

— PUBLIC REPORT PROMTPRESS

Channel audit

DocDeti & DocMed



@docdeti_docmed

Evidence-based medicine clinics for children and adults docdeti, docmed, docdent, docmed...

SUBSCRIBERS

63 877

-124 per month

ERR (% SEE POSTS)

11.0%

last 24 hrs **5.2%**

REACH/POST

7.1K

ad reach **3.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number tells for which period it is calculated.

 SUBSCRIBERS 63 877 —	 SUBSCRIBER REACH 11.13% avg % subs see post	 VIEWS/POST 7.1K median 7.2K · 28 days	 POSTS/WEEK 6.8 for the period
 7D TREND -2.2% vs previous week	 REACTIONS/POST 76.6 total 2,145 reactions, 1,336 reposts, 242 comments	 POST LENGTH 596 chars median 594 · 28 days	 POSTS ANALYZED 28 28 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -124 last month	 CITATION RATE 295 citation index · 1,302 channels mentioned all time	 CHANNEL AGE 7 years 5 months created 09.01.2019

AI EDITOR SUMMARY

Channel «DocDeti & DocMed» — 63 877 subs. Each post gets avg 7.1K people (11% subs), reach is low — consider expanding audience. Publishes 7 posts/week (~1/day) — rare. Week Jun 8–14 reach stable (-2.2% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts in 28 days.
- 02 Dominant format — **Text** (16/28 posts).
- 03 Avg post length — **596** chars (median 594).
- 04 Peak audience activity — **Wed**, 11:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (9.7K avg for top vs 5.7K for worst) — among 28 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 08:06 PHOTO Only 4 spots left. Sign up by June 5 Details	VIEWS 10 461 REP. 9	REACTIONS 35 ER 16.4%
Nº2 28.05 · 12:03 TEXT From diapers to potty: when and how? Chat with pediatrician Veronika Kashina, author of the telegram channel Pediatric Corner, about how...	VIEWS 9 443 REP. 244	REACTIONS 134 ER 14.8%
Nº3 06.06 · 15:10 PHOTO Skin protection from the sun: choosing a product with SPF The sun shines brighter, and the UV index rises. Time to worry about buying a product with...	VIEWS 9 315 REP. 121	REACTIONS 87 ER 14.6%

Nº4 01.06 · 12:24 PHOTO All for kids: VkusVill and docdeti launched an online feeding diary with doctor advice ☒ For International Children's Day, VkusVill together...	VIEWS 8 984 REP. 194	REACTIONS 104 ER 14.1%
Nº5 30.05 · 14:03 TEXT Anxious and lonely, or a few words about separation anxiety disorder Imagine: a child doesn't want to go to school, on a trip, or even...	VIEWS 8 188 REP. 23	REACTIONS 55 ER 12.8%

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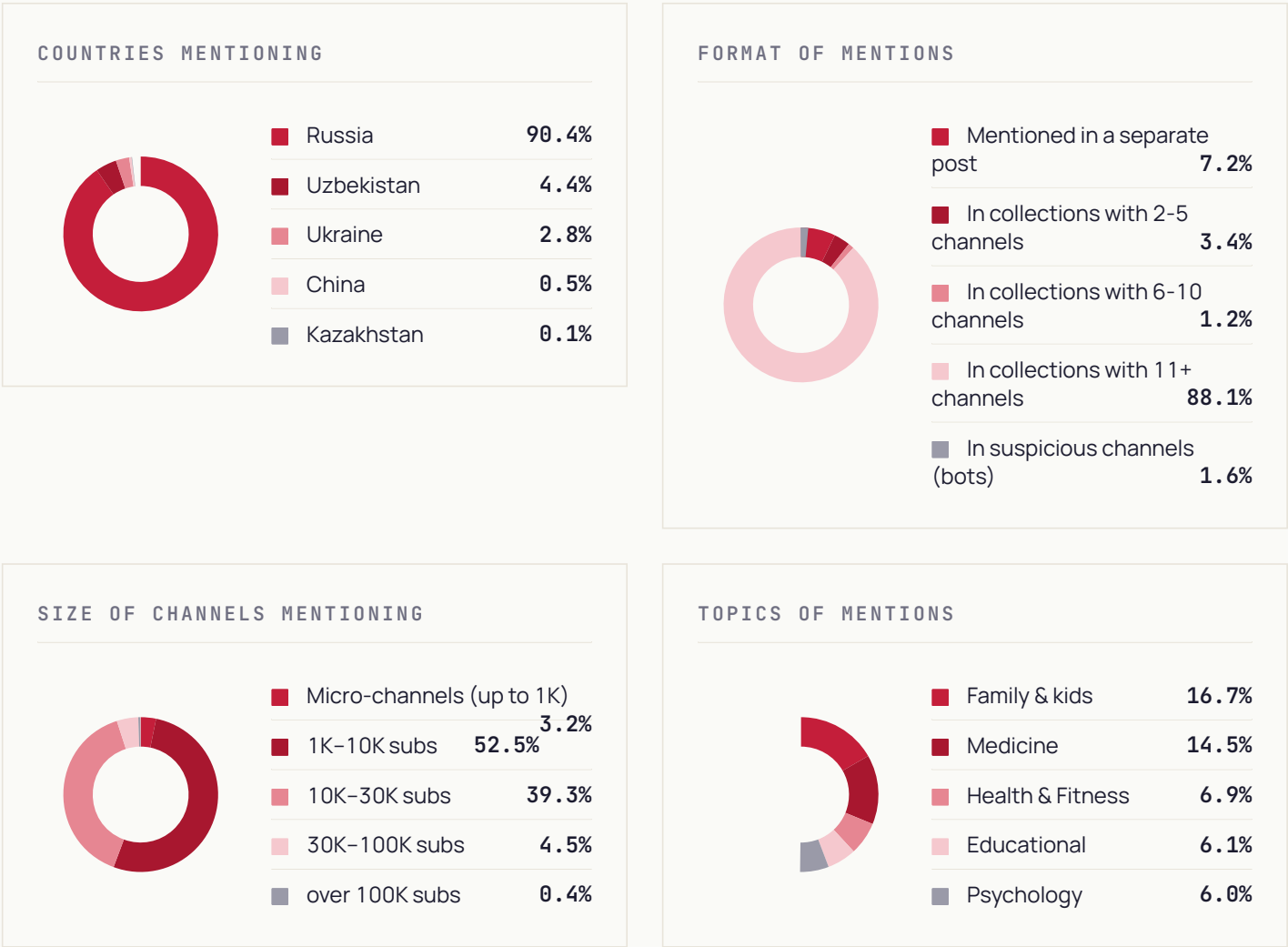
WORST 3

