

PUBLIC PROMTPRESS REPORT

Channel audit

doctor_annamama



@doctor_annamama

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Roskomnadzor:...

SUBSCRIBERS

84 130

-434 per month

ERR (% SEE POSTS)

9.0%

per day 3.9%

REACH/POST

7.7K

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 shows the period it covers.

 SUBSCRIBERS 84 130 —	 SUBSCRIBER REACH 9.15% avg % of subs see post	 VIEWS/POST 7.7K median 8K · 25 days	 POSTS/WEEK 3.8 for the period
 7D TREND -22.9% vs previous week	 REACTIONS/POST 93.0 only 1,302 reactions, 230 reposts, 24 comments	 POST LENGTH 830 chars median 953 · 25 days	 POSTS ANALYZED 14 25 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -434 last month	 CITATION RATE 53 citation index · 250 channels mentioned all time	 CHANNEL AGE 9 years 5 months created 21.01.2017

AI EDITOR SUMMARY

Channel «doctor_annamama» — 84 130 subs. Each post averages 7.7K people (9% from subs), reach is low — consider expanding audience. Publishes 4 posts per week (~1/day) — infrequent. For week Jun 8–14, reach dropped -22.9% to week Jun 1–7 — worth analyzing causes.

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 14 posts in 25 days.
- 02 Dominant format — Video (8/14 posts).
- 03 Avg post length — 830 chars (median 953).
- 04 Peak audience activity — Thu, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (10.4K avg top vs 6.7K worst) — among 14 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 09:17 VIDEO If I were Minister of Education, I'd add subjects that don't help pass exams but...	VIEWS 11 080 REP. 24	REACTIONS 297 ER 13.2%
Nº2 30.05 · 10:49 PHOTO (captionless post — photo)	VIEWS 10 745 REP. 71	REACTIONS 121 ER 12.8%
Nº3 02.06 · 05:59 VIDEO ☒ My AI avatar went back in time again. This time to the USSR to see what life was like for women there. ☹ And the main thing I...	VIEWS 9 321 REP. 7	REACTIONS 78 ER 11.1%

Nº4 30.05 · 10:51 PHOTO 📞 How many items did you recognize from those named? 🗲 If you want to preserve your health and take care of your loved ones, I recommend...	VIEWS 9 007 REP. 1	REACTIONS 32 ER 10.7%
Nº5 31.05 · 10:49 TEXT What will you choose? 🗲 🗲 Keep everything as is. Complain about lack of energy, waste money on random supplements, and wonder why weight is rising. 🗲...	VIEWS 8 722 REP. 5	REACTIONS 36 ER 10.4%

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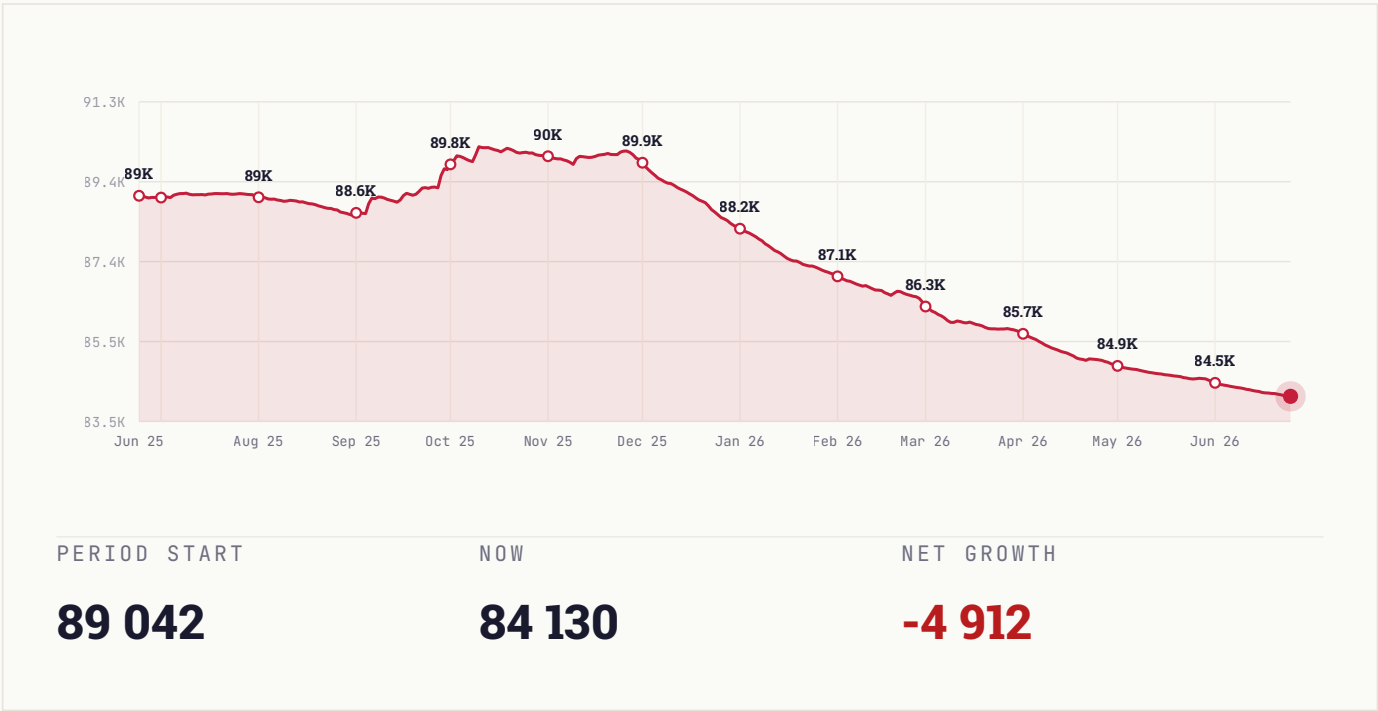
WORST 3

