

PUBLIC PROMTPRESS REPORT

Channel audit

Doctor Egorov



@doctorilyaegorov

Medical education. Blog for doctors and non-doctors. Registered in the Roskomnadzor list <https://gosuslugi.ru/snet/67a9eee8aef47b71f1e19ab4#YT8C9>

SUBSCRIBERS

33 222

-138 per month

ERR (% SEE POSTS)

26.0%

last day 7.1%

REACH/POST

7.8K

ad reach 2.4K/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 and how

05 Ad potential

How long a post generates 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

Key channel metrics

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

 SUBSCRIBERS 33 222 —	 SUBS REACH 23.33% avg % subs see post	 VIEWS/POST 7.8K median 8.3K · 27 days	 POSTS/WEEK 1.8 for period
 7D TREND — no data for period	 REACTIONS/POST 313.0 total 2,191 reactions, 145 reposts, 175 comments	 POST LENGTH 816 chars median 1000 · 27 days	 POSTS ANALYZED 7 27 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -138 last month	 CITATION RATE 37 citation index · 123 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Doctor Egorov» — 33 222 subs. Each post averages 7.8K people (23% of subs), average reach — room to grow. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts over 27 days.
- 02 Dominant format — Photo (7/7 posts).
- 03 Avg post length — 816 chars (median 1000).
- 04 Peak audience activity — Sunday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (10.3K avg top vs 5K worst) — among 7 posts in 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 08:24 PHOTO And again in the morning the phone keeps 'pinging' with messages: congratulations, congratulations, congratulations. And I thought about how globally...	VIEWS	REACTIONS
	11 589	888
	REPOSTS	ER
	65	34.9%
Nº2 24.06 · 03:11 PHOTO Recently I was pleased to be in the studio with Alexandra Muravyova for an interview, where I talked about my attitude to teaching...	VIEWS	REACTIONS
	10 641	132
	REPOSTS	ER
	10	32.0%
Nº3 30.06 · 09:53 PHOTO Wonderful writer Lilya Shprenger, reading whom is an endless pleasure, shared in her channel impressions of my book...	VIEWS	REACTIONS
	8 670	94
	REPOSTS	ER
	11	26.1%

Nº4

28.06 · 09:08

PHOTO

Many asked me to post my interview from the great online conference "Doctor Online: How to Earn Legally and...

VIEWS

8 328

REPOSTS

25

REACTIONS

116

ER

25.1%

Nº5

05.07 · 16:52

PHOTO

Can someone explain? I'm stuck in some confusion. Latest news: from Sept 1, 2026, a new law comes into effect...

VIEWS

7 473

REPOSTS

3

REACTIONS

250

ER

22.5%

|

WORST 3

↓

05.07 · 16:52

PHOTO

Can someone explain? I'm stuck in some confusion. Latest news: from Sept 1, 2026, a new law comes into effect...

VIEWS

7 473

REPOSTS

3

REACTIONS

250

ER

22.5%

↓

12.07 · 09:08

PHOTO

Recently flew from Irkutsk. Sitting in my seat, I scanned the line of people walking down the aisle. Then I froze...

VIEWS

5 145

REPOSTS

19

REACTIONS

529

ER

15.5%

↓

19.07 · 06:51

PHOTO

Recently a message appeared online about a new bacteriophage found on Franz Josef Land. Not saying I was shocked...

