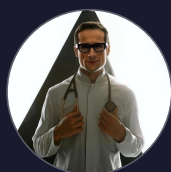


— PUBLIC REPORT BY PROMTPRESS

Channel audit

Zly Doktor Filatov



@doc_filatov

I'll open your eyes to modern medicine and your health. For ads:
@Popengud

SUBSCRIBERS

28 428

-142 per month

ERR (% SEE POSTS)

12.0%

last 24 hrs **5.3%**

REACH/POST

3.1K

ad reach **1.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 28 428 —	 SUBS REACH 11.0% avg % subs see post	 VIEWS/POST 3.1K median 3.4K · 29 days	 POSTS/WEEK 13.4 for period
 7D TREND -8.9% vs previous week	 REACTIONS/POST 39.9 only 2,277 reactions, 1,900 reposts, 0 comments	 POST LENGTH 741 chars median 739 · 29 days	 POSTS ANALYZED 57 29 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH -142 last month	 CITATION RATE 382 citation index · 691 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 28.12.2019

AI EDITOR SUMMARY

Channel «Zly Doktor Filatov» – 28 428 subs. Each post averages 3.1K people (11% of subs), reach is low – consider expanding audience. Publishes 13 posts per week (~2/day) – regular schedule. Week Jul 6–12 reach dropped -8.9% by week Jun 29 – Jul 5 – worth analyzing.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 57 posts over 29 days.
- 02 Dominant format – Photo (57/57 posts).
- 03 Avg post length – 741 chars (median 739).
- 04 Peak audience activity – Tuesday, 13:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (3.8K avg for top vs 2.1K for worst) – among 57 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 08:00 PHOTO Richest in calcium food 🧀 Many of you thought of milk, cheese, cottage cheese, almonds. ! But actually it's something almost...	VIEWS 3 876 REPOSTS 136	REACTIONS 85 ER 13.6%
Nº2 23.06 · 10:04 PHOTO Three bad habits ✓ Let's talk about three bad habits that inevitably lead to weight gain. 1 Fresh juices. They don't contain...	VIEWS 3 847 REPOSTS 24	REACTIONS 37 ER 13.5%
Nº3 24.06 · 08:02 PHOTO Matcha Popular matcha drink is indeed powerful. ⚡ High L-theanine concentration suppresses anxiety, antioxidants...	VIEWS 3 777 REPOSTS 53	REACTIONS 38 ER 13.3%

Nº4 22.06 • 19:05 PHOTO Protein sources 🍗 Not just chicken breast, so to speak. Chicken breast is far from the only protein source. 🌟 Here are other sources...	VIEWS 3 760 REACTIONS 61 REPOSTS 35 ER 13.2%
Nº5 28.06 • 11:04 PHOTO Truth about coffee ✓ If you have iron deficiency, better avoid coffee. The thing is, friends, coffee binds iron and prevents it from...	VIEWS 3 750 REACTIONS 48 REPOSTS 53 ER 13.2%

