

PUBLIC PROMTPRESS REPORT

Channel audit

Gynecologist

Dmitry Lubnin



@dmitrylubnin

Gynecologist, PhD, ultrasound doctor. 25+ years of experience.
Author of 5 books on women's health. Sees patients at Olimp Clinic,
Moscow. Book via @drlubnin_bot or WhatsApp...

SUBSCRIBERS

91 562

+566 per month

ERR (% SEE POSTS)

15.0%

per day 6.5%

REACH/POST

12.3K

ad reach 6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citations

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in «Medicine» category

09 Strategy

5 priority actions

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 91 562 —	 SUBSCRIBER REACH 13.48% avg % of subs see post	 VIEWS/POST 12.3K median 13.3K · 27 days	 POSTS/WEEK 9.3 for the period
 7D TREND -8.7% vs previous week	 REACTIONS/POST 151.9 only 5,619 reactions, 1,136 reposts, 921 comments	 POST LENGTH 518 chars median 437 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 6K 24h avg	 CHURN / MONTH +566 last month	 CITATIONS 24 citation index · 138 channels mentioned it ever	 CHANNEL AGE 6 years 30 days created 26.05.2020

AI EDITOR SUMMARY

Channel «Gynecologist Dmitry Lubnin» — 91 562 subs. Each post averages 12.3K people (13% from subs), reach is low — need to expand audience. Posts 9 posts per week (~1/day) — regular schedule. For week June 8–14, reach dropped -8.7% vs week 1–7 June — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 27 days.
- 02 Dominant format – Video (27/37 posts).
- 03 Avg post length – 518 chars (median 437).
- 04 Peak audience activity – wed, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.4K avg for top vs 9.3K for worst) – among 37 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 05:54 VIDEO Breakfast with a gynecologist May 28, 2026 Questions Timestamps: THANKS YuliyaKim 00:00 Intro, questions 01:11 Why do I need Vitamin D 03:03...	VIEWS 18 239 REPOSTS 159	REACTIONS 287 ER 19.9%
Nº2 29.05 · 05:23 VIDEO Poorly hidden ovulation) Miller, G., Tybur, J. M., & Jordan, B. D. (2007). Ovulatory cycle effects on tip earnings by lap dancers...	VIEWS 15 593 REPOSTS 36	REACTIONS 213 ER 17.0%
Nº3 01.06 · 14:36 VIDEO New video on my channel «The real cause of thrush» https://youtu.be/CpEsM7ZnmrE?is=jsAL-NZltliO6hxX Need to solve the problem...	VIEWS 15 250 REPOSTS 30	REACTIONS 83 ER 16.7%

