

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Maria Konovalova - All About Women's Health



@dockonovalovamarija

5105322386 Author's channel about activating life force. How to preserve and restore women's health, libido, and heal the whole family.

SUBSCRIBERS

62 625

ERR (% SEE POSTS)

5.0%

REACH/POST

2.5K

-683 per month

daily 2.1%

ad reach 1.3K/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 62 625 —	 SUBSCRIBER REACH 4.01% avg % of subs see post	 VIEWS/POST 2.5K median 2.5K · 29 days	 POSTS/WEEK 10.2 for period
 7D TREND -8.5% vs previous week	 REACTIONS/POST 56.7 total 2,440 reactions, 646 reposts, 344 comments	 POST LENGTH 828 chars median 1000 · 29 days	 POSTS ANALYZED 43 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -683 last month	 CITATION RATE 440 citation index · 531 channels mentioned all time	 CHANNEL AGE 5 years 6 months created 09.12.2020

AI EDITOR SUMMARY

Channel «Maria Konovalova - All About Women's Health» — 62 625 subs. Each post averages 2.5K people (4% from subs), reach is low — need to expand audience. Publishes 10 posts per week (~1/day) — regular schedule. For week Jun 8–14, reach dropped -8.5% to week 1–7 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **43** posts over 29 days.
- 02 Dominant format — **Video** (15/43 posts).
- 03 Avg post length — **828** chars (median 1000).
- 04 Peak audience activity — **Wed**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4K avg for top vs 1.9K for worst) — among 43 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 07:00 TEXT → How to 'wake up' cell memory and restore a firm body frame? After 45, not only wrinkles appear but also more serious signals...	VIEWS 4 343 REPOSTS 41	REACTIONS 53 ER 6.9%
Nº2 27.05 · 07:04 PHOTO How to glow after 45? ☒ Today I want to address a topic that concerns many who have crossed the 45-year mark. At this age, the issue of support...	VIEWS 4 006 REPOSTS 22	REACTIONS 62 ER 6.4%
Nº3 31.05 · 06:01 VIDEO Good morning! ☒ Have you already had lemon water on an empty stomach? It's not just a trendy tip! This drink helps: ☒ gently kickstart digestion, ...	VIEWS 3 723 REPOSTS 20	REACTIONS 87 ER 5.9%

Nº4

30.05 · 06:01

VIDEO

☒ Gluten evil? Let's figure it out together: TRUTH or MYTH ►

VIEWS

3 624

REPOSTS

6

REACTIONS

35

ER

5.8%

Nº5

26.05 · 06:02

VIDEO

☒ You know what every woman should have? Something that protects her not just from cold. But from migraines, neck and lower back pain...

