

PUBLIC REPORT BY PROMTPRESS

Channel audit

Doctor Pavlova, endocrinologist



@doctorpavlova

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 ____ Ads @pavlovamedia only by contract! ____ Appointments (in-person only, no other kind!) +7 499 705 96 97 +7 (926) 077-58-16

SUBSCRIBERS

85 723

-276 per month

ERR (% SEE POSTS)

15.0%

per day 5.7%

REACH/POST

11.8K

ad reach 4.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 85 723 —	 SUBS REACH 13.79% avg % of subs see post	 VIEWS/POST 11.8K median 12.8K · 28 days	 POSTS/WEEK 6.8 for the period
 7D TREND +0.1% vs previous week	 REACTIONS/POST 299.3 total 8,380 reactions, 4,090 reposts, 122 comments	 POST LENGTH 970 chars median 1K · 28 days	 POSTS ANALYZED 28 28 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH -276 last month	 CITATION RATE 182 citation index · 750 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 30.09.2017

AI EDITOR SUMMARY

Channel «Doctor Pavlova, endocrinologist» — 85 723 subs. Each post averages 11.8K people (14% from subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1 per day) — rare posts. For the week of June 8–14, reach stable (+0.1% vs week of June 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts over 28 days.
- 02 Dominant format – **Text** (23/28 posts).
- 03 Avg post length – **970** chars (median 1000).
- 04 Peak audience activity – **Thursday**, 07:00 MSK.
- 05 Top posts get **2x** more views than the weakest (16.2K avg for top vs 9.3K for worst) – among 28 posts in 28 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 04:53 TEXT ☒ Why eating late at night is sabotage against your own gut. We all know that jet lag and night shifts worsen...	VIEWS 19 407 REPOSTS 253	REACTIONS 450 ER 22.6%
Nº2 26.05 · 06:32 TEXT How not to fall apart in old age☒♀ In medicine there is a term «frailty». This is a state when the body loses stability: muscles...	VIEWS 15 093 REPOSTS 213	REACTIONS 429 ER 17.6%
Nº3 04.06 · 06:53 TEXT “We’ll sleep when we’re dead,” or why sleep is the new luxury ☒ While we scroll at 2 AM, scientists are awake (ironically) and publishing...	VIEWS 14 069 REPOSTS 153	REACTIONS 180 ER 16.4%

Nº4

31.05 · 06:27

TEXT

🐟 Russians don't eat enough fish. The Russian Ministry of Health reported a serious deficiency in our diet: the average Russian eats only 21-22 kg...

VIEWS

14 042

REPOSTS

258

REACTIONS

450

ER

16.4%

Nº5

03.06 · 08:44

TEXT

🦠 Are microbes to blame for your weight loss struggles? Possibly. We're used to counting calories on labels, but a new study...

VIEWS

14 033

REPOSTS

136

REACTIONS

436

ER

16.4%

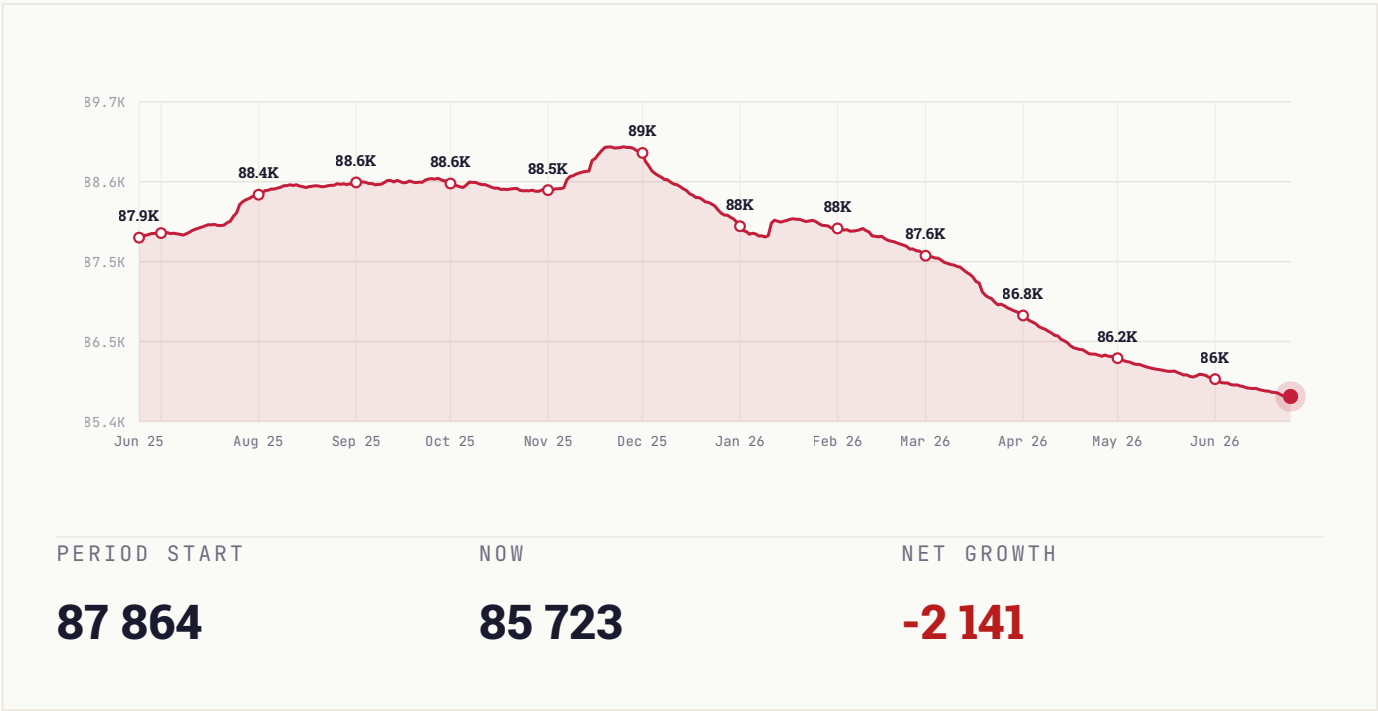
WORST 3

↓ 14.06 · 08:51 TEXT Four minutes of exercise daily improve fitness 4x🦠 Yes, you read that right. Though it mostly applies to...	VIEWS 11 179 REPOSTS 283	REACTIONS 236 ER 13.0%
↓ 19.06 · 06:01 TEXT Do smartphones cause cancer? Scientists may finally have a definitive answer🦠 Remember the scare stories about phones «frying» our brains...	VIEWS 9 726 REPOSTS 77	REACTIONS 301 ER 11.3%
↓ 21.06 · 08:29 PHOTO Happy Doctor's Day, dear friends! I've known since childhood I'd be a doctor. And I'm happy doing what I love! Wish you all happiness, love and...	VIEWS 6 897 REPOSTS 8	REACTIONS 505 ER 8.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

