

PUBLIC REPORT BY PROMTPRESS

Channel audit

Dr. Evgenia Novikova



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Doctor, plastic surgeon, founder of Formula clinic
(www.formulaclinic.ru), dermatologist-cosmetologist.
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SUBSCRIBERS

10 446

+336 per month

ERR (% SEE POSTS)

20.0%

last day 7.5%

REACH/POST

1.8K

ad reach 779/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 446 —	 SUBS REACH 17.54% avg % of subs see post	 VIEWS/POST 1.8K median 1.9K · 28 days	 POSTS/WEEK 7.7 for period
 7D TREND -15.9% vs previous week	 REACTIONS/POST 58.6 total 1,817 reactions, 85 reposts, 54 comments	 POST LENGTH 676 chars median 765 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 779 24h average	 CHURN / MONTH +336 last month	 CITATION RATE 155 citation index · 158 channels mentioned all time	 CHANNEL AGE 4 years 4 months created Feb 26, 2022

AI EDITOR SUMMARY

Channel «Dr. Evgenia Novikova» — 10 446 subs. Each post averages 1.8K people (18% of subs), average reach — room to grow. Publishes 8 posts per week (~1/day) — regular schedule. Week Jul 6–12 reach dropped -15.9% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts over 28 days.
- 02 Dominant format – Photo (16/31 posts).
- 03 Avg post length – 676 chars (median 765).
- 04 Peak audience activity – Monday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.2K avg for top vs 1.4K for worst) – among 31 posts in 28 days. Worth analyzing what the top ones have in common: topic, format, posting time.

TOP 5 POSTS

Nº1 22.06 · 07:06 PHOTO Thanks for sending your photos! Look at this beauty 🔥 After a year, the eyes look totally natural.	VIEWS 3 578 REPOSTS 5	REACTIONS 82 ER 34.3%
Nº2 21.06 · 06:10 PHOTO Caught a few sunny days before the weather apocalypse 😞 My favorite backdrop ever ❤️	VIEWS 3 481 REPOSTS 3	REACTIONS 82 ER 33.3%
Nº3 25.06 · 15:25 VIDEO To see and evaluate the result 100%, we always take photos and videos before and after the procedure/surgery. Sometimes people tell me: "I have..."	VIEWS 2 445 REPOSTS 1	REACTIONS 89 ER 23.4%

Nº4 05.07 • 05:35 PHOTO Vacations, trips, park walks, even the usual walk from car to home/work in summer can harm your skin! If you forget...	VIEWS 2 176 REACTIONS 51 REPOSTS 1 ER 20.8%
Nº5 03.07 • 07:29 PHOTO When I first started thinking about opening my own clinic, of course, I couldn't even dream that it would have so many...	VIEWS 2 103 REACTIONS 65 REPOSTS 5 ER 20.1%

WORST 3

↓ 13.07 • 05:55 PHOTO How often I get asked what I think about face-fitness 😊 Actually, I think face-fitness is far from beauty 🤔 All...	VIEWS 1 442 REACTIONS 52 REPOSTS — ER 13.8%
↓ 15.07 • 07:03 VIDEO Discharge from the clinic after surgery is not the end, but just one of the stages of our common path to your new reflection 💖 The whole process...	VIEWS 1 433 REACTIONS 32 REPOSTS — ER 13.7%
↓ 13.07 • 12:55 PHOTO Formula – favorite clinic 💙 I'm 200% confident in every doctor and believe I've built the strongest team. These aren't just people with...	VIEWS 1 404 REACTIONS 79 REPOSTS 1 ER 13.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. On key months the exact number of subscribers is shown. You can see which months the channel gained and which months subscribers left.