↓ 26.05 · 07:04 PHOTO Why you should eat according to the Harvard healthy eating plate The creators relied on large-scale scientific data on the impact of diet on...	VIEWS 6 291 REP. 31	REACTIONS 46 ER 9.8%
↓ 03.06 · 09:05 TEXT Who to read about health: a selection of experts instead of AI In recent years, the healthy lifestyle world has changed a lot: there are fewer bans and dubious...	VIEWS 6 018 REP. 58	REACTIONS 47 ER 9.4%
↓ 21.06 · 18:05 PHOTO Happy Healthcare Worker's Day ☒	VIEWS 4 723 REP. 34	REACTIONS 244 ER 7.4%

SECTION 03 · CITATIONS

Who and how mentions the channel

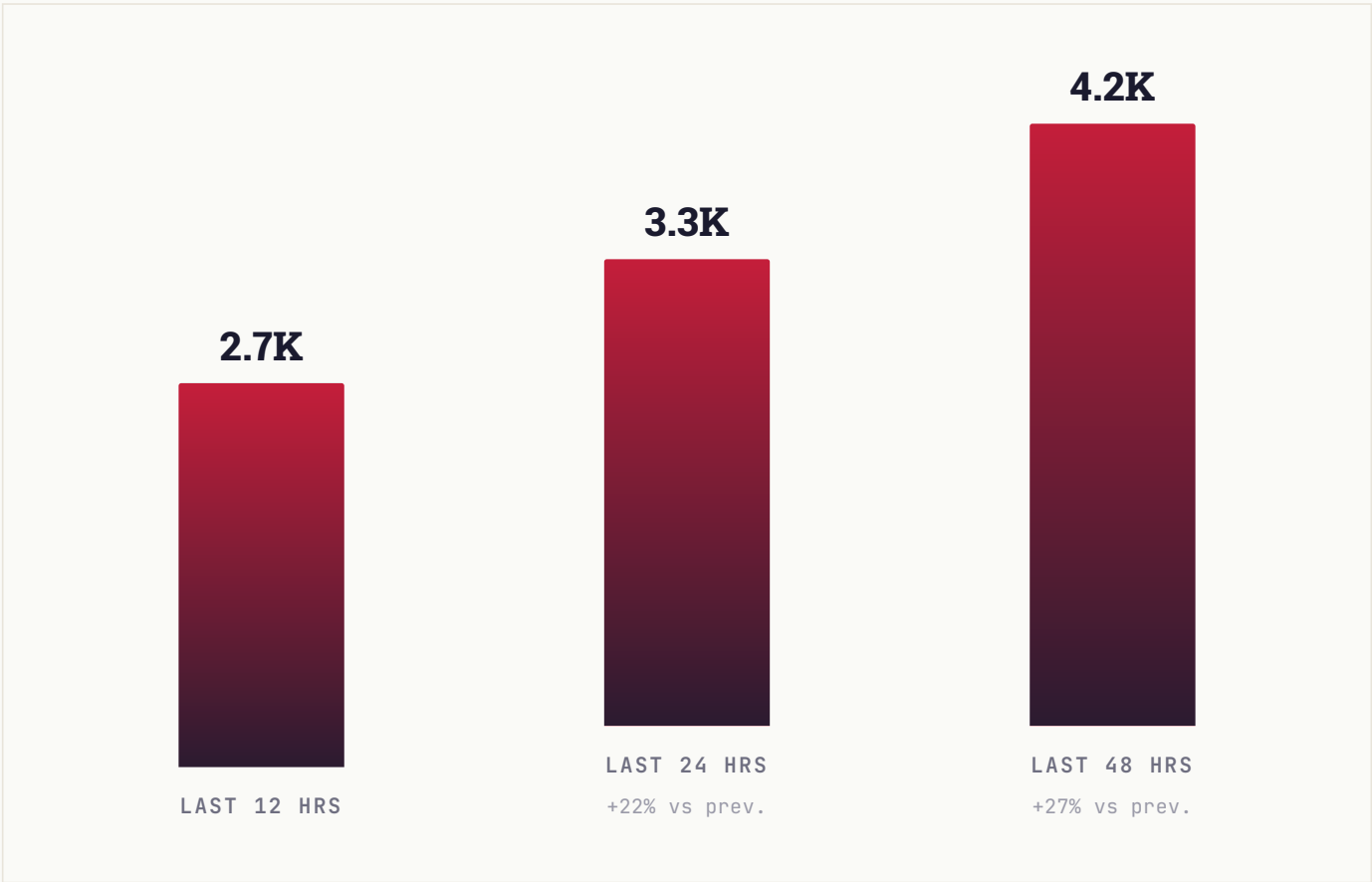
Citation index **295** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 302** different channels.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche neighbors.

