

PROMTPRESS PUBLIC REPORT

Channel audit

Doctor.rust



@doctor_rust

№ 7210330349 Plastic surgeon Rustam Khalilullin All about scar prevention, plastic surgery prep & rehab Chat https://t.me/doctor_rust_chat2 Assistant +7 939-900-14-76...

SUBSCRIBERS

44 951

-230 per month

ERR (% SEE POSTS)

10.0%

per day 5.5%

REACH/POST

4.2K

ad reach 2.5K/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 covers.

 SUBSCRIBERS 44 951 —	 SUBSCRIBER REACH 9.43% avg % subs see post	 VIEWS/POST 4.2K median 4.2K · 29 days	 POSTS/WEEK 18.0 for the period
 7D TREND -4.3% vs previous week	 REACTIONS/POST 107.9 total 8,094 reactions, 370 reposts, 166 comments	 POST LENGTH 170 chars median 101 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -230 last month	 CITATION RATE 217 citation index · 284 channels mentioned it ever	 CHANNEL AGE 5 years 7 months created 15.11.2020

AI EDITOR SUMMARY

Channel «Doctor.rust» – 44 951 subs. Each post averages 4.2K people (9% from subs), reach is low – consider expanding audience. Publishes 18 posts per week (~3/day) – regular schedule. Week of June 8–14 reach stable (-4.3% 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 **75** posts over 29 days.
- 02 Dominant format – **Video** (59/75 posts).
- 03 Avg post length – **170** characters (median 101).
- 04 Audience activity peak – **Monday**, 16:00 MSK.
- 05 Top posts get **1x** more views than the weakest (5.2K avg top vs 3.6K worst) – among 75 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 14:41 VIDEO What a cutie 🐱 It was a tough job. Especially working with the so-called 'central' face, the nasolabial folds area...	VIEWS 5 282 REPOSTS 25	REACTIONS 240 ER 11.8%
Nº2 01.06 · 13:18 PHOTO 5 months after TFL (total facial lift)	VIEWS 5 196 REPOSTS 23	REACTIONS 243 ER 11.6%
Nº3 31.05 · 10:20 PHOTO 🐱📷	VIEWS 5 030 REPOSTS 1	REACTIONS 59 ER 11.2%

Nº4 26.05 • 06:43 VIDEO Good morning 😊 Dynamics two weeks after reduction mammoplasty and armpit liposuction 😊	VIEWS 5 015 REPOSTS 9 REACTIONS 100 ER 11.2%
Nº5 31.05 • 08:19 VIDEO Well lol 😊 such a Sunday morning. First workout. I really liked it)) David, thanks for the motivation))	VIEWS 4 978 REPOSTS 1 REACTIONS 90 ER 11.1%

WORST 3

↓ 21.06 • 15:32 VIDEO Professional holiday. I've been at the bench for 16 years. And I still marvel at this miracle, this event — I am a surgeon! A surgeon! Sometimes you operate...	VIEWS 3 694 REPOSTS 5 REACTIONS 287 ER 8.2%
↓ 13.06 • 10:42 PHOTO (post without caption — photo)	VIEWS 3 652 REPOSTS 2 REACTIONS 68 ER 8.1%
↓ 21.06 • 08:52 VIDEO Yesterday was the best corporate party ever 🎉 But I got banged up again And came in mismatched sneakers	VIEWS 3 525 REPOSTS 3 REACTIONS 161 ER 7.8%

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.

