

PROMTPRESS PUBLIC REPORT

Channel audit

Dental chain

"Denta El"



@dentol_ru

Dentistry «Denta El». Official TG channel. Moscow, Bryanskaya st., 3
<https://dentol.ru> Registered with RKN: <https://gosuslugi.ru/snet/687e327a7c34367ecd258004> Booking via bot:...

SUBSCRIBERS

16 598

+197 per month

ERR (% SEE POSTS)

52.0%

in 24h **38.2%**

REACH/POST

8K

ad reach **6.3K**/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 16 598 —	 SUBSCRIBER REACH 48.26% avg % subs see post	 VIEWS/POST 8K median 6.9K · 29 days	 POSTS/WEEK 11.3 for period
 7D TREND +17.9% vs prev week	 REACTIONS/POST 82.4 only 3,956 reactions, 63 reposts, 2 comments	 POST LENGTH 177 chars median 109 · 29 days	 POSTS ANALYZED 48 29 days
 AD REACH 6.3K 24h avg	 CHURN / MONTH +197 last month	 CITATION RATE 16 citation index · 360 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Dental Clinic Network "Denta El"» — 16 598 subs. Each post averages 8K people (48% of subs), wide reach for a channel this size. Publishes 11 posts/week (~2/day) — regular. Week Jul 6–12 reach up +17.9% by week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **48** posts in 29 days.
- 02 Dominant format – **Photo** (32/48 posts).
- 03 Avg post length – **177** chars (median 109).
- 04 Peak audience activity – **Tuesday**, 18:00 MSK.
- 05 Top posts get **2×** more views than the weakest (1 1.6K avg for top vs 4.8K for worst) – among 48 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 15:55 VIDEO What really matters when choosing dental implants? Tells Shcherchkov Stanislav Vladimirovich, dental surgeon...	VIEWS 11 626 REPOSTS 1	REACTIONS 76 ER 70.0%
Nº2 12.07 · 16:30 PHOTO How to tell when caries turns into pulpitis? We break down 5 alarming symptoms with Daria Andreevna Belyakova, dentist-therapist...	VIEWS 11 610 REPOSTS 1	REACTIONS 76 ER 69.9%
Nº3 05.07 · 17:28 VIDEO Jaw clicking? Check yourself in 5 seconds ⌚ Titova Natalya Alexandrovna, dentist-therapist at «Denta El».	VIEWS 11 451 REPOSTS 1	REACTIONS 72 ER 69.0%

Nº4 10.07 • 15:12 **PHOTO**

💬 Need a dentist who can fix even the most complex bites?
We have just the doctor! Open the cards and...

VIEWS
11 449

REACTIONS
81

REPOSTS
1

ER
69.0%

Nº5 02.07 • 09:53 **PHOTO**

Good day! Have a great mood 🙌

VIEWS
11 426

REACTIONS
76

REPOSTS
1

ER
68.8%

WORST 3

↓ 17.07 • 11:06 **PHOTO**

Keep sharing interesting facts 🙌

VIEWS
5 050

REACTIONS
79

REPOSTS
1

ER
30.4%

↓ 15.07 • 15:14 **VIDEO**

Professional oral hygiene 🪄 Told by Diana Polskikh, dentist-hygienist at «Denta El».

VIEWS
4 723

REACTIONS
76

REPOSTS
1

ER
28.5%

↓ 16.07 • 16:53 **PHOTO**

🦷 Fissure Caries Treatment Sharing a case from our doctor's practice. The work was done by Vadim Alexandrovich Meshkov...