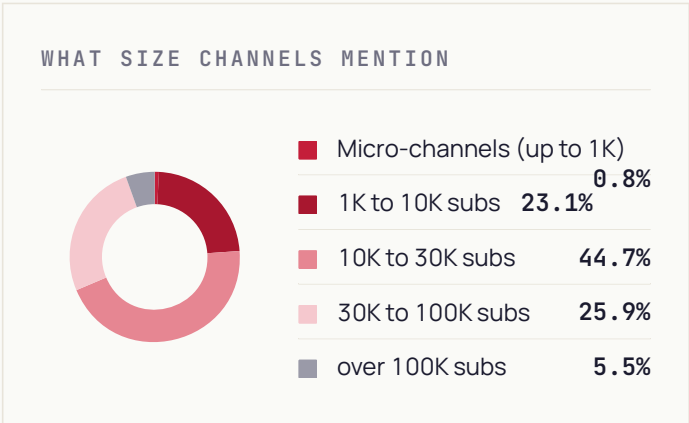
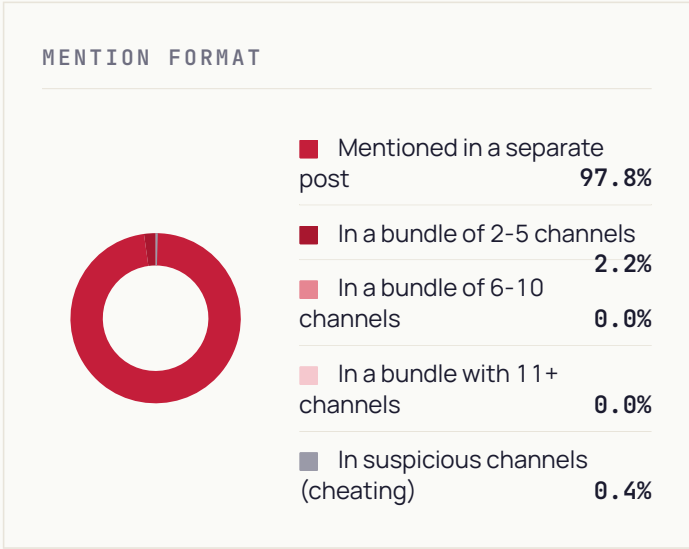
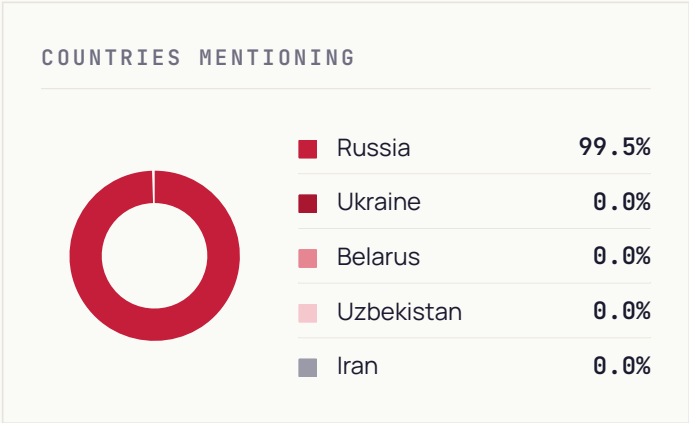


