

PROMTPRESS PUBLIC REPORT

Channel audit

DES.NA TsTM



@desnatstm

Center for Tactical Medicine Author channel of military medics 📌
Training of freelance sanitary instructors and everyone interested in
tactical medicine RKN <https://gosuslugi.ru/snet/69b7ff0c0044a00a31da517b>

SUBSCRIBERS

20 531

+1377 per month

ERR (% SEE POSTS)

67.0%

last day **56.1%**

REACH/POST

13.4K

ad reach **11.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 20 531 —	 SUBSCRIBER REACH 65.49% avg % subs see post	 VIEWS/POST 13.4K median 13.7K · 29 days	 POSTS/WEEK 6.0 for period
 7D TREND +4.4% vs previous week	 REACTIONS/POST 790.4 total 19,760 reactions, 1 repost, 0 comments	 POST LENGTH 650 chars median 999 · 29 days	 POSTS ANALYZED 25 29 days
 AD REACH 11.5K 24h avg	 CHURN / MONTH +1377 last month	 CITATION RATE 0 citation index · 4 channels mentioned ever	 CHANNEL AGE 1 year 11 months created 31.07.2024

AI EDITOR SUMMARY

Channel «DES.NA TsTM» — 20 531 subs. Each post gets avg 13.4K people (65% of subs), wide reach for a channel this size. Posts 6 posts per week (~1/day) — rare. For week Jul 6–12, reach stable (+4.4% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 25 posts over 29 days.
- 02 Dominant format – Photo (11/25 posts).
- 03 Avg post length – 650 chars (median 999).
- 04 Peak audience activity – Sunday, 07:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (15.8K avg for top vs 12.6K for worst) – among 25 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 04:32 VIDEO Friends! 🙌 Today is our day! Medical Worker's Day! Sentinels on the border of hope... From war to war we have one mission —...	VIEWS 17 259 REPOSTS —	REACTIONS 1 740 ER 84.1%
Nº2 07.07 · 04:12 VIDEO 🚑 Surgery stage – removing shrapnel from ascending colon wall in a wounded soldier. 🐾 Center for Tactical Medicine «DES.NA» @DESNAtstm	VIEWS 15 123 REPOSTS —	REACTIONS 742 ER 73.7%
Nº3 21.06 · 08:26 TEXT 🎵 With respect to you, our MEDICS! 🇷🇺 🐾 Center for Tactical Medicine «DES.NA» @DESNAtstm	VIEWS 14 961 REPOSTS —	REACTIONS 603 ER 72.9%

Nº4 14.07 • 03:27 VIDEO  Mine-blast wound with destruction of left foot. Tourniquet on thigh for over 24 hours. Irreversible ischemia of left lower limb below...	VIEWS 14 925 REPOSTS — REACTIONS 963 ER 72.7%
Nº5 07.07 • 04:09 PHOTO Friends! 🙌🔴 Consider a case of severe combined shrapnel wounds to chest, abdomen, pelvis, limbs. Fighter Sergey, 24 years old. During the attack...	VIEWS 14 557 REPOSTS — REACTIONS 728 ER 70.9%

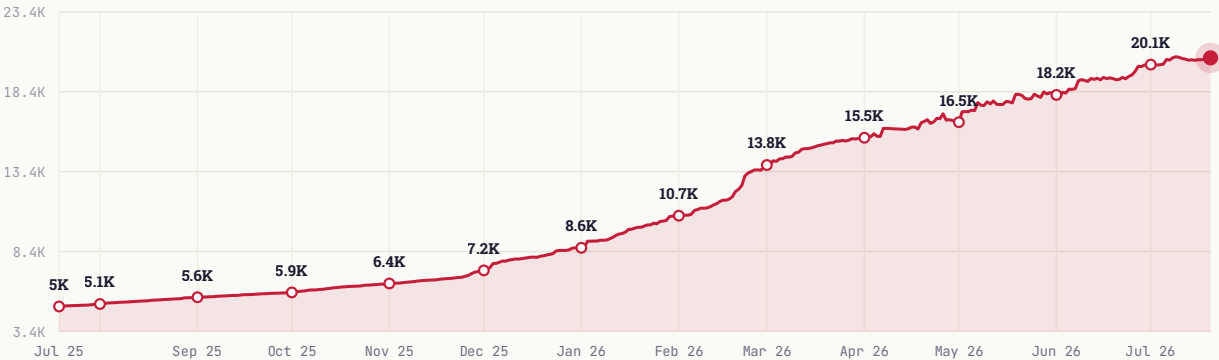
WORST 3

↓ 16.07 • 07:56 PHOTO Friends! 🙌 War as it is. Moments of war. Warrior Yuri and his comrades were in a shelter, in an enemy dugout, which...	VIEWS 12 601 REPOSTS — REACTIONS 654 ER 61.4%
↓ 05.07 • 11:10 PHOTO Friends! 🙌 Today we remember the Battle of Kursk, which took place from July 5 to August 23, 1943. In terms of scale, this battle...	VIEWS 12 596 REPOSTS — REACTIONS 869 ER 61.4%
↓ 22.06 • 04:33 PHOTO Friends! 🙌🕯 Today is a mournful date — the 85th anniversary of the start of the Great Patriotic War. On this day in 1941, Germany attacked...	VIEWS 12 515 REPOSTS 1 REACTIONS 755 ER 61.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