VIEWS
4 720

REACTIONS
75

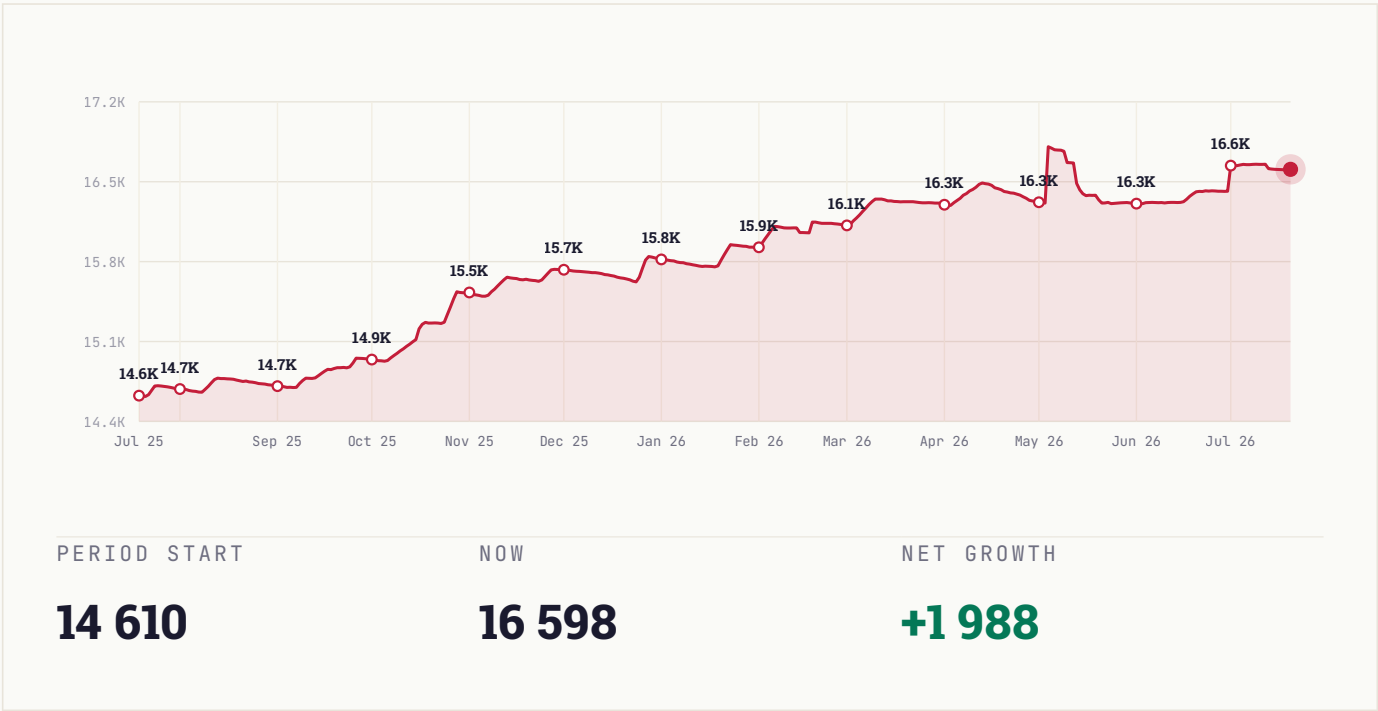
REPOSTS
2

ER
28.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

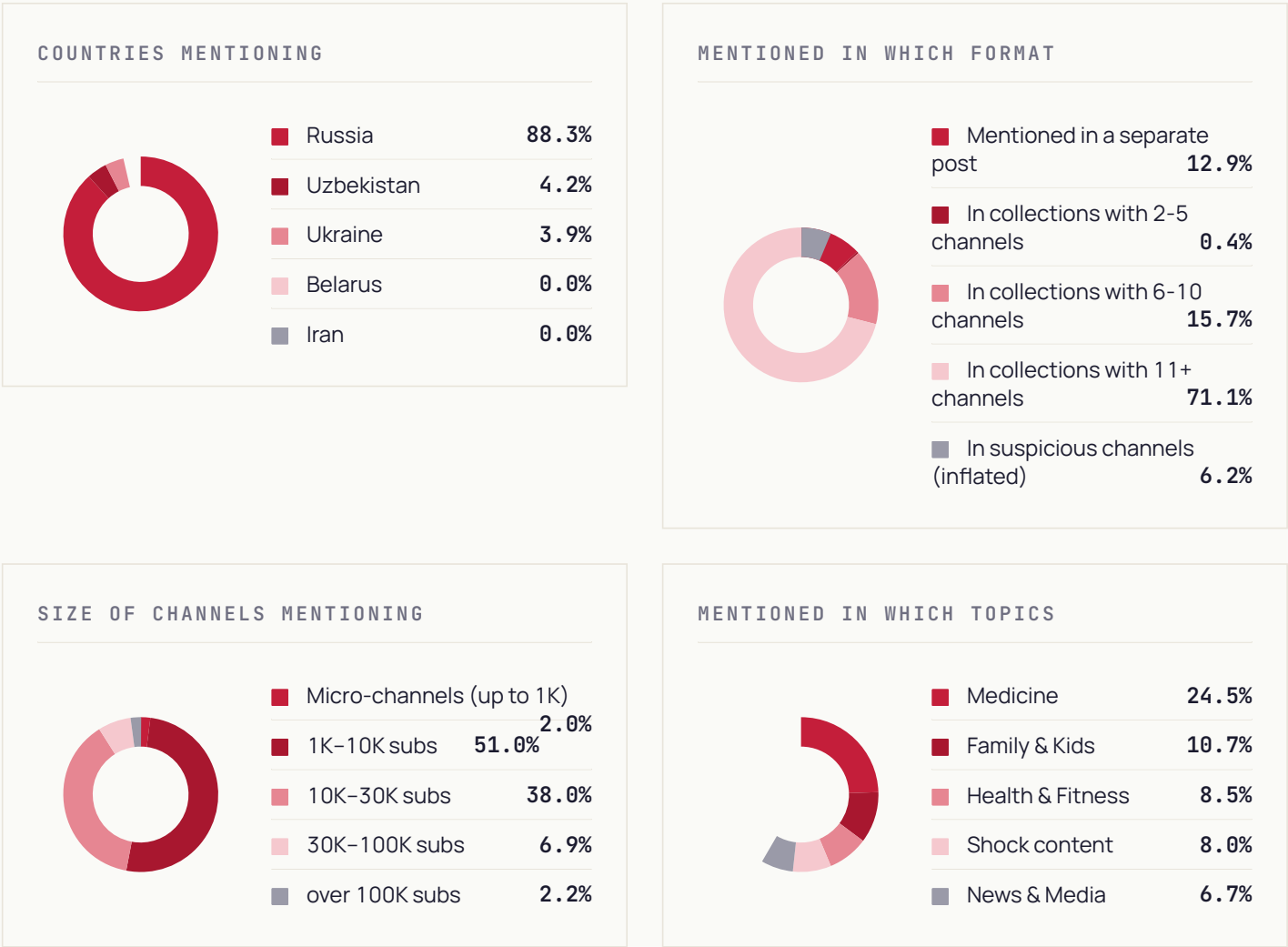
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