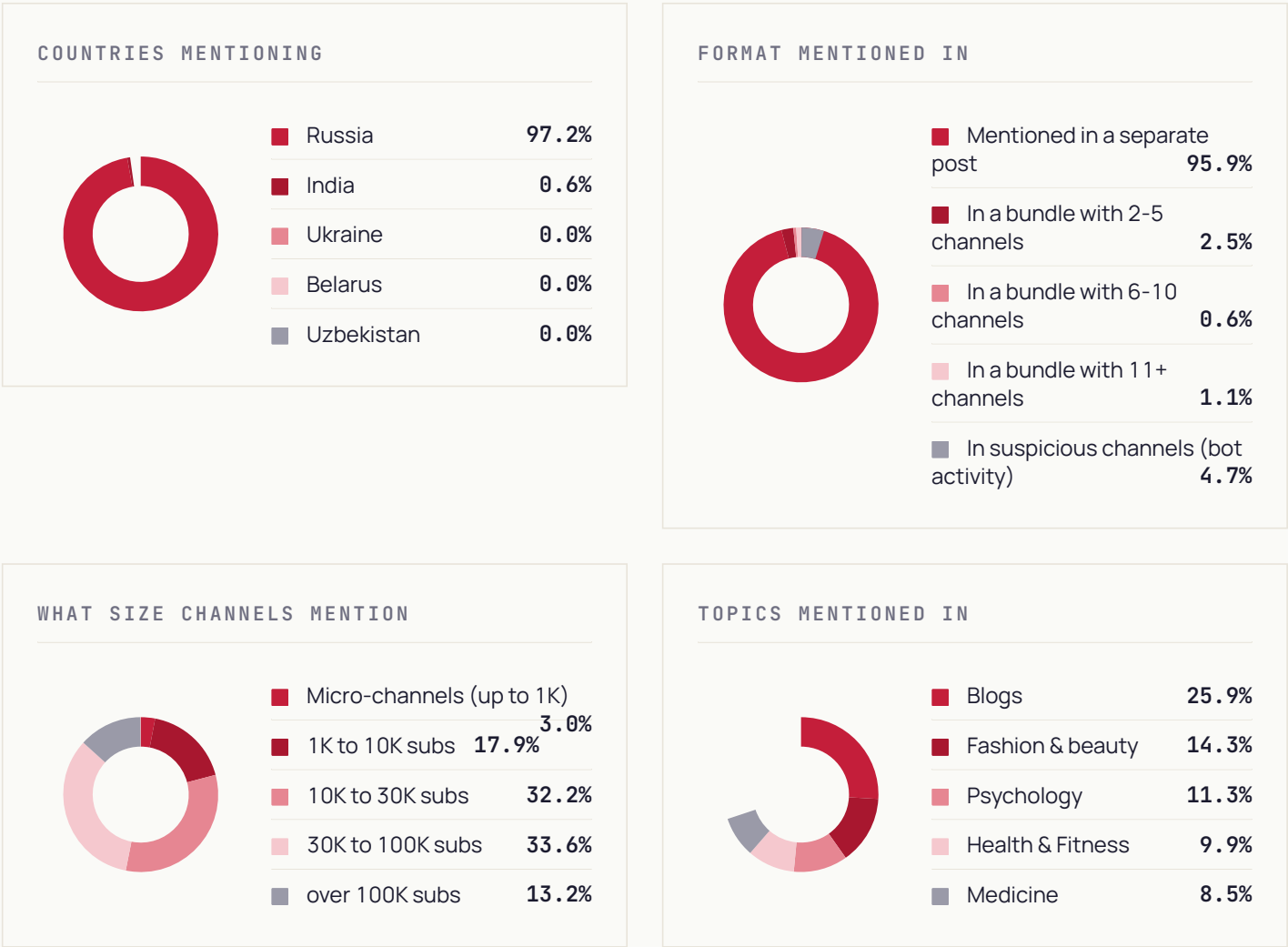


START OF PERIOD	NOW	NET GROWTH
40 990	44 951	+3 961

SECTION 04 · MENTIONS

Who & how mentions the channel

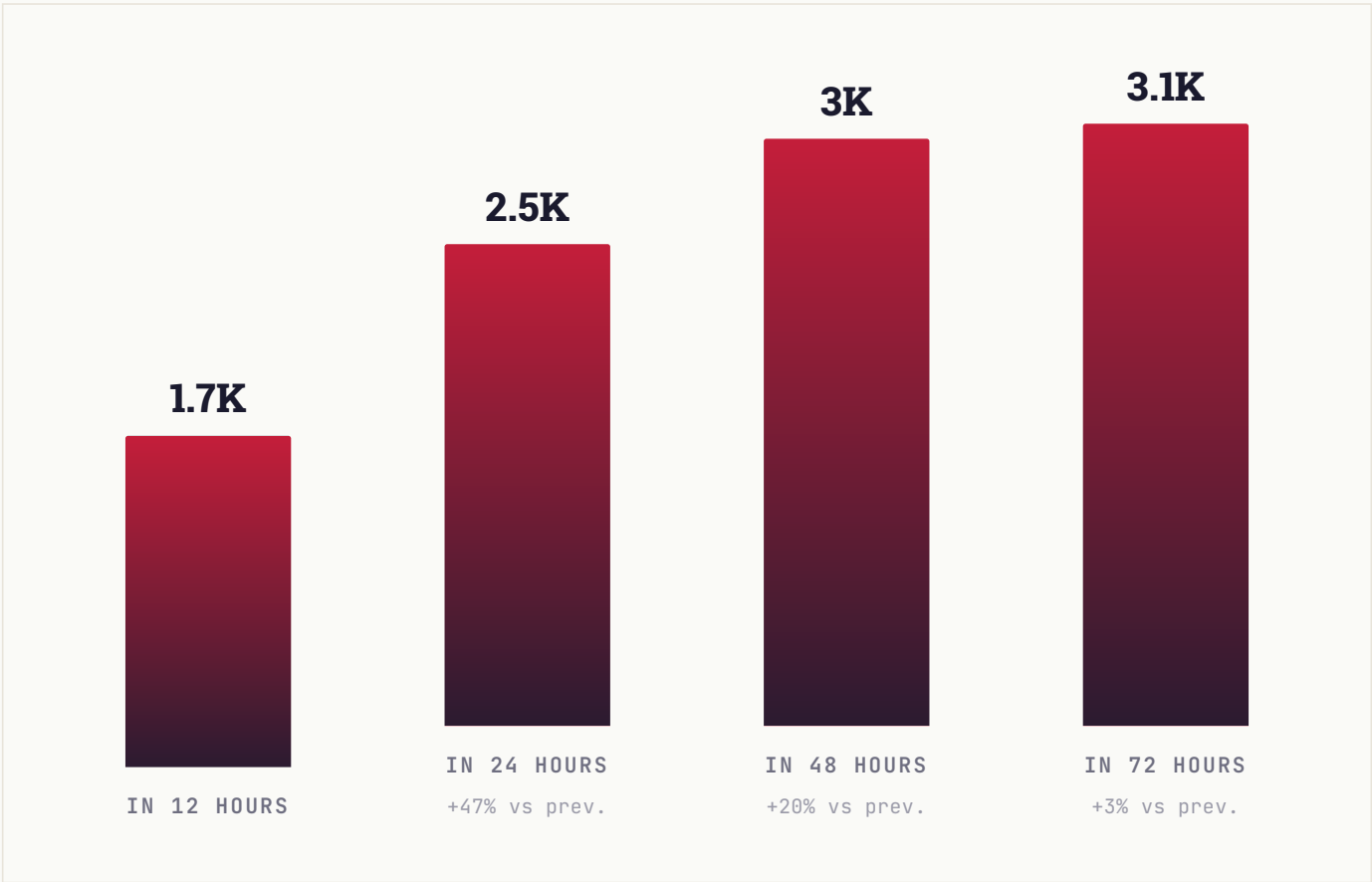
Citation index **217** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **284** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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
EP EXPERIENCED PHARMACIST	267K
MM Moscow medicine	238.8K
Health HealthControl	223.6K
Quality 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
Lifestyle Notes of a Forensic Expert	171.5K
DO Doctor.rust YOU	45K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#86 of 96). Niche median — 70.8K subs. First growth KPI — reach the median. Leader: **Blog from the morgue** (359.3K).

