

PUBLIC REPORT BY PROMTPRESS

Channel audit

Therapist & Gastroenterologist



@doctor_sitkina

■ Sukhareva Olga Sergeevna - science commentator ■ Explaining complex things in simple terms Ads & consultations @OlgaSergeevna8 RKN:...

SUBSCRIBERS

42 348

-79 per month

ERR (% SEE POSTS)

18.0%

per day 8.6%

REACH/POST

7.1K

ad reach 3.6K/24h

— 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 Citation rate

Who mentions the channel & how

05 Ad Potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Medicine» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card — a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 42 348 —	 SUBSCRIBER REACH 16.75% avg % subs see post	 VIEWS/POST 7.1K median 7.2K · 29 days	 POSTS/WEEK 11.0 for period
 7D TREND -20.4% vs prev week	 REACTIONS/POST 313.7 total 14,431 reactions, 2,686 reposts, 1,158 comments	 POST LENGTH 766 chars median 1000 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -79 last month	 CITATION RATE 70 citation index · 198 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Therapist & Gastroenterologist» — 42 348 subs. Each post averages 7.1K people (17% from subs), that's average reach — room to grow. Publishes 11 posts per week (~2/day) — consistent schedule. For week June 8–14, reach dropped -20.4% vs week 1–7 June — 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 from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **46** posts over 29 days.
- 02 Dominant format — **Photo** (30/46 posts).
- 03 Avg post length — **766** chars (median 1000).
- 04 Audience peak activity — **Wed**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (9.6K avg for top vs 6K for bottom) — among 46 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 15:42 TEXT What a decent gastroenterologist who knows evidence-based medicine and stays current will NEVER recommend...	VIEWS 9 817 REPOSTS 79	REACTIONS 347 ER 23.2%
Nº2 02.06 · 10:45 PHOTO Making Alya oat flour dumplings & beet casserole with semolina. She won't eat it, of course. 🍴 But slow dopamine achieved...	VIEWS 9 545 REPOSTS 4	REACTIONS 363 ER 22.5%
Nº3 04.06 · 08:35 TEXT The bloating cause no one talks about And it's... alcohol Regular alcohol intake (more than 3x/week) may contribute to...	VIEWS 9 430 REPOSTS 114	REACTIONS 271 ER 22.3%

Nº4 02.06 · 05:17 PHOTO Alternatives to quick dopamine When overloaded, the brain often seeks quick relief: sweets, scrolling...	VIEWS 9 226 REPOSTS 96	REACTIONS 336 ER 21.8%
Nº5 30.05 · 11:44 PHOTO No more excuses! Now officially ACSM (American College of Sports Medicine) recognizes that home workouts (e.g., with...	VIEWS 9 164 REPOSTS 26	REACTIONS 143 ER 21.6%

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WORST 3

↓ 19.06 · 04:48 PHOTO DocMed first-aid kit for dacha or vacation ⌕Save ⌕Don't forget your regular meds if any, with enough supply...	VIEWS 6 302 REPOSTS 287	REACTIONS 400 ER 14.9%
↓ 17.06 · 14:39 PHOTO Sorry ⌕	VIEWS 6 287 REPOSTS 4	REACTIONS 511 ER 14.8%
↓ 21.06 · 13:54 PHOTO I tell the patient his tests are normal, so IBS is confirmed. Same patient with hypochondria:	VIEWS 5 511 REPOSTS 21	REACTIONS 290 ER 13.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