PERIOD START

4 980

NOW

20 531

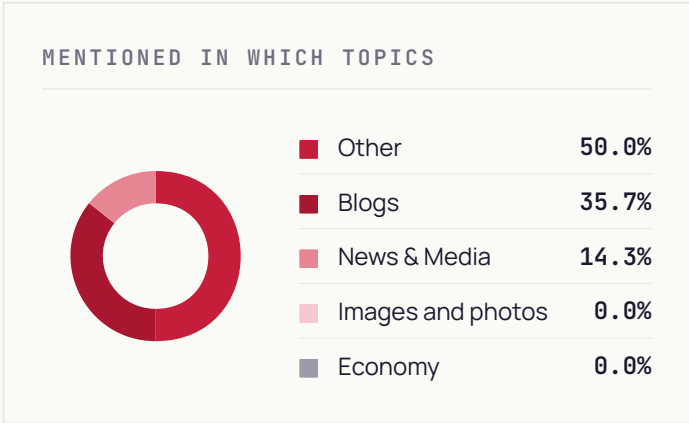
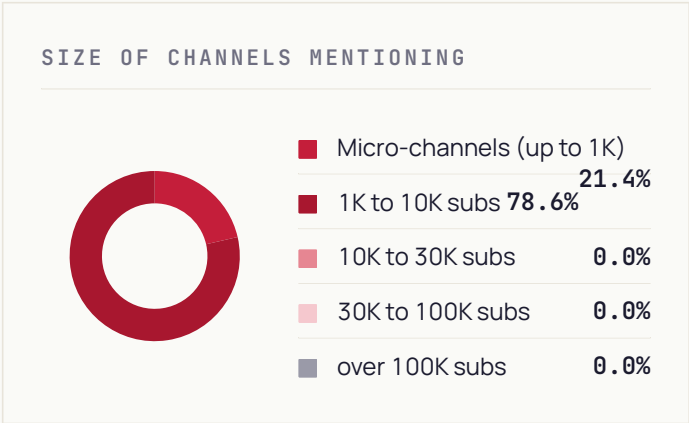
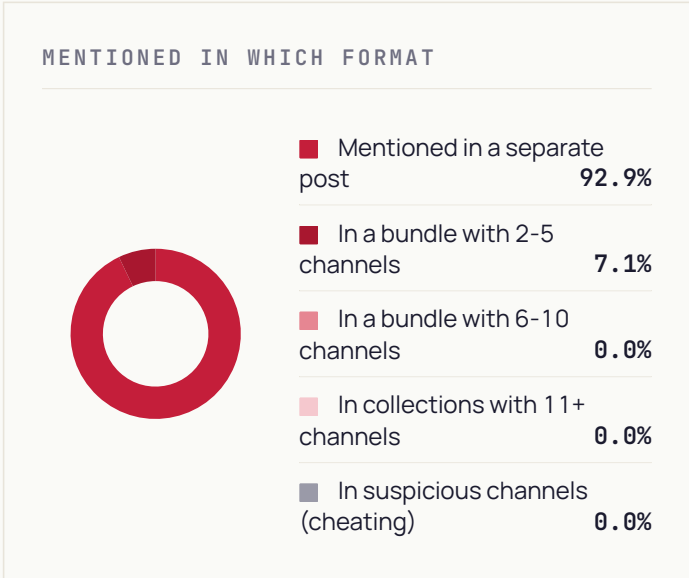
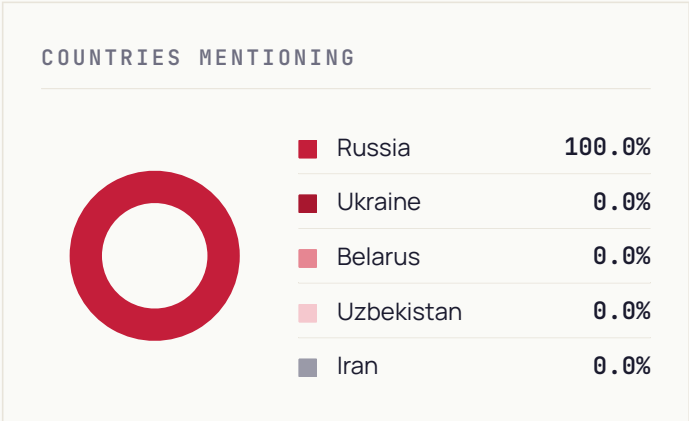
NET GROWTH