SECTION 07 · MENTION TRENDS

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 **128**, they brought **5 187** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	20	19	481	
November 2025	18	14	473	
October 2025	24	21	1 177	
September 2025	33	32	948	
August 2025	25	22	1 535	
July 2025	8	8	573	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
128	6	5 187

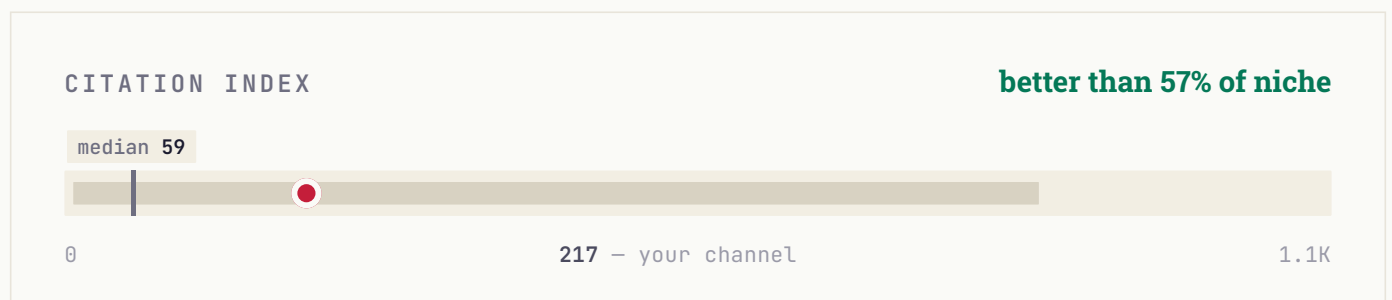
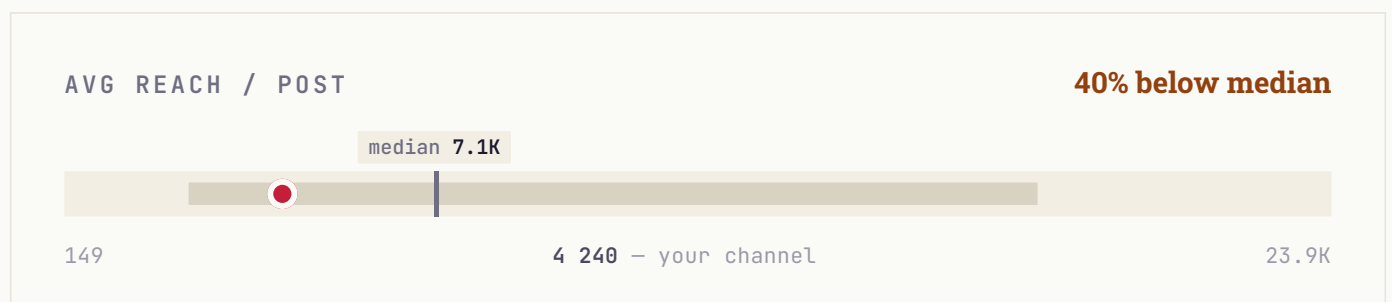
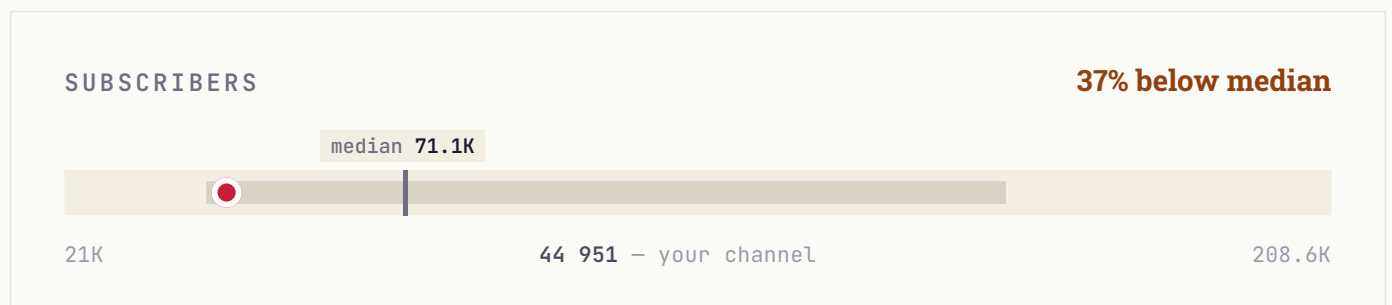
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#86/100

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 and revisit this report in a month.

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

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One weekly poll on a hot topic — an easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **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