↓ 13.06 · 12:21 VIDEO 🗲🗲 Did you know that in the first minutes of life your child gets scores? 🗲🗲 This was proposed by Virginia Apgar in 1952! She...	VIEWS 7 612 REP. 7	REACTIONS 167 ER 9.0%
↓ 16.06 · 12:00 VIDEO 🗲 First Aid Mistakes. Live recording. Most people are sure they know what to do in an emergency. Until it...	VIEWS 7 329 REP. 44	REACTIONS 59 ER 8.7%
↓ 21.06 · 16:17 VIDEO Life-saving skill vs AI. Running an experiment. Notice how we trust the internet and AI more. So we believe that if something...	VIEWS 5 114 REP. 4	REACTIONS 54 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

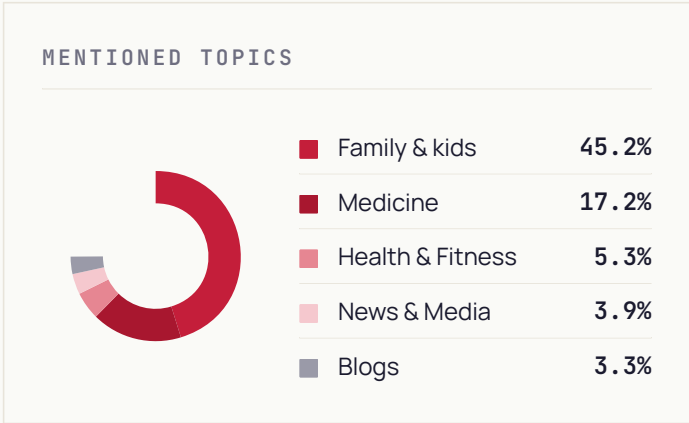
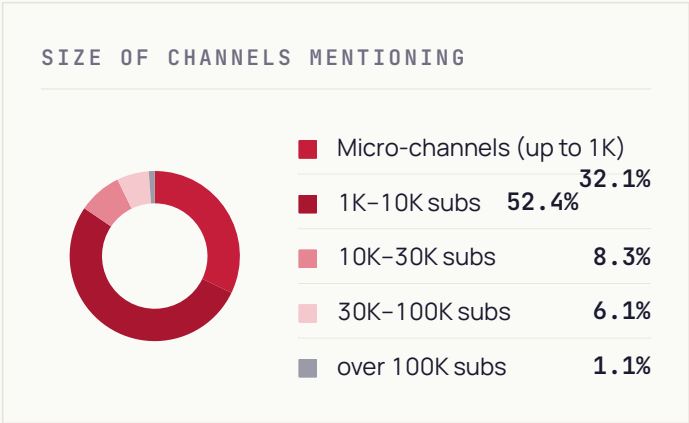
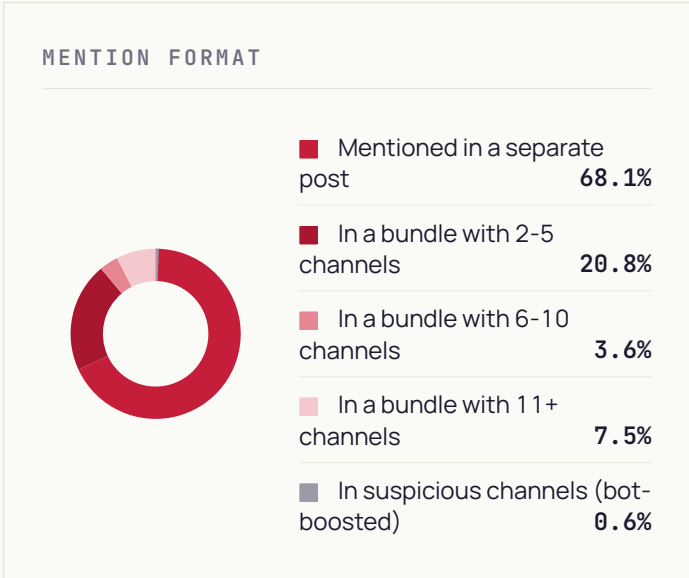
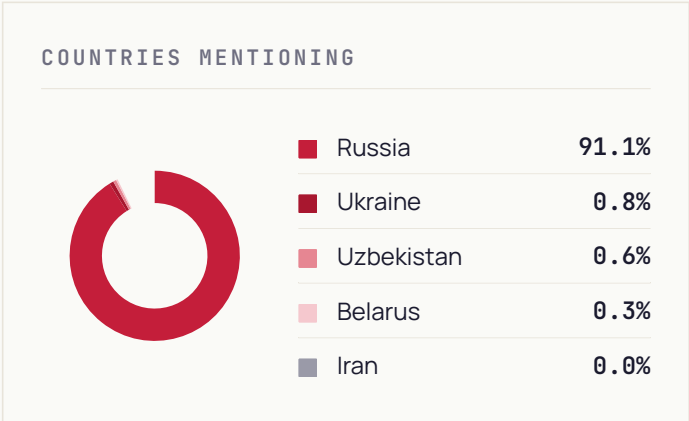
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