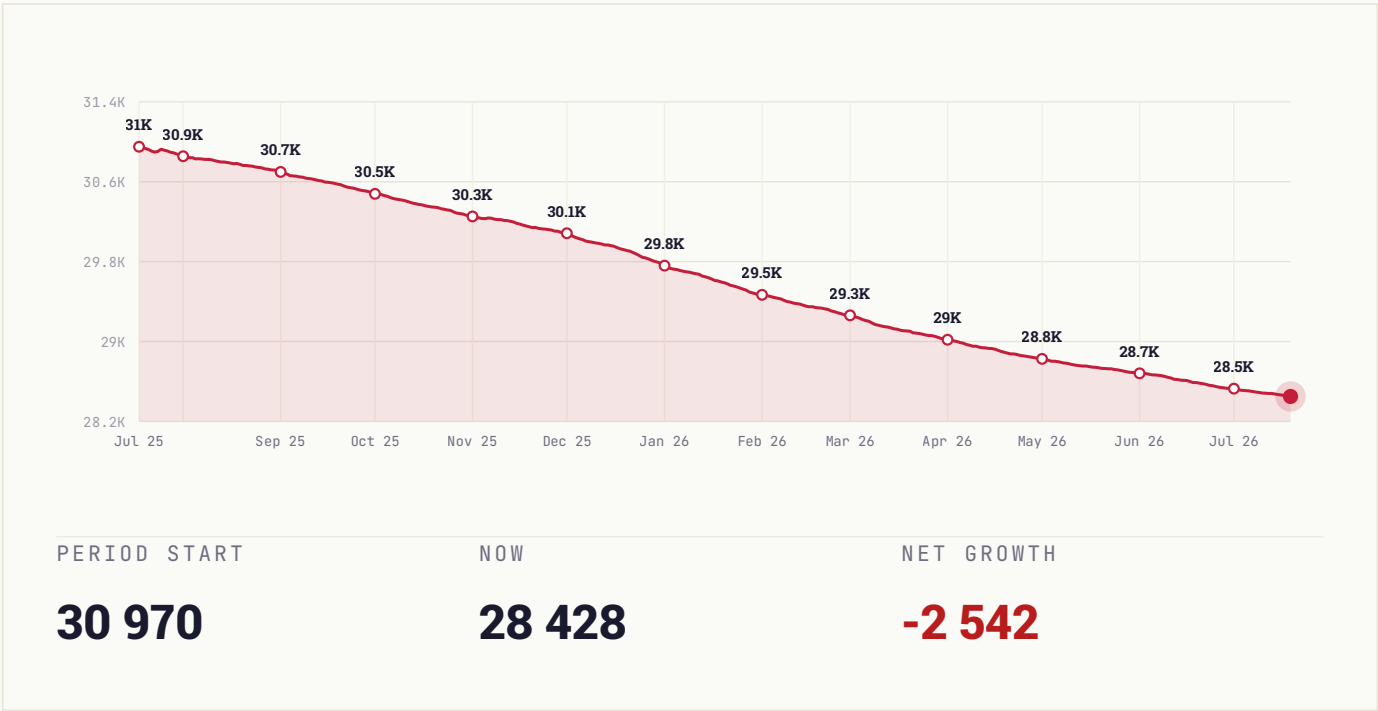
WORST 3

↓ 15.07 • 16:01 PHOTO How to reduce heart attack risk? Most people look for complex solutions: vessel cleansing, detoxes, supplements. 🌟 But real ways...	VIEWS 2 145 REACTIONS 43 REPOSTS 28 ER 7.5%
↓ 15.07 • 08:01 PHOTO What's needed for healthy sleep? ? Did you know that your brain doesn't care how many hours you slept? ♦ What matters is something else: in what...	VIEWS 2 100 REACTIONS 36 REPOSTS 22 ER 7.4%
↓ 16.07 • 08:05 PHOTO Phone in the bathroom 💬 Headlines like 'Child died in bathroom with phone' are becoming more common. ⚡ It's terrible and seems impossible, but...	VIEWS 2 032 REACTIONS 29 REPOSTS 40 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