START OF PERIOD	NOW	NET GROWTH
8 722	10 446	+1 724

SECTION 04 · MENTIONS

Who and how mentions the channel

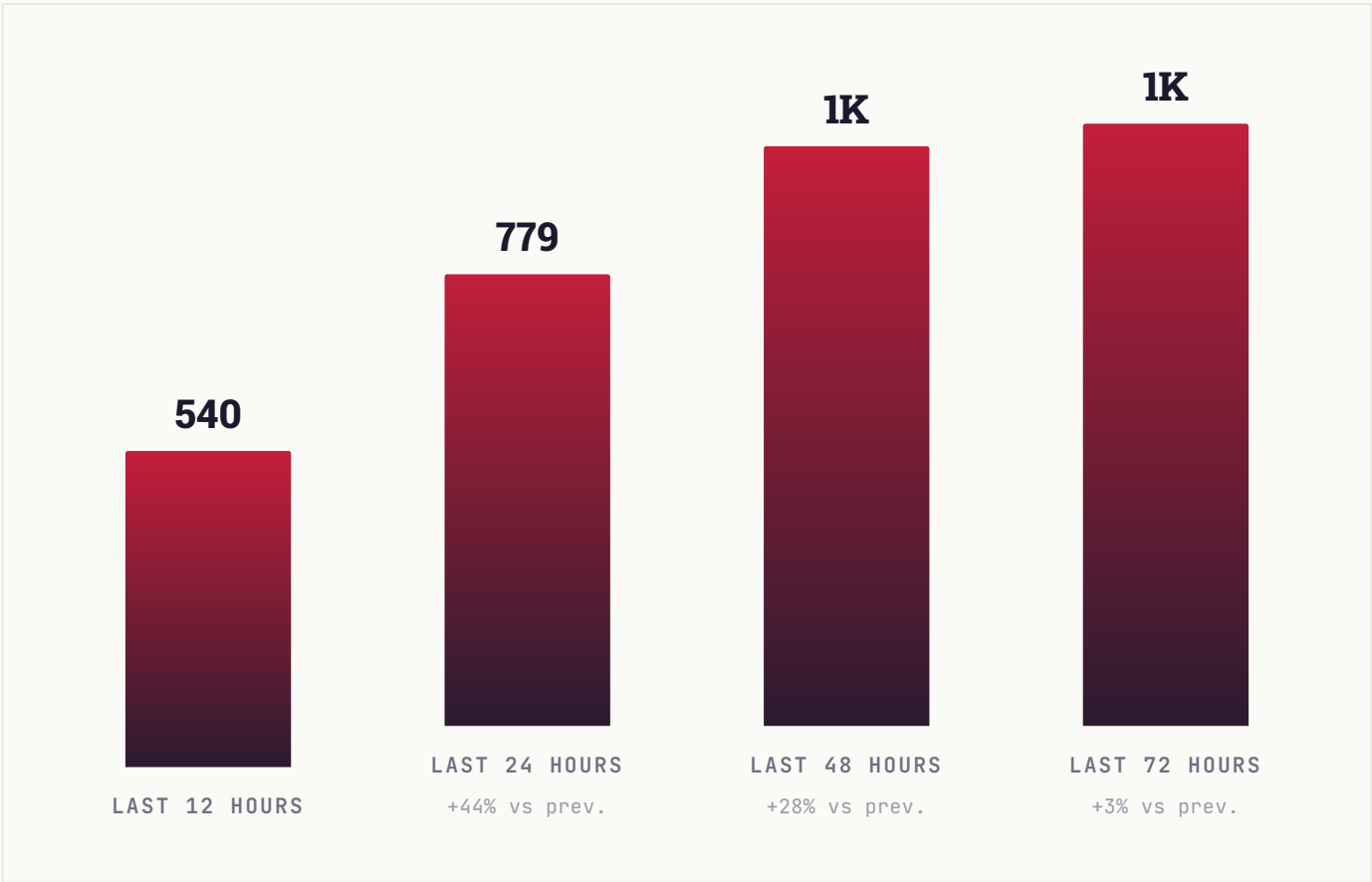
Citation index **155** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **158** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche neighbors.

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
🌿 X 🌿 Халқ табobati 🌿	235.1K
HE ZdravKontrol	222.2K
DE Dr. Evgenia Novikova YOU	10.4K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **53**, they brought **1 868** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	7	7	325
December 2025	12	12	282
November 2025	10	9	330
October 2025	8	8	224
September 2025	12	12	645
August 2025	4	4	62

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
53	6	1 868

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 for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for key posts**

02

System 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 neighboring channels

Swap posts quarterly with channels in the same niche.
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 — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want 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