VIEWS

3 488

REPOSTS

26

REACTIONS

71

ER

5.6%

|

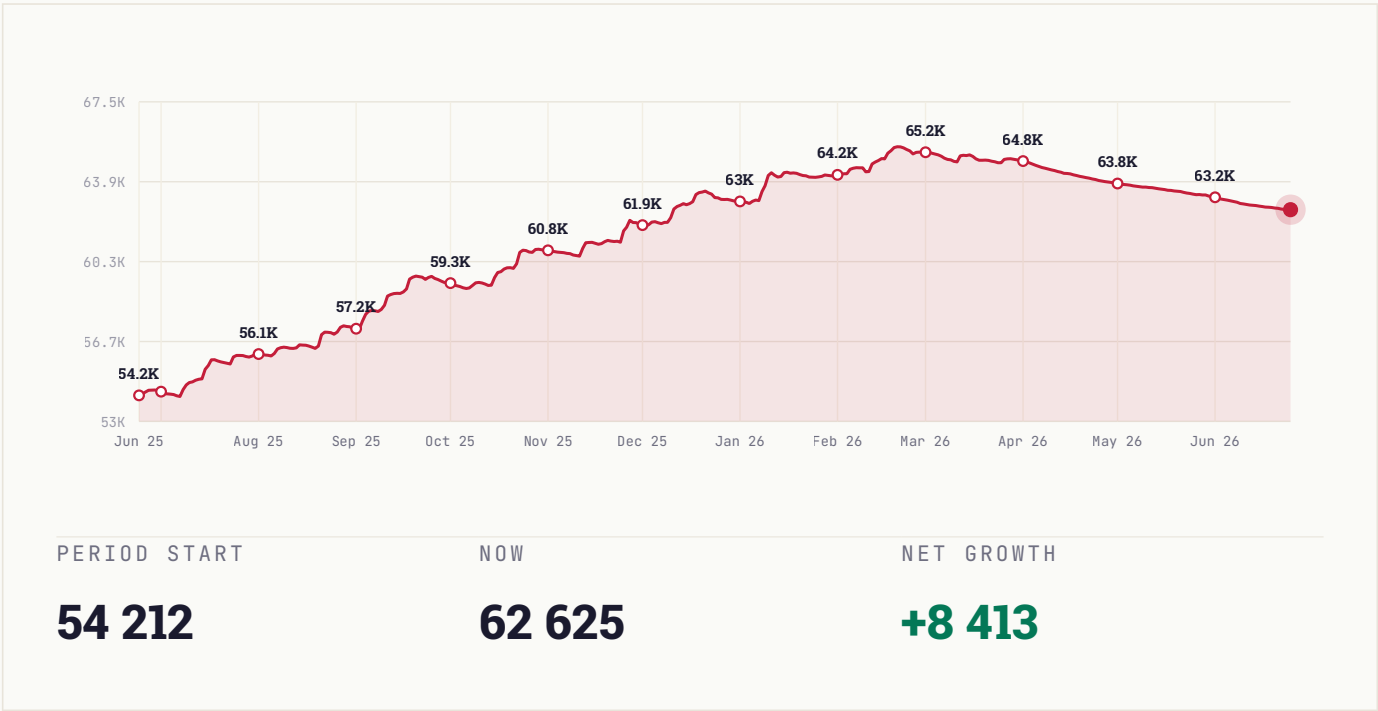
WORST 3

↓ 20.06 · 15:03 TEXT Imagine how much a good spa package costs today. 100,000 rubles, sometimes more. And that's just 7–10 days of rest and...	VIEWS 1 972 REPOSTS —	REACTIONS 43 ER 3.1%
↓ 21.06 · 09:04 VIDEO ☒ Happy Doctor's Day, dear colleagues! Trying to find my old photo in a white coat from appointments... for a Doctor's Day post. Didn't find it. Long time ago...	VIEWS 1 955 REPOSTS 7	REACTIONS 148 ER 3.1%
↓ 20.06 · 06:07 VIDEO Sweet or salty? ☒ I'm for the second, but want your opinion. Comment a number: 1☒ cottage cheese with cranberries...	VIEWS 1 895 REPOSTS 3	REACTIONS 57 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

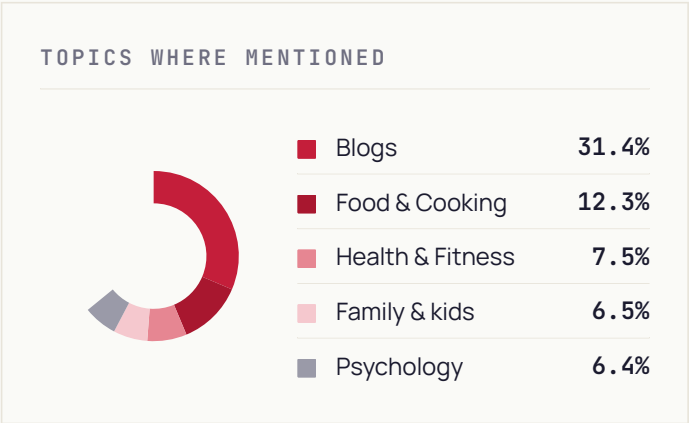
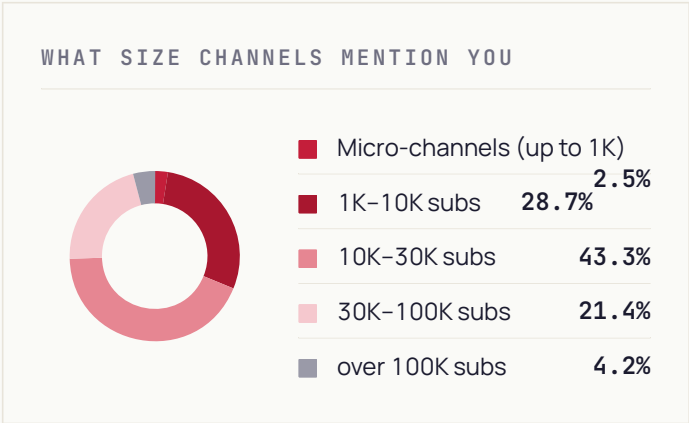
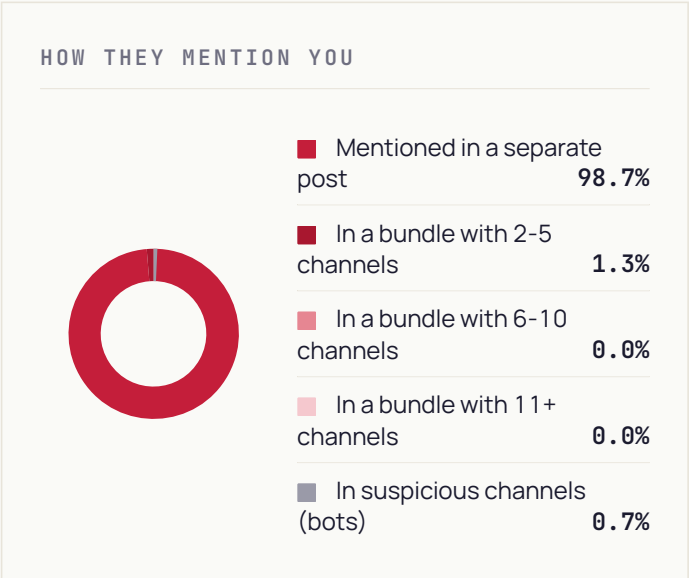
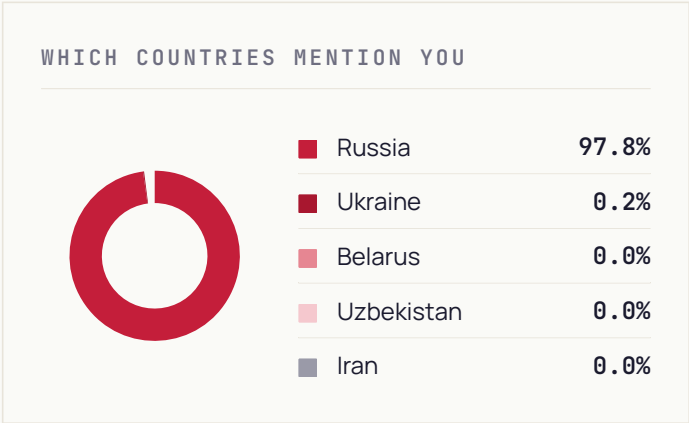
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