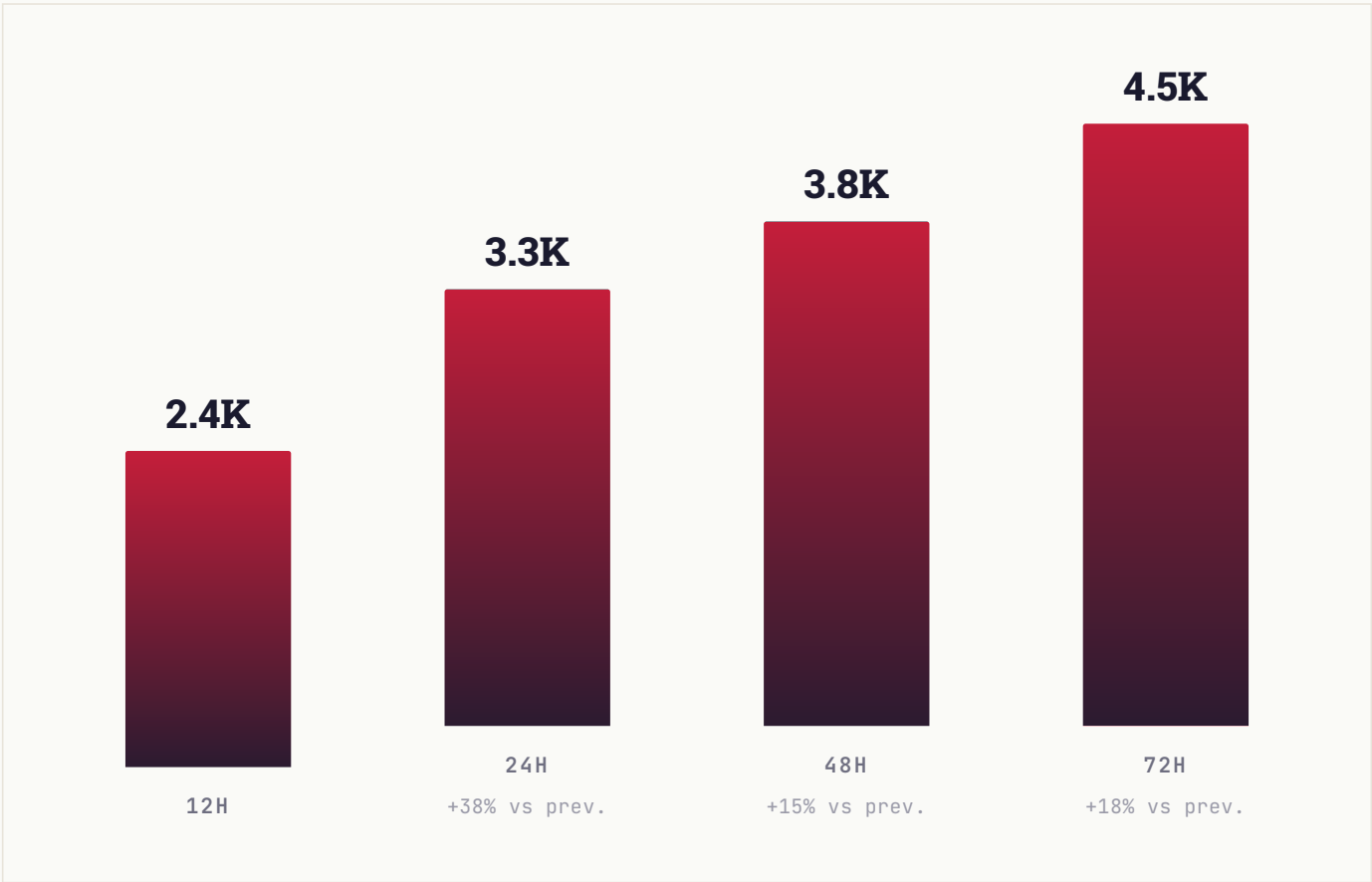
Citation index **53** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **250** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & 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
Health HealthControl	223.6K
QualityDr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mycerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
LifestyleForensic Examiner's Notes	171.5K
DO doctor_annamama YOU	84.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#37 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