Nº4 04.06 • 05:38 VIDEO Breakfast with a gynecologist Q&A for June 4 ☒Intermenstrual bleeding – cause when everything is normal ☒Ovulation issues with...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>15 217</td><td>208</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>83</td><td>16.6%</td></tr> </table>	VIEWS	REACTIONS	15 217	208	REPOSTS	ER	83	16.6%
VIEWS	REACTIONS								
15 217	208								
REPOSTS	ER								
83	16.6%								
Nº5 02.06 • 05:21 PHOTO Suddenly heard from a famous science popularizer about a new HPV treatment method and was shocked. Here's my response...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>15 029</td><td>163</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>25</td><td>16.4%</td></tr> </table>	VIEWS	REACTIONS	15 029	163	REPOSTS	ER	25	16.4%
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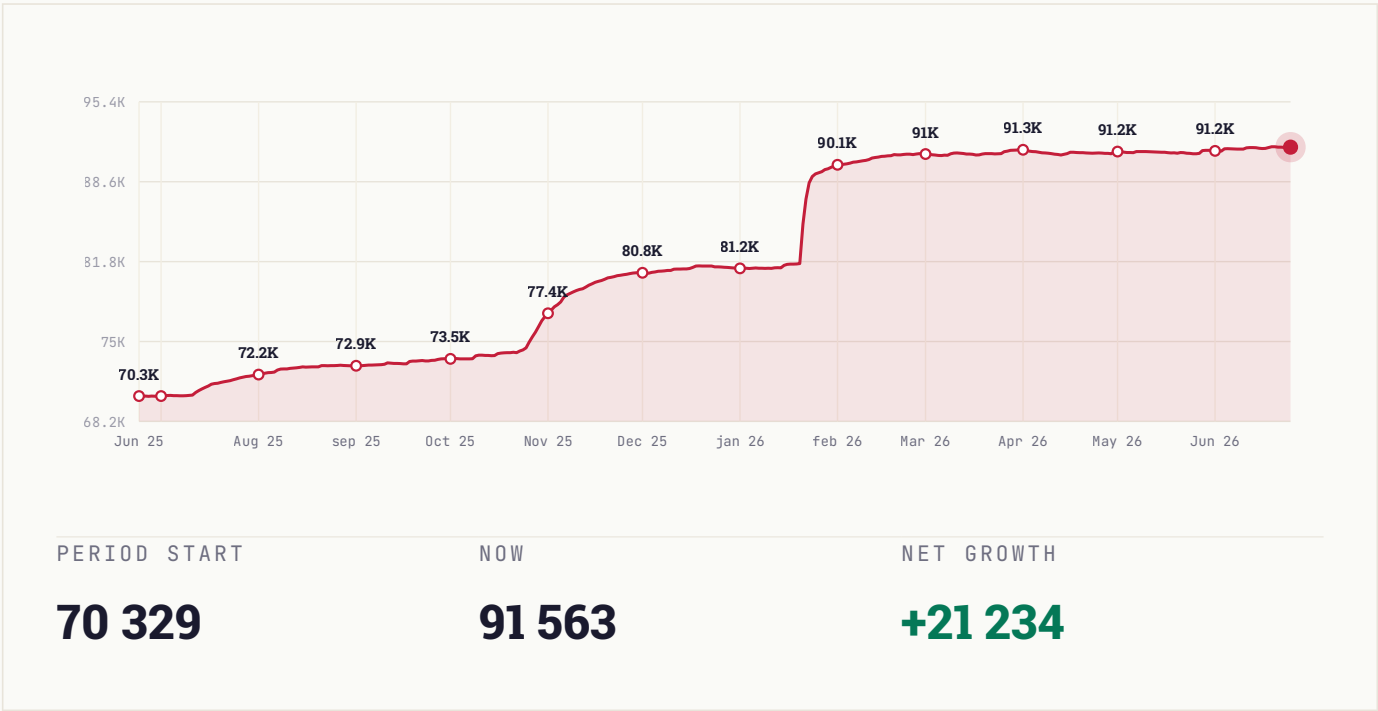
WORST 3

↓ 19.06 • 17:32 VIDEO Patient stories June 19, 2026 ☒ infertility 5 years, endometriosis, psychogenic factor, failed IVF ☒ heavy and painful periods...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>10 342</td><td>109</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>20</td><td>11.3%</td></tr> </table>	VIEWS	REACTIONS	10 342	109	REPOSTS	ER	20	11.3%
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↓ 21.06 • 06:29 PHOTO Friends) New Q&A session for breakfast ☒include AGE ☒no LONG questions – they won't make it to breakfast ☒LIKE those...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 886</td><td>120</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>2</td><td>9.7%</td></tr> </table>	VIEWS	REACTIONS	8 886	120	REPOSTS	ER	2	9.7%
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8 886	120								
REPOSTS	ER								
2	9.7%								
↓ 22.06 • 07:30 VIDEO Saliva hormone analysis – the most pseudoscientific test in medicine. Only needed for cortisol in syndrome diagnosis or...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 657</td><td>186</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>26</td><td>9.5%</td></tr> </table>	VIEWS	REACTIONS	8 657	186	REPOSTS	ER	26	9.5%
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8 657	186								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