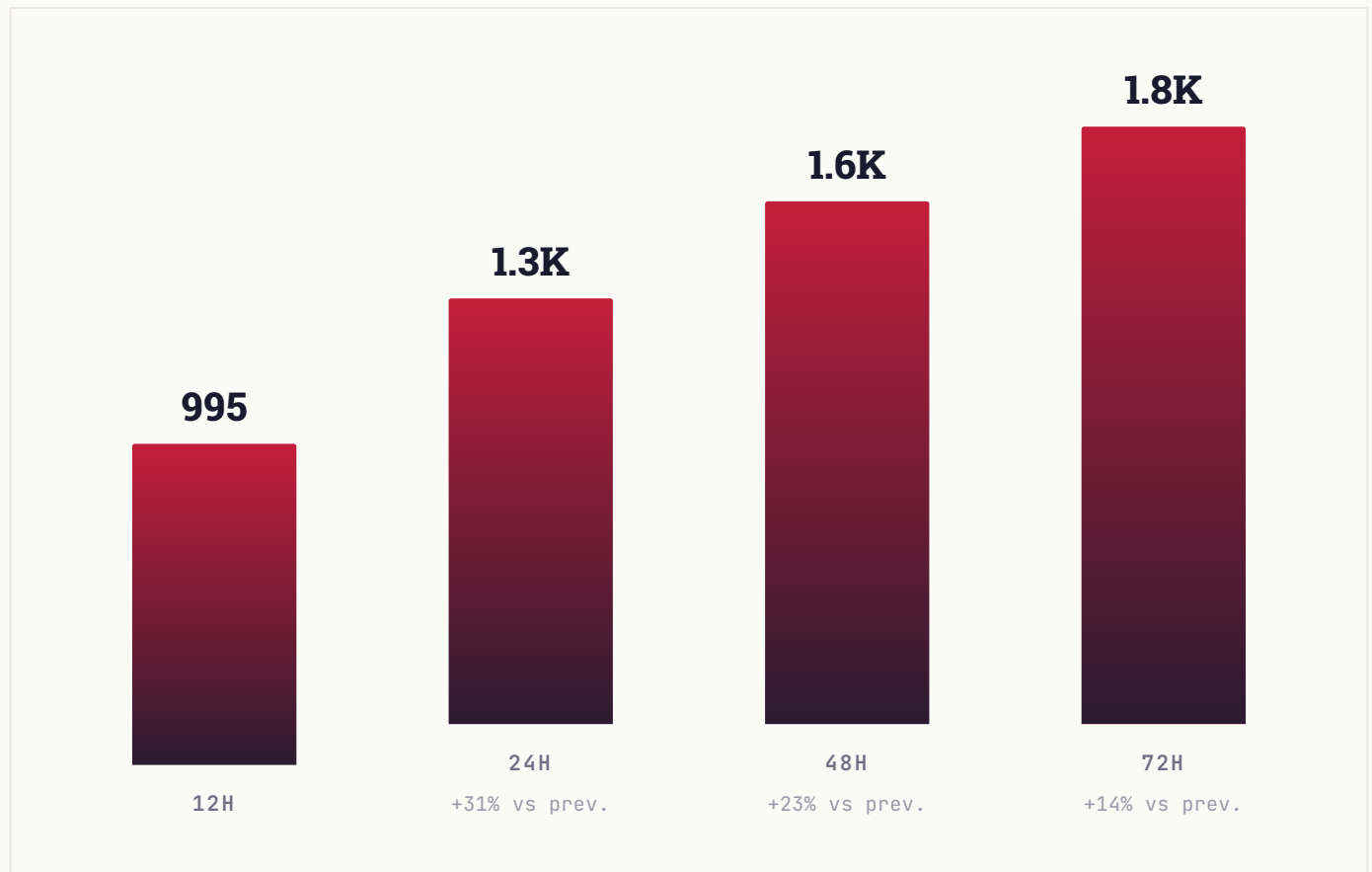
Citation index **440** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **531** different channels.