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **25**, they brought **2 807** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5	5	0
November 2025	4	4	380
October 2025	7	6	815
September 2025	3	2	1 401
August 2025	3	3	29
July 2025	3	3	182
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
25	6		2 807

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 = 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#37

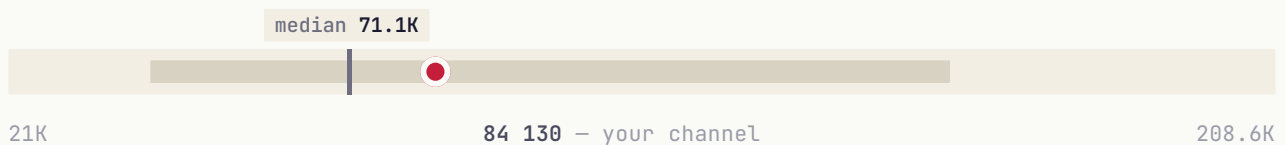
/100

RANK IN NICHE

Channel in top half of ranking

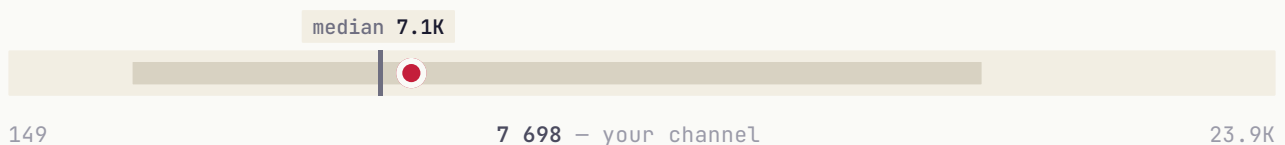
SUBSCRIBERS

better than 55% of niche



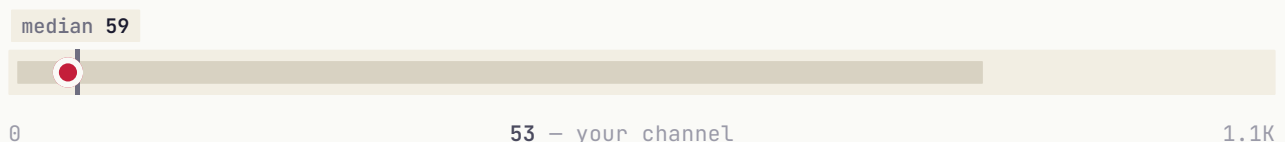
AVG REACH / POST

better than 52% of niche



CITATION INDEX

worse than median by 11%



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 3.8 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume****02**

Top post day – Thursday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best time for
important
posts****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 – easy growth lever.

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 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
