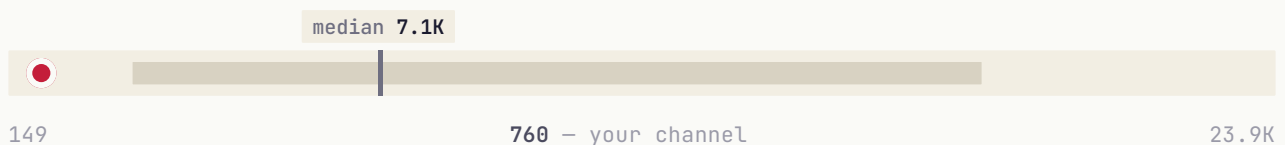
SUBSCRIBERS

worse than median by 1%



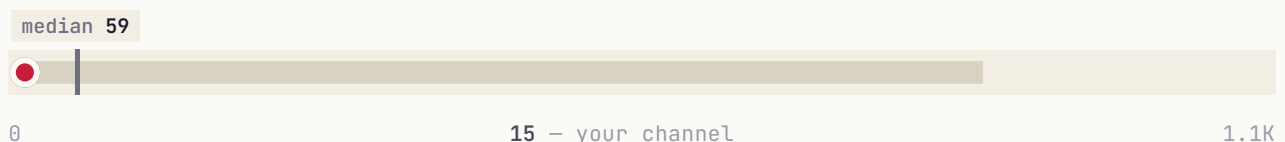
AVG REACH / POST

worse than median by 89%



CITATION INDEX

worse than median by 75%



— 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 Monday
Audience is most active on this day at 07:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | ER below niche benchmark — rethink formats
Current ER 1.07% vs norm 5.5%. Try polls & interactive formats. | EFFECT
+4.4pp ER |
| 03 | 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 |
| 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 adjacent channels
Exchange posts with channels in the same segment once a quarter. No need to do it 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 minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

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

02 **Contact manager** t.me/PromptPress_manager