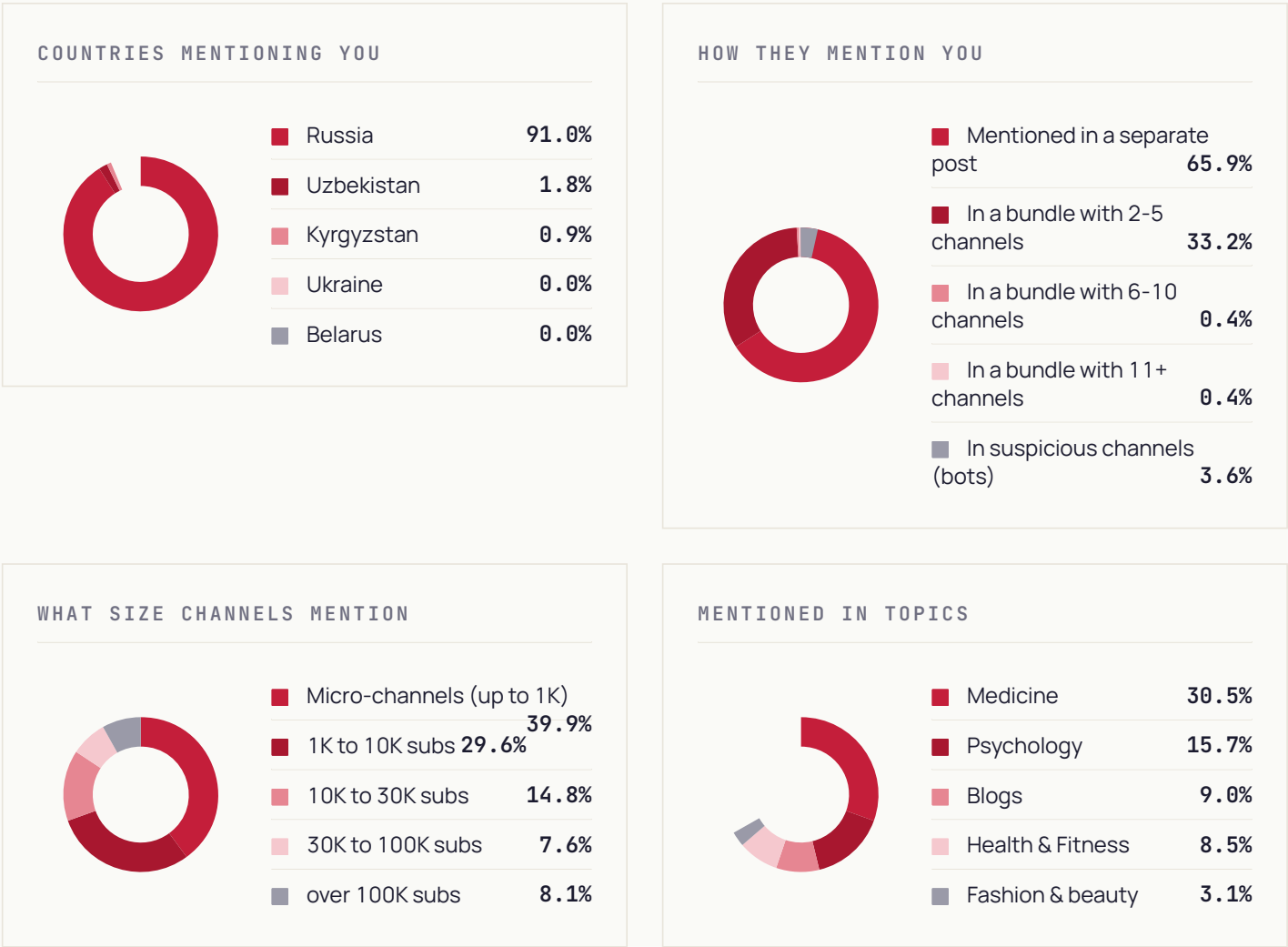
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