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 Mikerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Notes of a forensic expert	171.5K
D& DocDeti & DocMed YOU	63.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#59 of 96). Niche median — 70.8K subs. First growth KPI — reach the median. Leader: Blog from the Morgue (359.3K).

SECTION 06 · MENTION TRENDS

How often channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **155**, they brought **3 356** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	17	14	750	
November 2025	14	14	468	
October 2025	37	30	356	
September 2025	20	19	435	
August 2025	37	26	441	
July 2025	30	23	906	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
155	6	3 356

— SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «**Medicine**» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

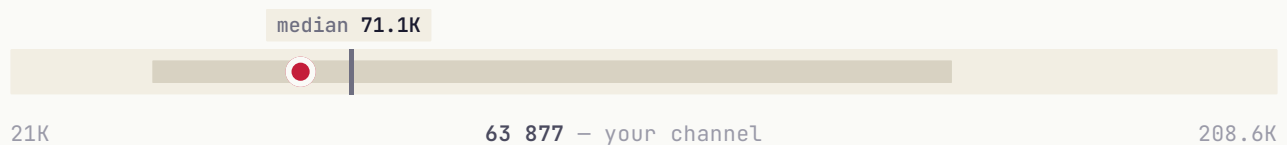
#59 /100

RANK IN NICHE

Channel in bottom half of ranking

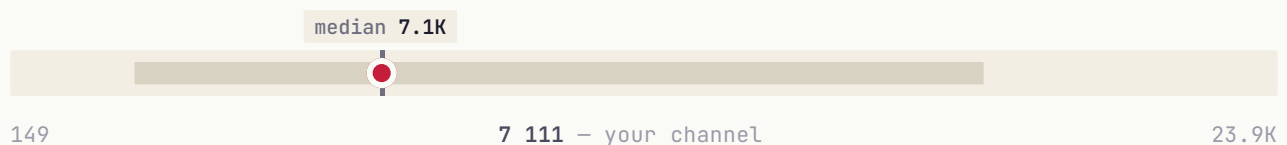
SUBSCRIBERS

10% below median



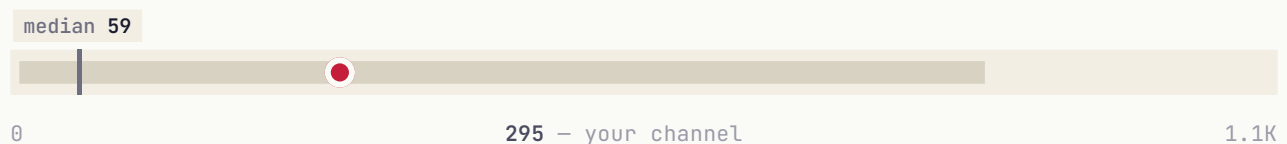
AVG REACH / POST

better than 50% of niche



CITATION INDEX

better than 61% of niche



— SECTION 08 · 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 Wednesday**

Audience most active on this day at 11:00 MSK.

EFFECT

**Best window
for key posts****02****Increase video post share**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****03****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****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****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**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager