

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Doctor Razumnaya



@doctor\_razumnaya

Chinese medicine doctor | 20 years of experience. Helping women 35+ restore energy, hormones, and youth

SUBSCRIBERS

**48 965**

+243 per month

ERR (% WHO SEE POSTS)

**5.0%**

per day 2.7%

REACH/POST

**2.1K**

ad reach 1.3K/24h

— TABLE OF CONTENTS · 2026

# What's inside the report

**01**      **Channel snapshot**

12 key metrics · AI summary

**02**      **Content analysis**

Top-5 posts · worst 3 · insights

**03**      **Subscriber dynamics**

Yearly chart · growth

**04**      **Ad potential**

How long a post brings reach

**05**      **Competitors**

Niche neighbors · your place

**06**      **Mention dynamics**

6 months · monthly

**07**      **Niche comparison**

Rank in «Medicine» category

**08**      **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                    |                                                                                                                                                                                         |                                                                                                                                                                                         |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>48 965</div> <div>—</div>            | <div> SUBS REACH</div> <div>4.2%</div> <div>avg % of subs see post</div>                               | <div> VIEWS/POST</div> <div>2.1K</div> <div>median 2.1K · 29 days</div>                                | <div> POSTS/WEEK</div> <div>28.0</div> <div>over period</div>                       |
| <div> 7D TREND</div> <div>-5.9%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>42.5</div> <div>total 5,017 reactions, 254 reposts, 250 comments</div> | <div> POST LENGTH</div> <div>530 chars</div> <div>median 420 · 29 days</div>                           | <div> POSTS ANALYZED</div> <div>118</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>1.3K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>+243</div> <div>last month</div>                                      | <div> CITATION RATE</div> <div>265</div> <div>citation index · 665 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>8 years 6 months</div> <div>created 13.12.2017</div> |

AI EDITOR SUMMARY

Channel «Doctor Razumnaya» — 48 965 subs. Each post averages 2.1K people (4% from subs), reach is low — consider expanding audience. Publishes 28 posts per week (~4 per day) — active posting. For the week of June 8–14, reach dropped by -5.9% vs week Jun 1–7 — analyze why.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 118 posts over 29 days.
- 02 Dominant format – Text (49/118 posts).
- 03 Avg post length – 530 chars (median 420).
- 04 Peak audience activity – Monday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.6K avg top vs 1.7K worst) – among 118 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                 |                                                                   |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>15.06 · 09:19</div><div>PHOTO</div></div> <div>Which hormone deficiency leads to 'lambrequins' – skin folds on the back? What do you think? 1. Estrogens –♥ 2...</div>                  | <div>VIEWS</div> <div>2 661</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>105</div> <div>ER</div> <div>5.4%</div> |
| <div><div>Nº2</div><div>28.05 · 13:02</div><div>TEXT</div></div> <div>List of tests for menopausal women Most menopausal women develop age-related diseases (hypertension, atherosclerosis...</div>             | <div>VIEWS</div> <div>2 657</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>52</div> <div>ER</div> <div>5.4%</div>  |
| <div><div>Nº3</div><div>16.06 · 04:48</div><div>TEXT</div></div> <div>Many women notice that after 35–40 they start sleeping worse. It becomes harder to fall asleep, sleep becomes shallow, there are...</div> | <div>VIEWS</div> <div>2 626</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>43</div> <div>ER</div> <div>5.4%</div>  |

|                                                                                                                                                                                                                                           |                                                                   |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>01.06 · 16:12</div><div>TEXT</div></div> <div>📄 Why Angelina Jolie and Brad Pitt broke up? Once upon a time, Angelina Jolie and Brad Pitt were considered one of the most beautiful couples in the world...</div> | <div>VIEWS</div> <div>2 612</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>95</div> <div>ER</div> <div>5.3%</div> |
| <div><div>Nº5</div><div>15.06 · 04:41</div><div>TEXT</div></div> <div>📄 Why do GI diseases worsen during menopause and what strategy to choose? Dmitry Maslennikov is a typical oxytocin type 📄How...</div>                               | <div>VIEWS</div> <div>2 570</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>13</div> <div>ER</div> <div>5.2%</div> |