VIEWS

2 416

REPOSTS

12

REACTIONS

182

ER

7.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

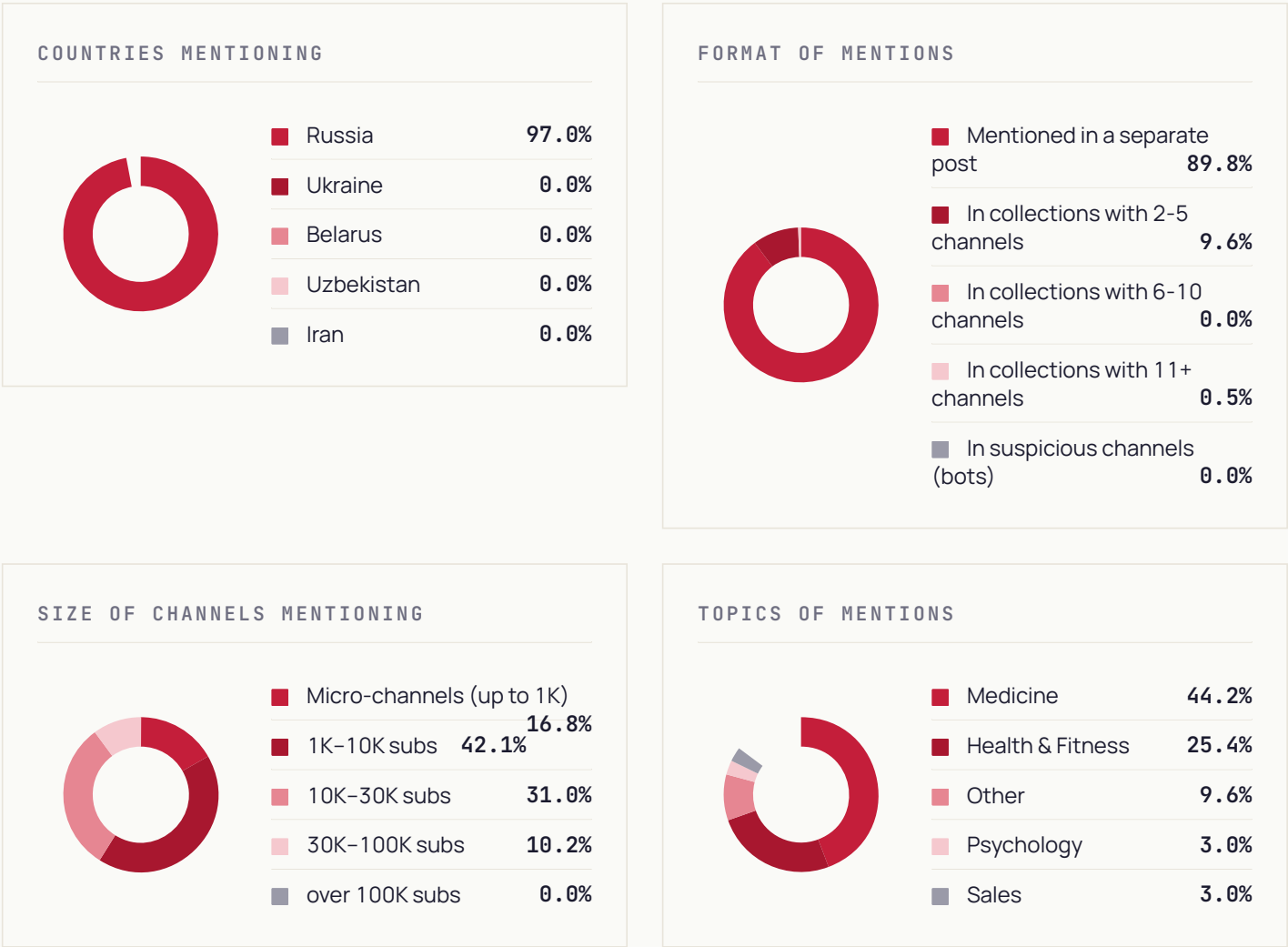
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

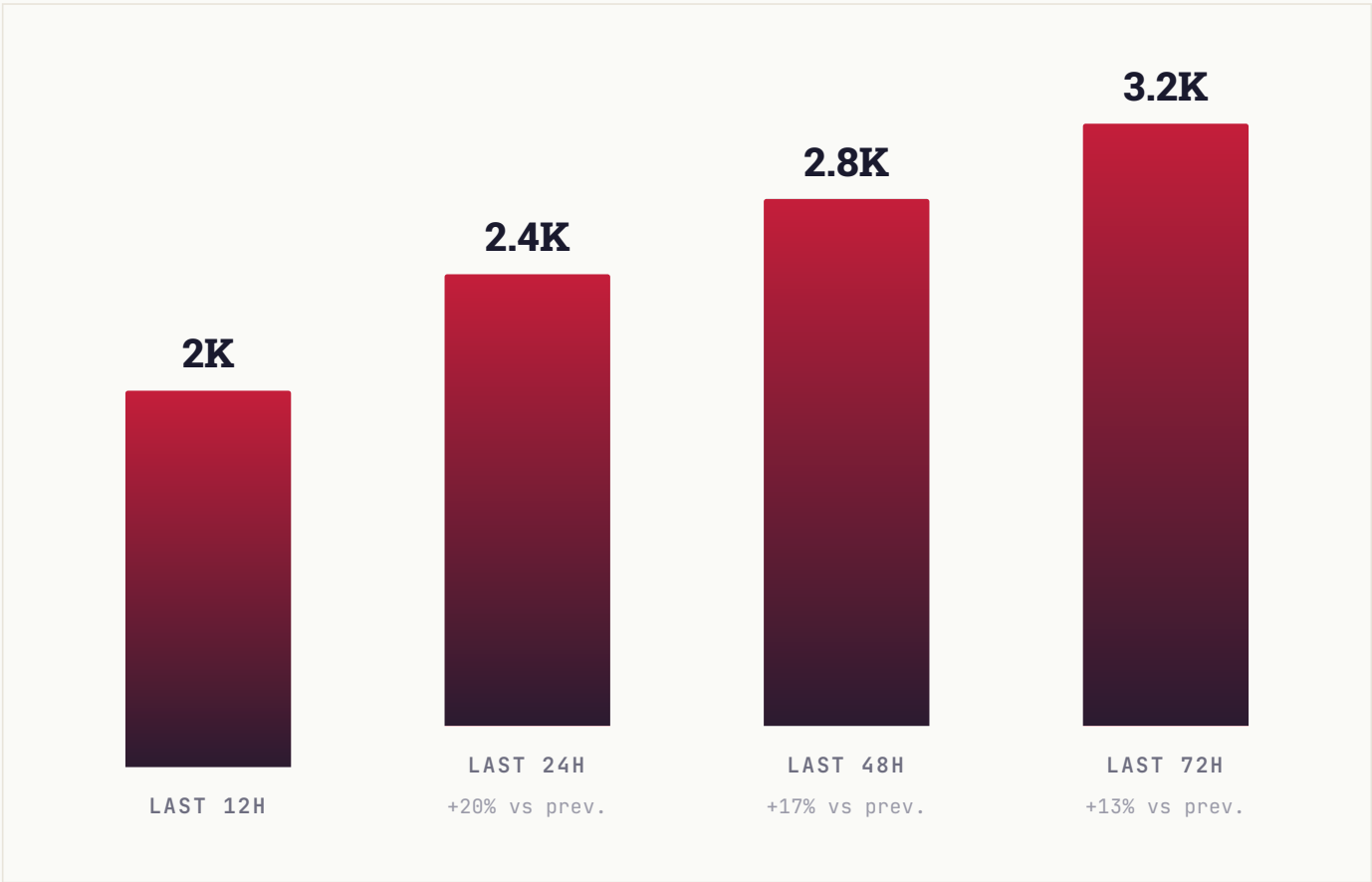
Citation index **37** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **123** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DT Dr Tel	755.5K
BI Blog from the morgue	354.1K
تا تعليم اللغة الإنجليزية 🧑🏫	328.2K
🩺 الجراحة 🩹 Surgery 🩺 - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
EP EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿 H 🌿 Folk Medicine 🌿	235.1K
HEA ZdravKontrol	222.2K
DEC Doctor Egorov YOU	33.2K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — Dr Tel (755.5K), top-97 median: 103.2K. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

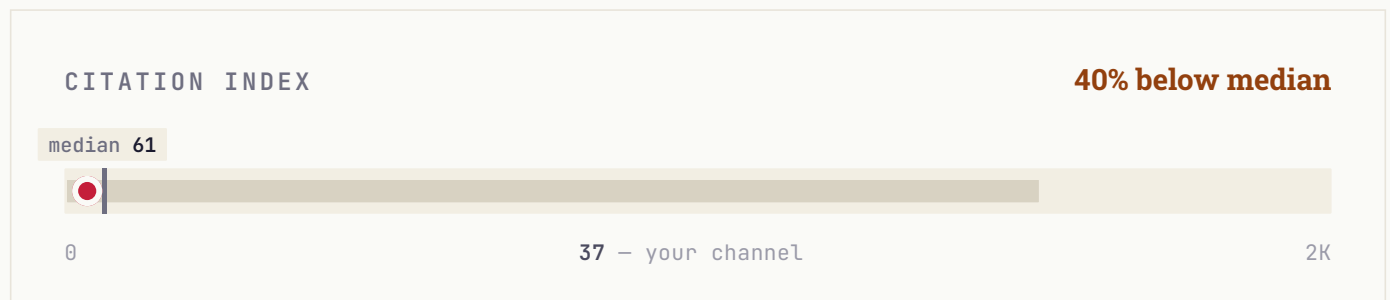
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **10**, they brought **1 545** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	3	3	250	
December 2025	0	0	11	
Nov 2025	3	3	363	
Oct 2025	1	1	392	
September 2025	1	1	456	
August 2025	2	2	73	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
10	6	1 545

Where the channel ranks in its league

Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 1.8 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Sunday
Audience most active on this day at 11:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video posts share
Video in Telegram holds audience longer & performs better with the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | 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 |

★ 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 with us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