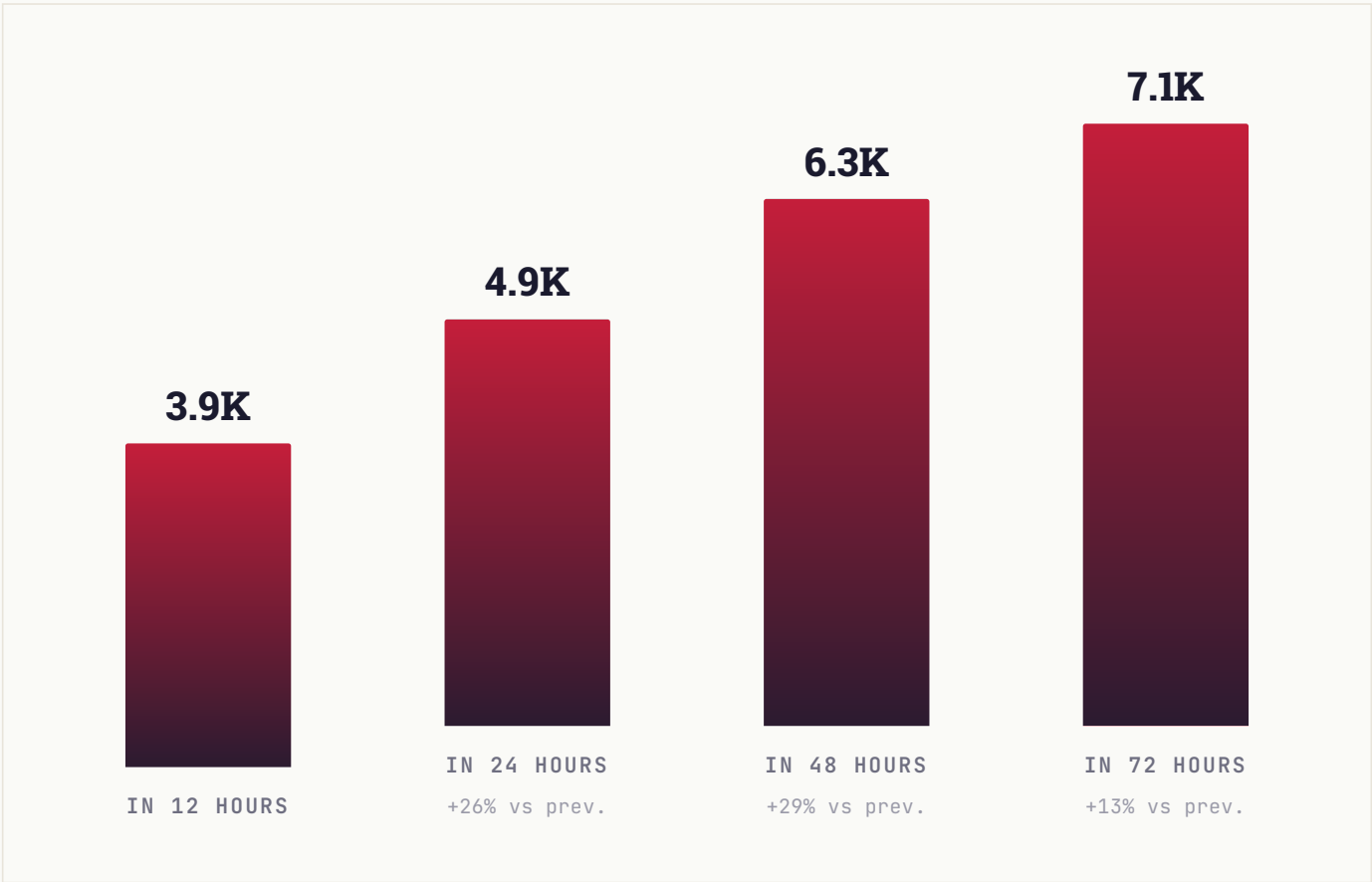
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	359.3K
EM Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow medicine	238.8K
ZD ZdravKontrol	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Childbirth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic expert's notes	171.5K
DP Doctor Pavlova, endocrinologist YOU	85.7K

COMPARATIVE CONCLUSION

Channel in top half of niche (#36 of 96). Niche leader — Blog from the morgue (359.3K), median subs 70.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **327**, they brought **1 759** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	30	18	0	
Nov 2025	40	23	607	
Oct 2025	67	26	137	
Sep 2025	60	20	219	
August 2025	51	18	244	
July 2025	79	30	552	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
327	6	1 759

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Medicine» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10–p90). Black line = median. Red dot = your channel.

#36/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — Thursday
Audience most active on this day at 07:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
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 & 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 neighboring channels
Swap posts with same-segment channels 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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