+15 551

SECTION 04 · MENTIONS

Who mentions the channel and how

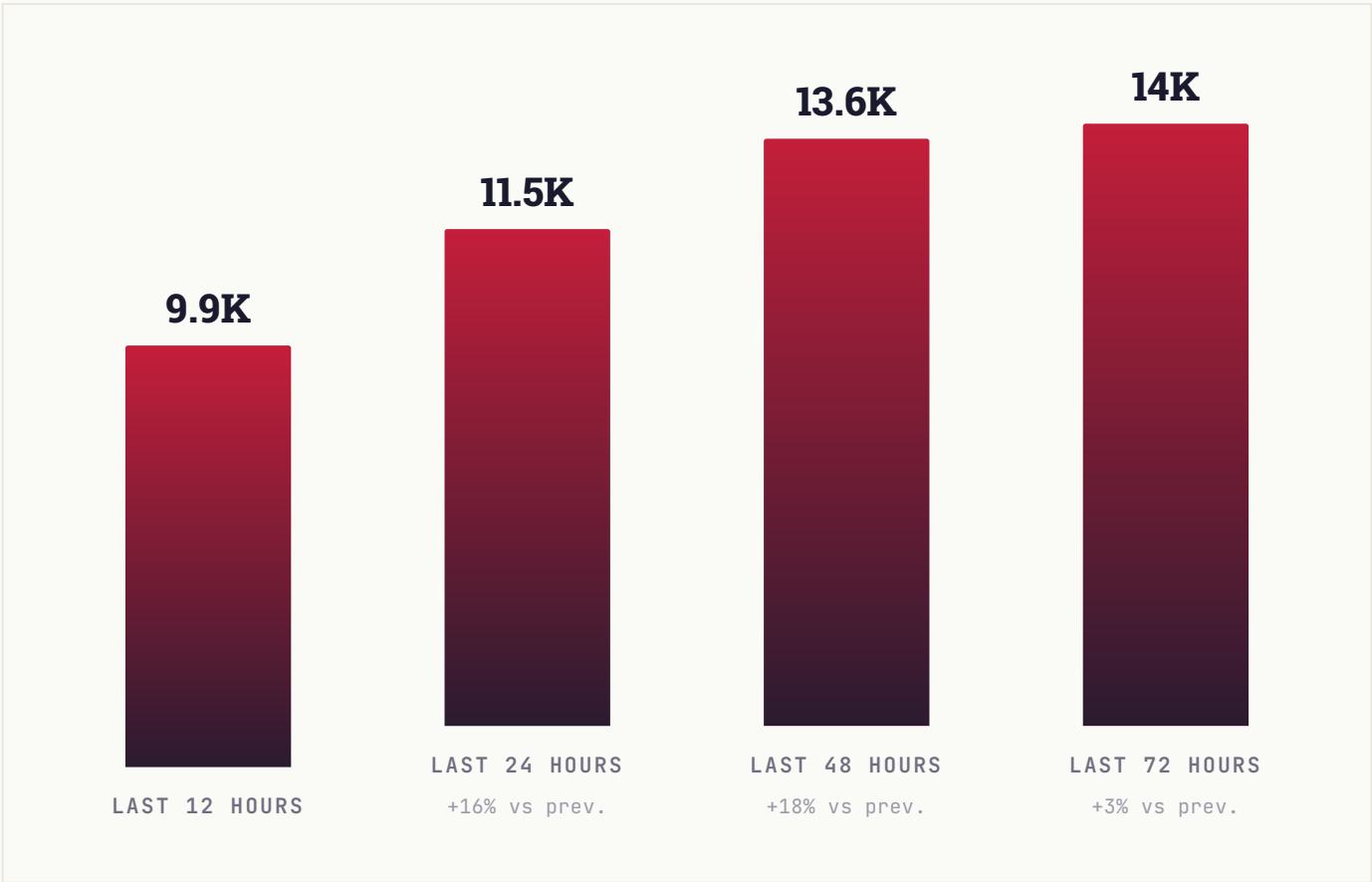
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned 4 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its place 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
HC ZdravKontrol	222.2K
DC DES.NA TsTM YOU	20.5K

COMPARATIVE CONCLUSION

Channel is 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 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **5 564** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	2 018	
December 2025	0	0	1 474	
November 2025	0	0	810	
October 2025	0	0	534	
September 2025	0	0	311	
August 2025	0	0	417	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	5 564

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Sunday

On this day at 07:00 MSK audience is most active.

EFFECT

**Best time 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 give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data.
Want to go further? Run ads through us and close your growth
plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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