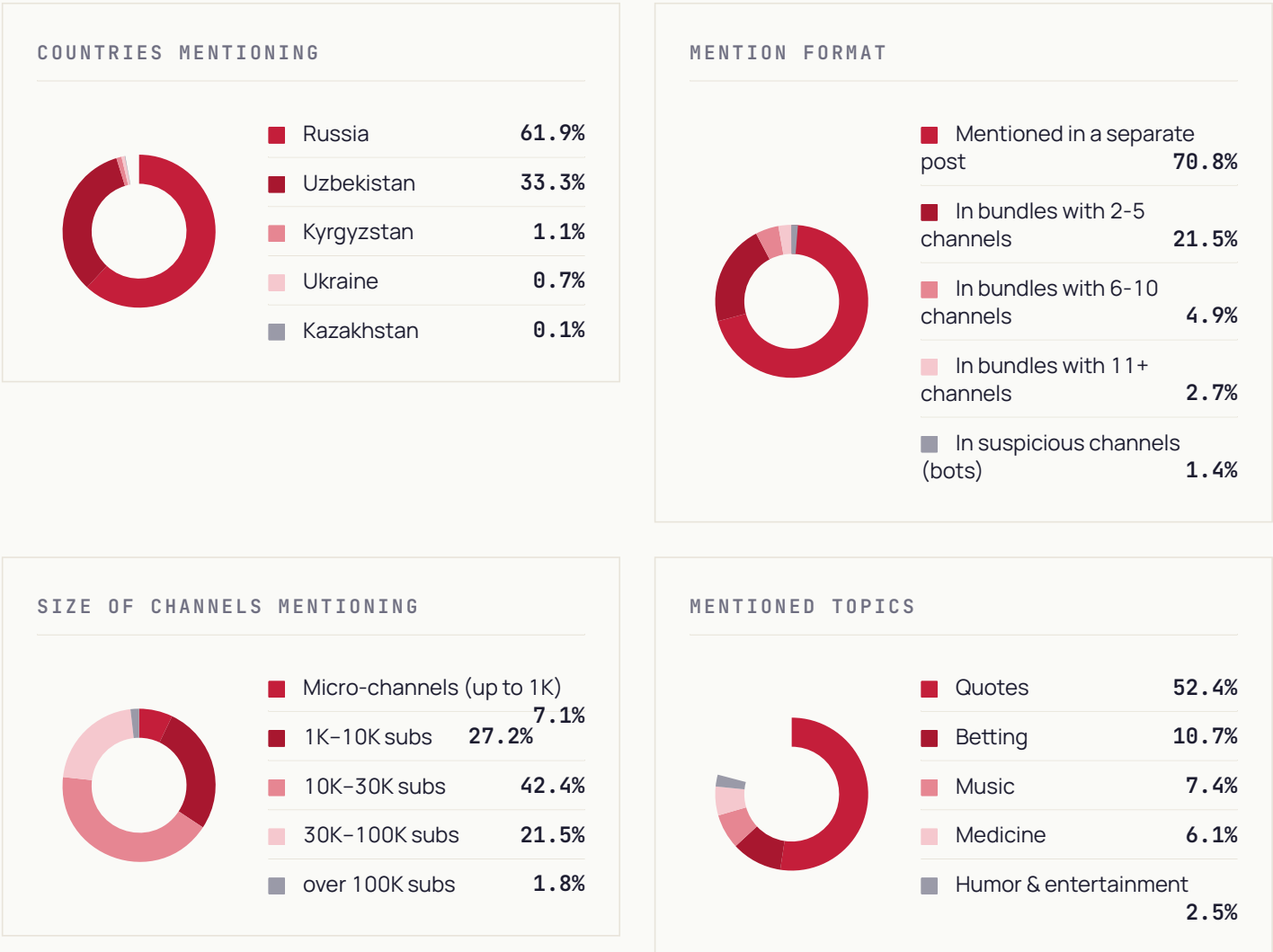
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