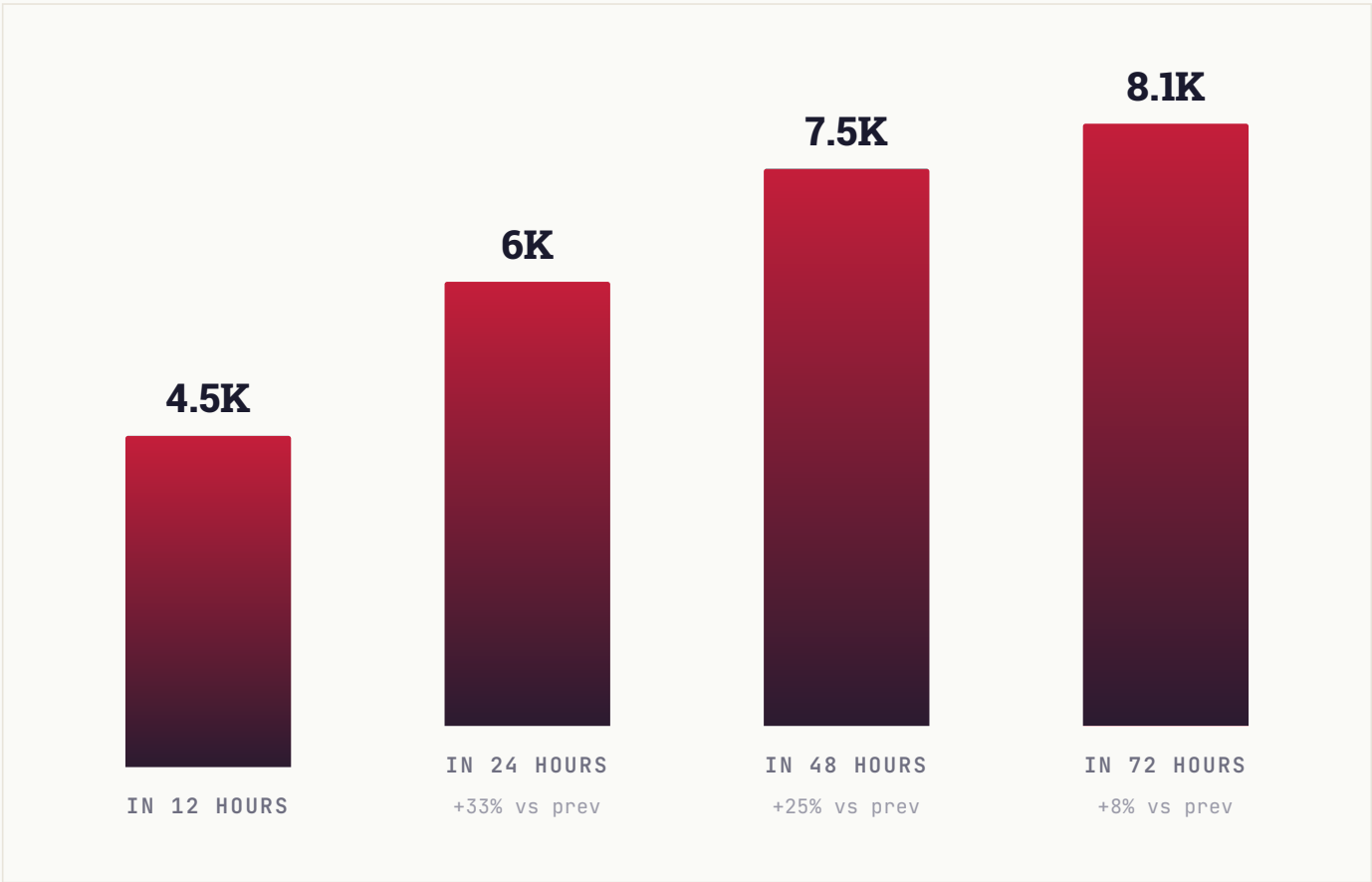
Citation index **24** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **138** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
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 the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Notes of a Forensic Expert	171.5K
GD Gynecologist Dmitry Lubnin YOU	91.6K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#32 of 96). Niche leader — **Blog from the Morgue** (359.3K), median subs 70.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **46**, they brought **11 572** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	6	5	636
November 2025	10	9	3 736
October 2025	9	8	3 744
September 2025	3	2	724
August 2025	11	10	900
July 2025	7	7	1 832

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
46	6	11 572

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

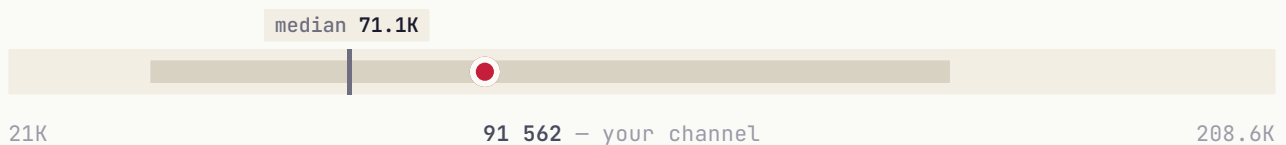
#32 /100

POSITION IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 59% of niche



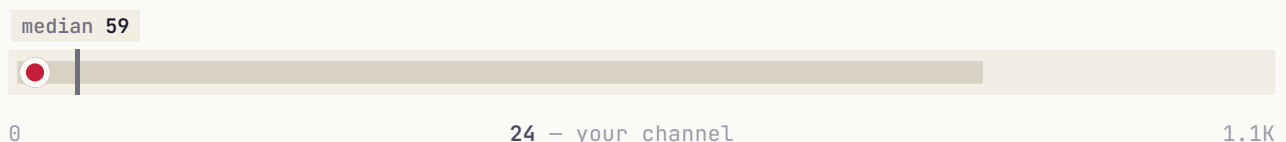
AVG REACH / POST

better than 68% of niche



CITATION INDEX

worse than median by 60%



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday
Audience is most active on this day at 08:00 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 finds sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls and 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
- 04

Cross-promo with neighboring channels
Swap posts with same-segment channels quarterly. 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 — what we can do in a few minutes using public data.
To go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

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