|

WORST 3

|                                                                                                                                                                                       |                                                                   |                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>06.06 · 18:25</div><div>PHOTO</div></div> <div>😊 H. pylori test negative... Individual peptide selection 📄📄<br/>@RS_SLV Peptides   health   hormones  ...</div> | <div>VIEWS</div> <div>1 736</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>3.5%</div> |
| <div><div>↓</div><div>12.06 · 03:35</div><div>VIDEO</div></div> <div>Good morning and have a great day! 😊</div>                                                                       | <div>VIEWS</div> <div>1 722</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>31</div> <div>ER</div> <div>3.5%</div> |
| <div><div>↓</div><div>11.06 · 03:55</div><div>VIDEO</div></div> <div>(captionless post — video)</div>                                                                                 | <div>VIEWS</div> <div>1 690</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>28</div> <div>ER</div> <div>3.5%</div> |

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.

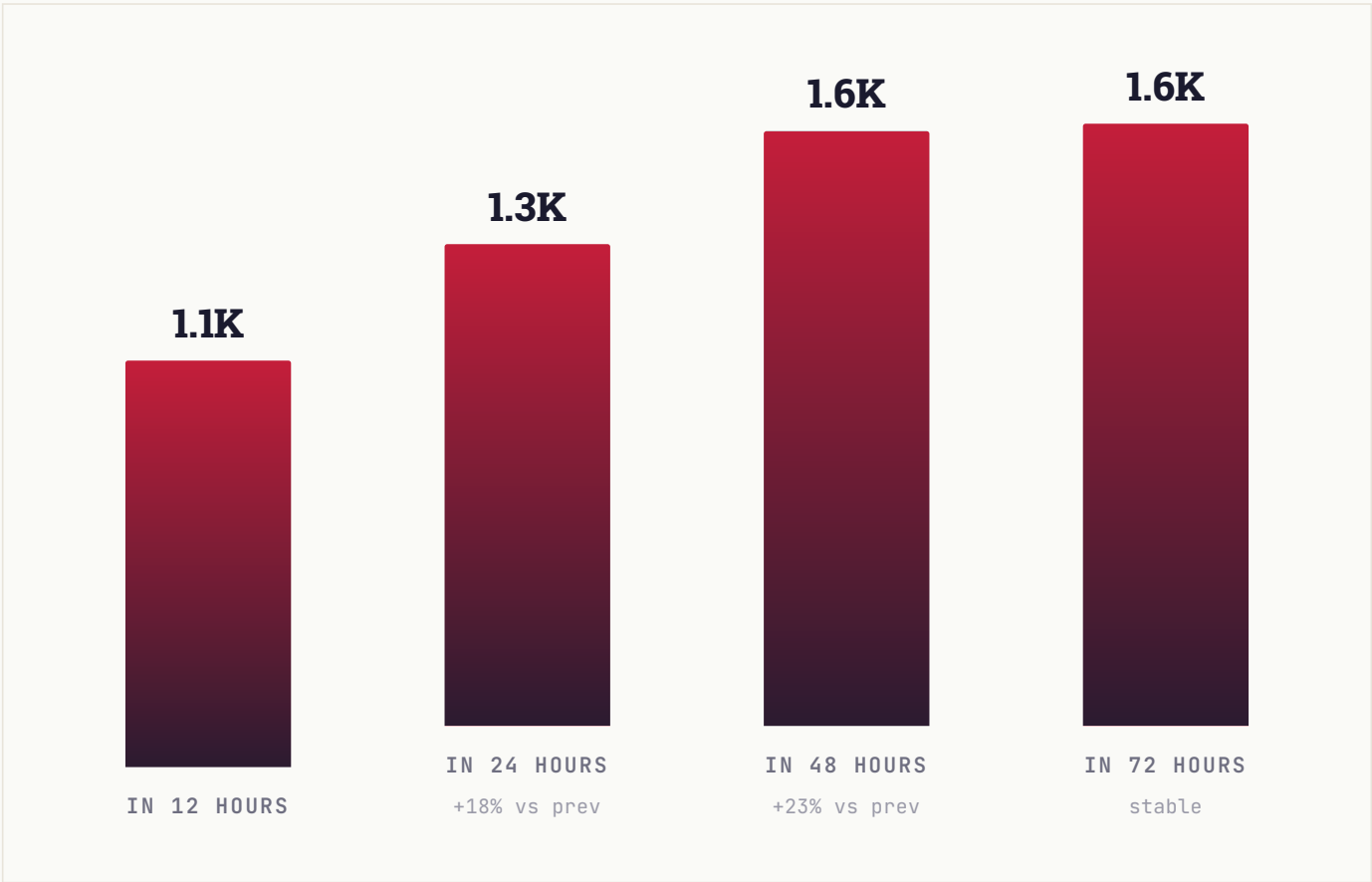


| PERIOD START | NOW    | NET GROWTH |
|--------------|--------|------------|
| 41 116       | 48 965 | +7 849     |

SECTION 04 · AD POTENTIAL

# How long a post brings reach

Avg ad post reach by time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                                      | SUBSCRIBERS |