PERIOD START

36 032

NOW

42 348

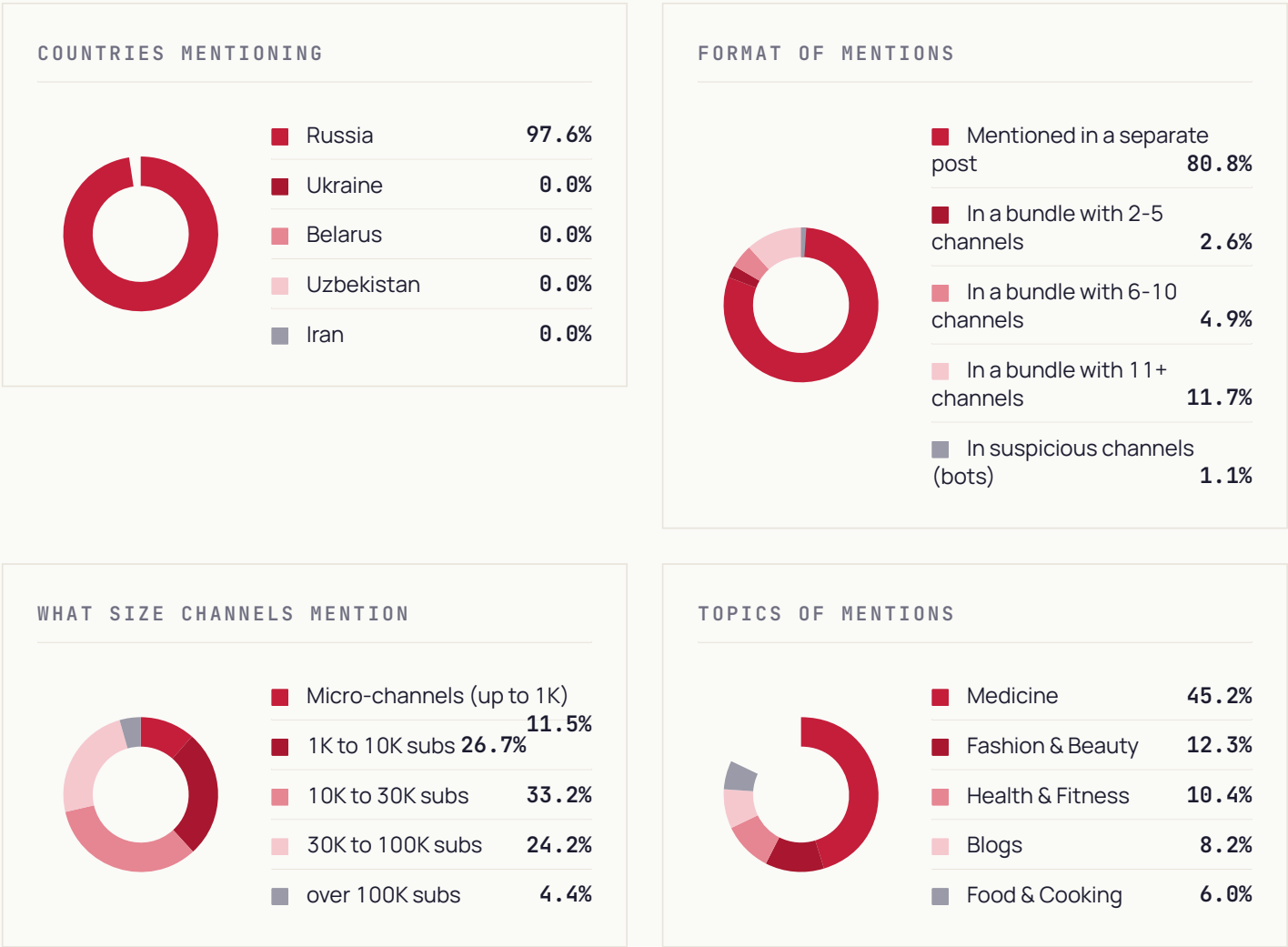
NET GROWTH

+6 316

SECTION 04 · MENTIONS

Who mentions the channel & how

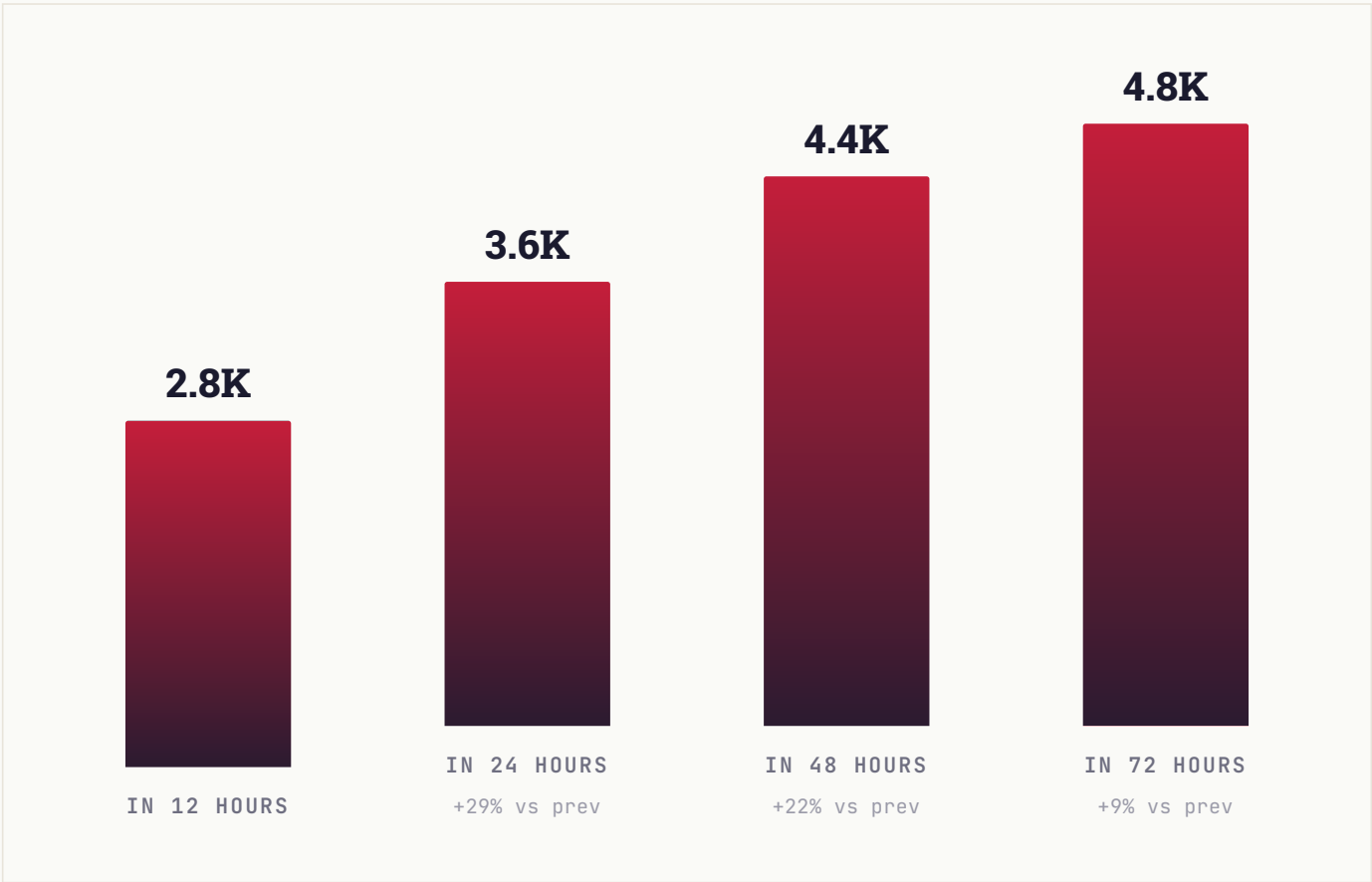
Citation index **70** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **198** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · 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
EM Endocrinologist Magerya	293.9K
EP 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 Mycerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Notes of a Forensic Expert	171.5K
T& Therapist & Gastroenterologist YOU	42.3K

COMPARATIVE INSIGHT

Channel in lower half of top-100 niche (#89 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

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **58**, they brought **7 131** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	13
Nov 2025	34	27	1 016
Oct 2025	5	5	3 792
September 2025	5	5	2 054
August 2025	9	9	97
July 2025	4	4	159
TOTAL MENTIONS			58
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			7 131

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#89/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
Audience most active on this day at 18:00 MSK. | EFFECT
Best time for important posts |
| 02 | Increase share of video posts
Video in Telegram holds audience longer & is favored by algorithm. Aim for 15-25% share. | EFFECT
Video holds audience better |
| 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 and interactive formats
Posts with polls/reactions usually 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 — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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