

PROMTPRESS PUBLIC REPORT

Channel audit

Doctor Molodoy



@doctor_dmolodoy

EMERGENCY DOCTOR ■ Free children's first-aid kit ↗ <https://doctormolodoy.ru/> Collaboration: @smm_molodaya Channel included in the RKN registry

SUBSCRIBERS

62 899

-405 per month

ERR (% SEE POSTS)

9.0%

per day **3.4%**

REACH/POST

5.5K

ad reach **2.2K/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 shows the period it was calculated for.

 SUBSCRIBERS 62 899 —	 SUBSCRIBER REACH 8.78% avg % subs see post	 VIEWS/POST 5.5K median 6K · 29 days	 POSTS/WEEK 5.8 for the period
 7D TREND +17.8% vs previous week	 REACTIONS/POST 107.9 total 2,589 reactions, 324 reposts, 142 comments	 POST LENGTH 805 chars median 1000 · 29 days	 POSTS ANALYZED 24 29 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH -405 last month	 MENTIONS 40 citation index · 216 channels mentioned ever	 CHANNEL AGE 5 years 1 month created 13.05.2021

AI EDITOR SUMMARY

Channel «Doctor Molodoy» — 62 899 subs. Each post averages 5.5K people (9% from subs), reach is low — need to expand audience. Publishes 6 posts per week (~1/day) — rare. For week Jun 8–14, reach grew by +17.8% vs week Jun 1–7 — positive trend.

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 24 posts in 29 days.
- 02 Dominant format — Photo (13/24 posts).
- 03 Avg post length — 805 chars (median 1000).
- 04 Peak audience activity — Tuesday, 11:00 MSK.
- 05 Top posts get 1x more views than the weakest (7.1K avg for top vs 4.9K for worst) — among 24 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 08:12 PHOTO - what to do if a person falls on a fence/rebar - who to save first: unconscious person or bleeding person - can a person without...	VIEWS 7 896 REP. 3	REACTIONS 89 ER 12.6%
Nº2 10.06 · 11:31 VIDEO Stroke or acute cerebrovascular accident can happen at any age. So I can't agree with the thesis that...	VIEWS 6 909 REP. 21	REACTIONS 118 ER 11.0%
Nº3 28.05 · 13:46 PHOTO Together with Ekaterina Yurievna Polyakova, an ophthalmologist and expert of the Charity Foundation "Providence", we raise an important topic...	VIEWS 6 642 REP. 36	REACTIONS 94 ER 10.6%

Nº4 27.05 • 10:41 VIDEO The main rule of first aid: 'Better one than two.' Your primary goal is not to save...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>6 633</td><td>154</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>14</td><td>10.5%</td></tr> </table>	VIEWS	REACTIONS	6 633	154	REP.	ER	14	10.5%
VIEWS	REACTIONS								
6 633	154								
REP.	ER								
14	10.5%								
Nº5 01.06 • 15:04 PHOTO Can't overstate the importance of quality sleep for kids and adults. Essential for comfort is proper...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>6 617</td><td>42</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>11</td><td>10.5%</td></tr> </table>	VIEWS	REACTIONS	6 617	42	REP.	ER	11	10.5%
VIEWS	REACTIONS								
6 617	42								
REP.	ER								
11	10.5%								

WORST 3

↓ 15.06 • 10:35 PHOTO I want to continue the first aid series with a real call. A 2-year-old found a razor blade from a straight razor...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>5 120</td><td>164</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>18</td><td>8.1%</td></tr> </table>	VIEWS	REACTIONS	5 120	164	REP.	ER	18	8.1%
VIEWS	REACTIONS								
5 120	164								
REP.	ER								
18	8.1%								
↓ 01.06 • 12:20 VIDEO CPR for INFANT UNDER 1 YEAR 1. Check consciousness by calling and gently tapping shoulder 2...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>4 931</td><td>91</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>34</td><td>7.8%</td></tr> </table>	VIEWS	REACTIONS	4 931	91	REP.	ER	34	7.8%
VIEWS	REACTIONS								
4 931	91								
REP.	ER								
34	7.8%								
↓ 19.06 • 15:18 VIDEO Applying a pressure bandage to stop bleeding. First thing to mention (I forgot in the video) – gloves...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>4 692</td><td>106</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>8</td><td>7.5%</td></tr> </table>	VIEWS	REACTIONS	4 692	106	REP.	ER	8	7.5%
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4 692	106								
REP.	ER								
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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.
Shows which months the channel grew and which lost subs.