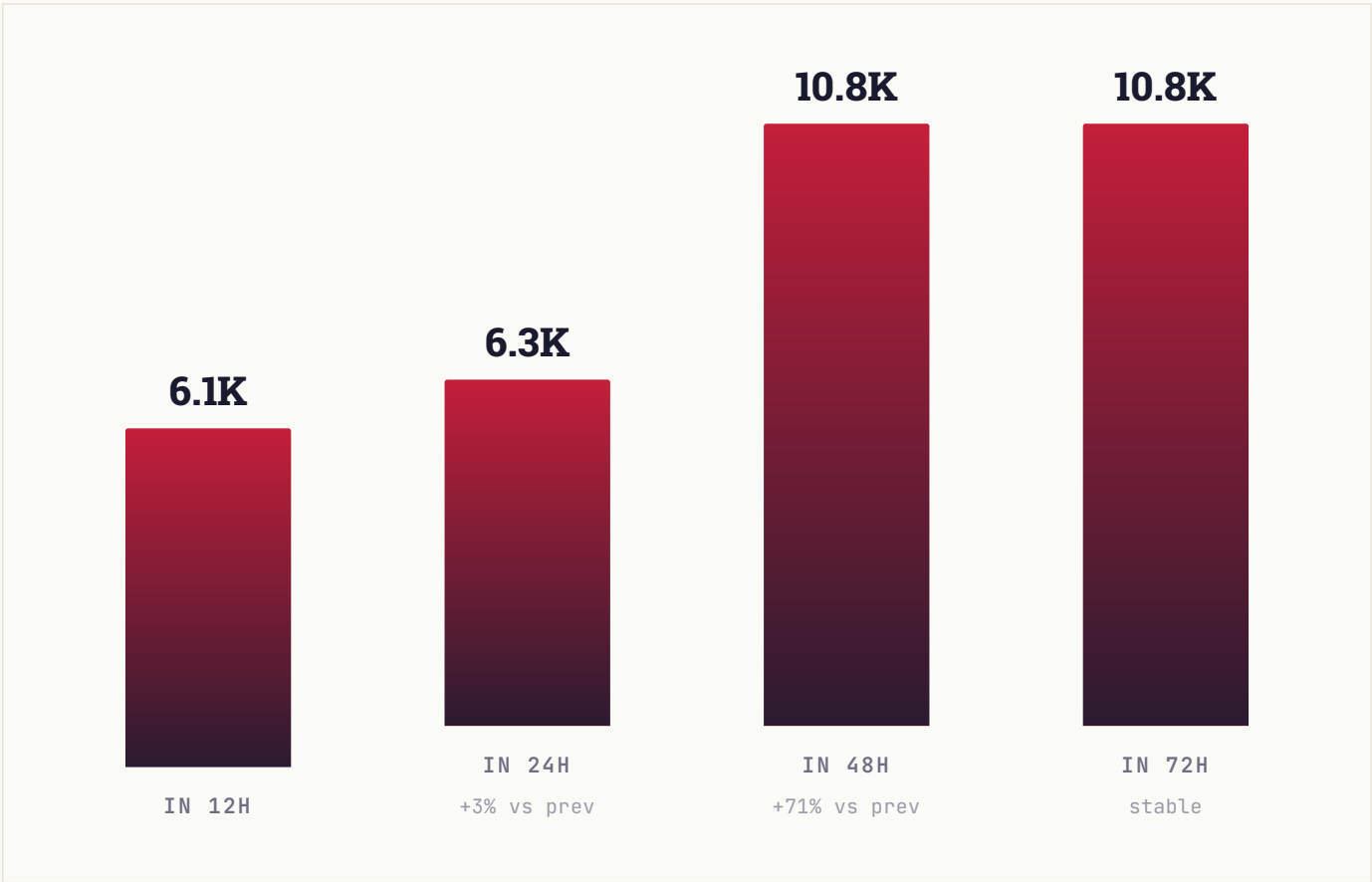
Citation index **16** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **360** different channels.