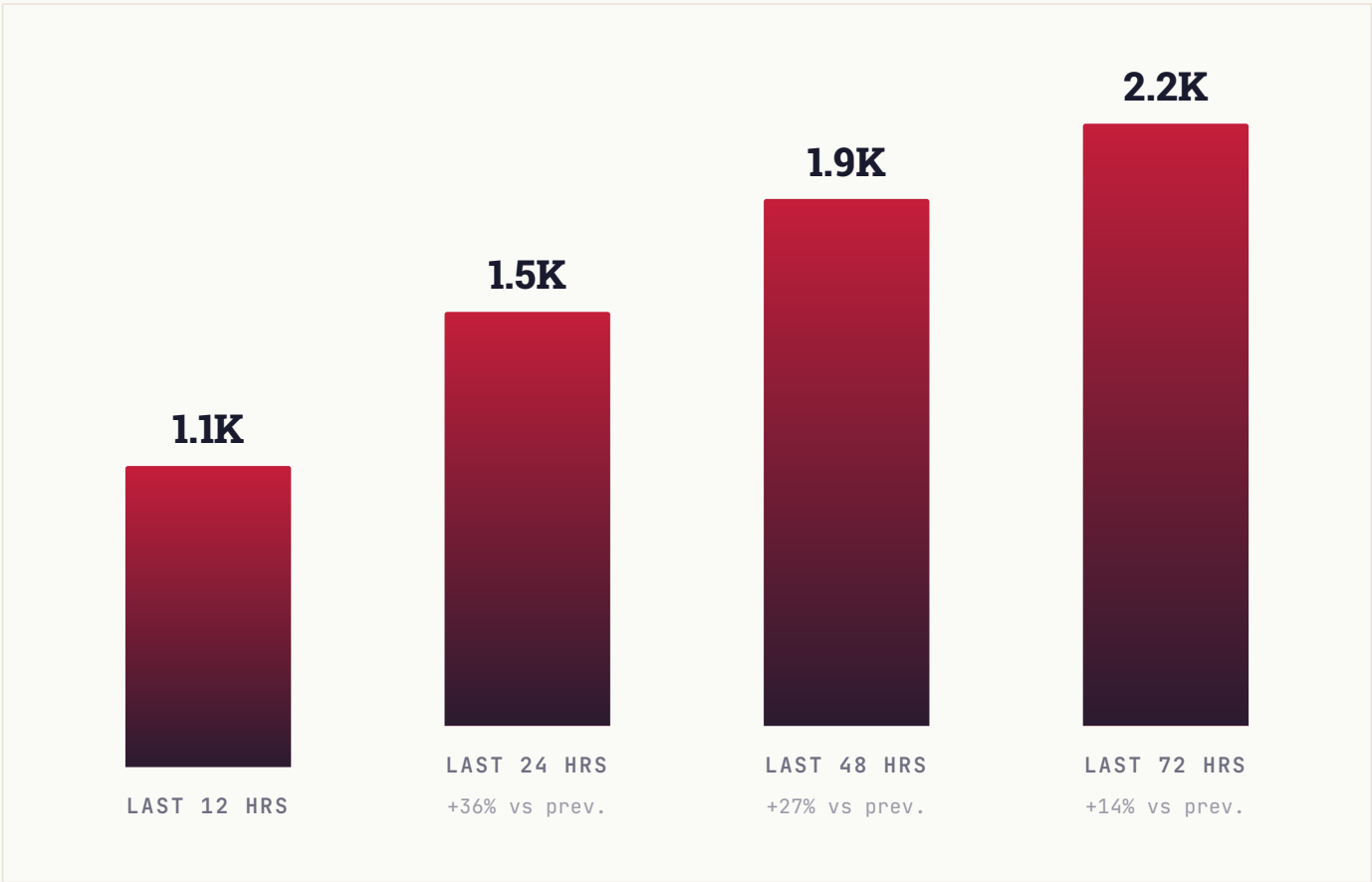
Citation index **382** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **691** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can 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
🌿 F 🌿 Folk Medicine 🌿	235.1K
RU ZdravKontrol	222.2K
RU Zly Doktor Filatov YOU	28.4K

COMPARATIVE SUMMARY

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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **116**, they brought **13** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	0	
November 2025	13	2	8	
October 2025	35	2	0	
September 2025	36	2	0	
August 2025	32	2	5	
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS	
116	6		13	

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of other channels, with a darker beige segment indicating the median. A vertical line marks the median value, and a red dot marks the channel's value. The channel's performance is compared to the median and the overall range.

SUBSCRIBERS

73% below median

median 105.1K

36.2K 28 428 — your channel 284.7K

AVG REACH / POST

63% below median

median 8.4K

58 3 126 — your channel 34.5K

CITATION INDEX

better than 58% of niche

median 61

0 382 — your channel 2K

Metric	Channel Value	Median	Comparison
Subscribers	36.2K	105.1K	73% below median
Avg Reach / Post	58	8.4K	63% below median
Citation Index	382	61	better than 58% of niche

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day — Tuesday
Audience most active on this day at 13:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT
Video retains audience better
- 03

System 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 is an easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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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