|----------------------------------------------|-------------|
| BI Blog from the morgue                      | 359.3K      |
| ER Endocrinologist Magerya                   | 293.9K      |
| OF EXPERIENCED PHARMACIST                    | 267K        |
| MM Moscow Medicine                           | 238.8K      |
| ZH ZdravKontrol                              | 223.6K      |
| KD Dr. Shishonin's channel                   | 215.4K      |
| AT Anatomical Theater                        | 201.6K      |
| MR Mikerina. Giving birth? Call the midwife! | 192.6K      |
| DM DOCTOR MYASNIKOV                          | 182.8K      |
| ZS Notes of a forensic expert                | 171.5K      |
| DR Doctor Razumnaya YOU                      | 49K         |

COMPARATIVE CONCLUSION

Channel in bottom half of niche top 100 (#80 of 96). Niche median — 70.8K subs.  
First growth KPI — reach median. Leader: Blog from the morgue (359.3K).



SECTION 06 · 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 were **239**, they brought **7 380** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------|----------|----------|---------------------|
| December 2025  | 41       | 15       | 540                 |
| November 2025  | 48       | 16       | 1 287               |
| October 2025   | 45       | 15       | 672                 |
| September 2025 | 46       | 16       | 1 154               |
| August 2025    | 36       | 13       | 1 360               |
| July 2025      | 23       | 16       | 2 367               |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 239            | 6              | 7 380                 |