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 — 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
🌿 X 🌿 Folk Medicine 🌿	235.1K
Health HealthControl	222.2K
SS Dental chain "Denta El" YOU	16.6K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — Dr Tel (755.5K), top-97 median: 103.2K. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **1 716** new subs.

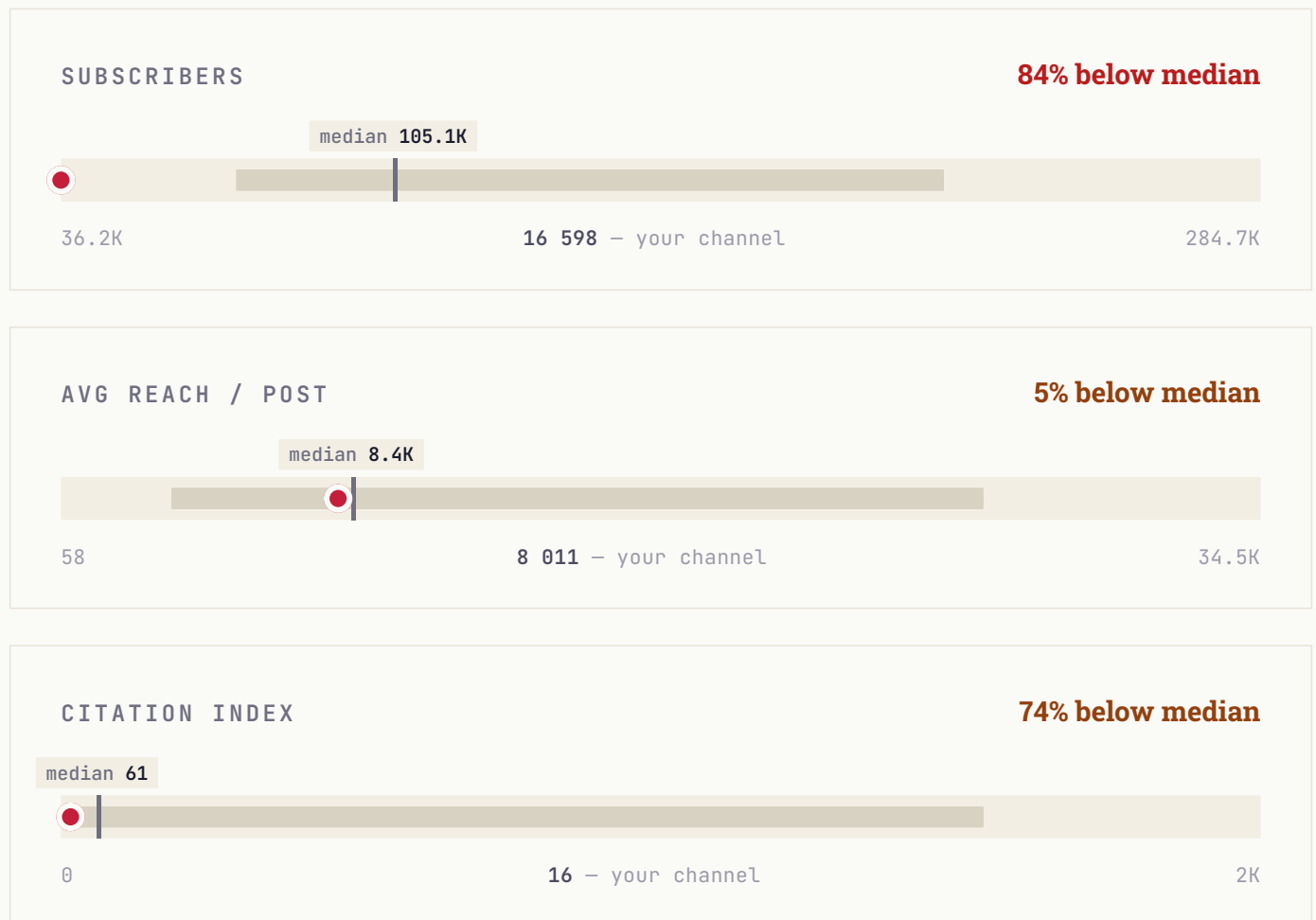
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	197
December 2025	0	0	223
Nov 2025	0	0	279
Oct 2025	1	1	620
Sep 2025	0	0	269
August 2025	0	0	128

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	1 716

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.



— 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**Best post day — Tuesday**

Audience is most active on this day at 18:00 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 & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