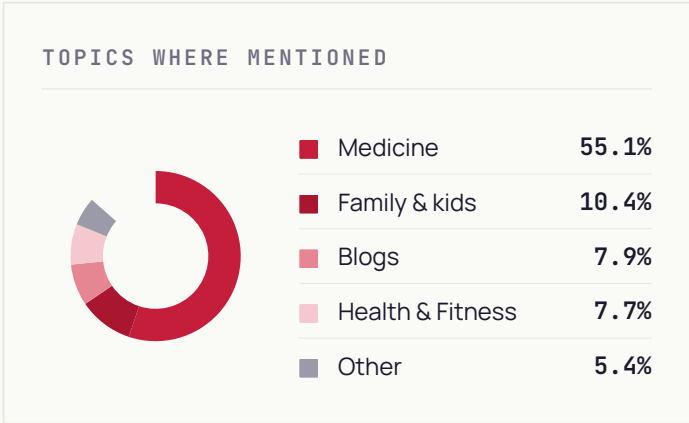
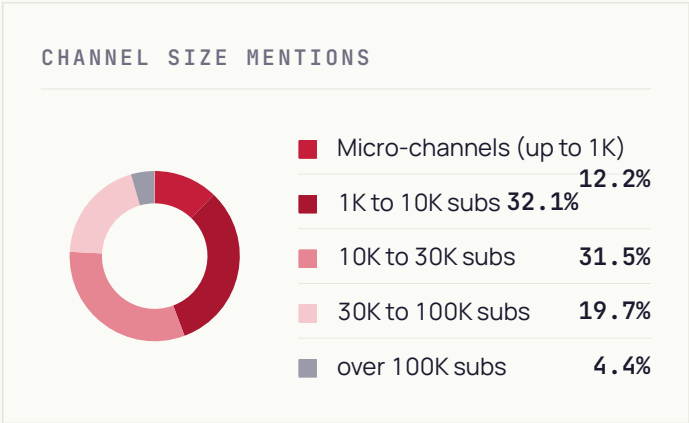
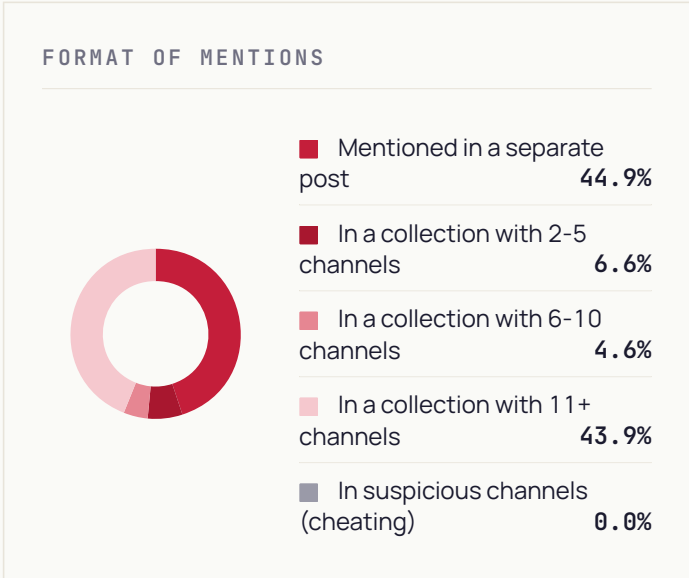
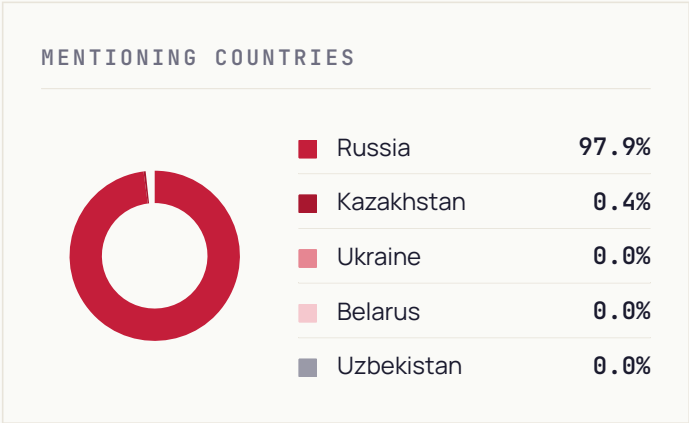