## SECTION 07 • NICHE COMPARISON

# Where your channel ranks in its league

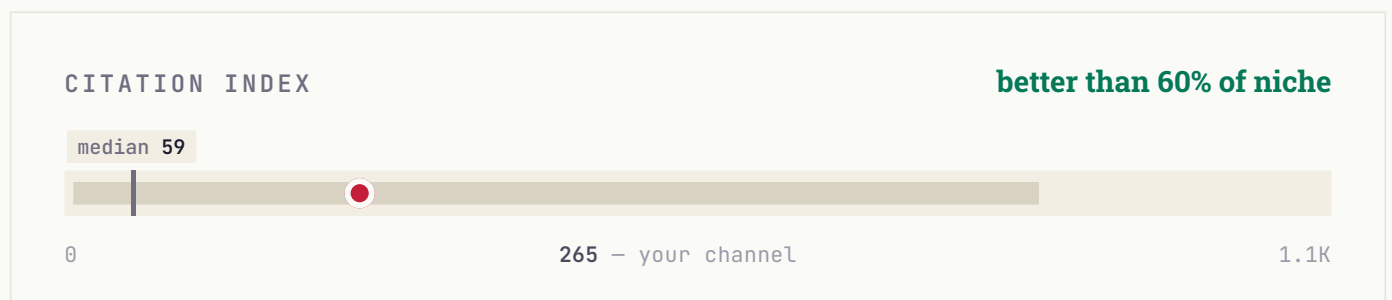
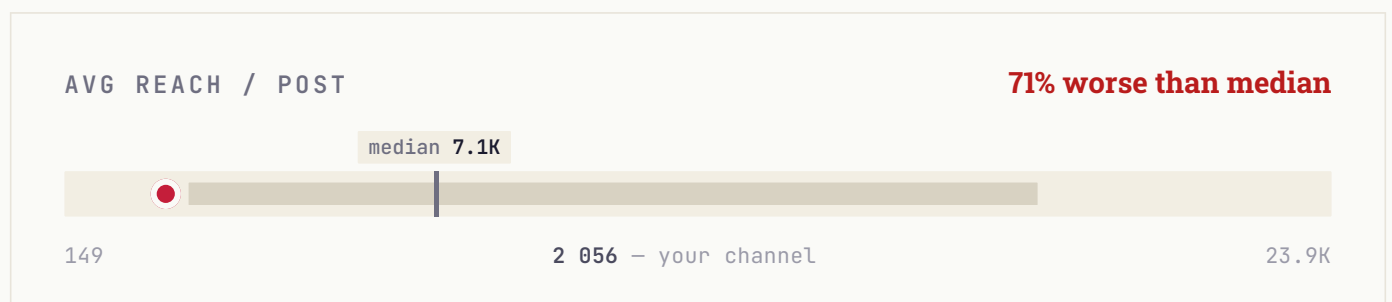
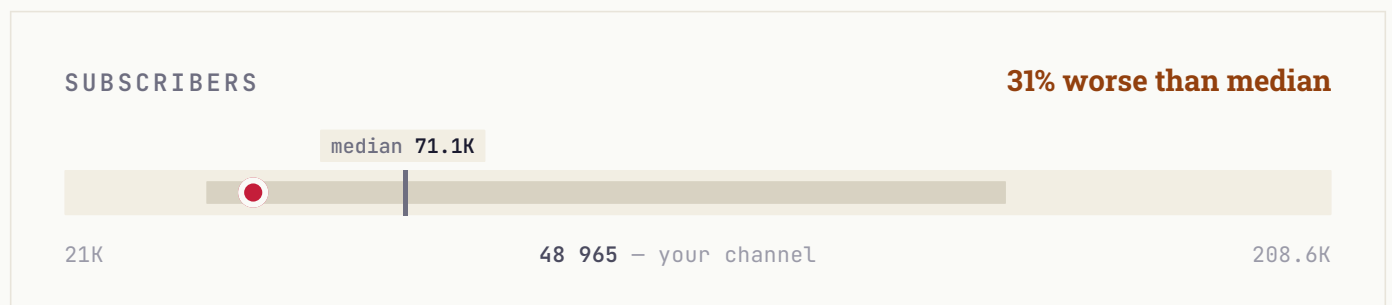
Took top-100 channels in category «**Medicine**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#80

/100

RANK IN NICHE

Channel in the bottom half of the ranking



## — SECTION 08 · STRATEGY

# What to do right now

5 priority actions, ranked by expected impact. Check off and revisit next month.

**01****Main post of the week — on Monday**

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

EFFECT

**Best window  
for an  
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.2% vs norm 5.5%. Try polls & interactive formats.

EFFECT

**+1.3pp 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 usually boost ER by +5-15%.  
One poll per week on a hot topic — 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 is what we can do in minutes from public data. To go further — run ads with 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](https://t.me/PromptPress_manager)