— 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
BI Blog from the Morgue	359.3K
EM Endocrinologist Magerya	293.9K
OF EXPERIENCED PHARMACIST	267K
MM Moscow Medicine	238.8K
Health HealthControl	223.6K
QualityDr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Childbirth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
LifestyleNotes of a Forensic Expert	171.5K
MK Maria Konovalova - All About Women's Health YOU	62.6K

COMPARATIVE INSIGHT

Channel in bottom half of niche top 100 (#62 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the Morgue (359.3K).

SECTION 07 · MENTION DYNAMICS

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 **168**, they brought **12 055** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	27	27	1 733
November 2025	21	19	1 804
October 2025	33	33	2 053
Sep 2025	28	25	2 589
August 2025	28	28	1 685
July 2025	31	29	2 191

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
168	6	12 055

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category "Medicine» (Russia) and compared your channel.

Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.

Red dot — your channel.

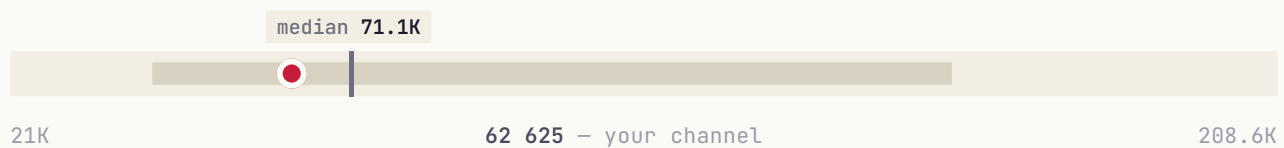
#62 /100

RANK IN NICHE

Channel in the bottom half of the ranking

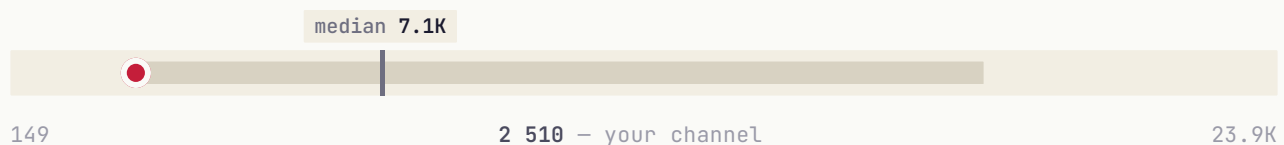
SUBSCRIBERS

12% below median



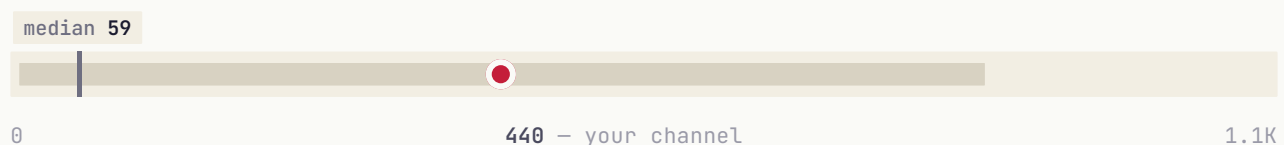
AVG REACH / POST

65% below median



CITATION INDEX

better than 68% of niche



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best time for
important
posts**

02

ER below niche benchmark — rethink formats

Current ER 4.01% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.5pp ER

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 typically boost ER by +5-15%. One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with similar 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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want 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