PERIOD START	NOW	NET GROWTH
60 797	62 899	+2 102

SECTION 04 · MENTIONS

Who mentions the channel & how

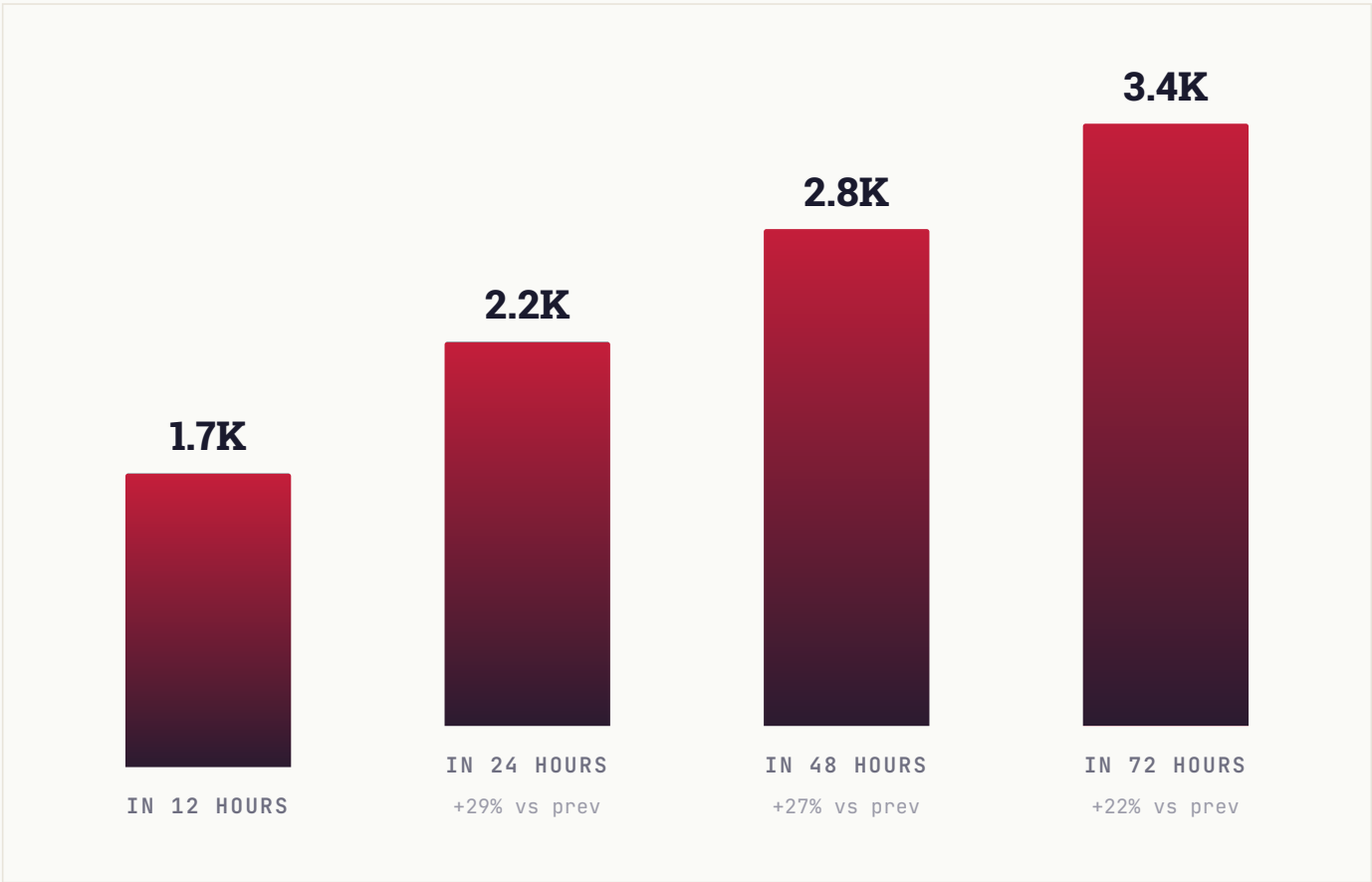
Citation index **40** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **216** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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
Health HealthControl	223.6K
KD Channel of Dr. Shishonin	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
Lifestyle Notes of a forensic expert	171.5K
DM Doctor Molodoy YOU	62.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#61 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** mentions count **82**, they brought **3 497** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	10	8	68
November 2025	6	6	101
October 2025	12	11	2 240
September 2025	26	23	274
August 2025	2	2	274
July 2025	26	26	540

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
82	6	3 497

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

#61/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Tuesday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for important
posts**

02

Systematic 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**

03

Test polls & 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 adjacent channels

Exchange posts quarterly with same-segment channels. 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 minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
