

PROMTPRESS PUBLIC REPORT

Channel audit

Doctor Vyalov



@doctorvyalov

■ Gastroenterologist, Hepatologist ■ Doctor's office vyalov.ru ■
 Author of Gastro-book ■ Expert №5 among Russian doctors ■ 15
 years ~ 25k patients ■ 2,850 lectures for doctors A+

SUBSCRIBERS

40 726

+22 per month

ERR (% SEE POSTS)

13.0%

daily 7.3%

REACH/POST

4.9K

ad reach 3K/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 was calculated for.

 SUBSCRIBERS 40 726 —	 SUBSCRIBER REACH 11.91% avg % of subs see post	 VIEWS/POST 4.9K median 5K · 29 days	 POSTS/WEEK 24.5 over period
 7D TREND +19.1% vs previous week	 REACTIONS/POST 71.7 total 7,384 reactions, 2,245 reposts, 7 comments	 POST LENGTH 444 chars median 406 · 29 days	 POSTS ANALYZED 103 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH +22 last month	 CITATIONS 59 citation index · 167 channels mentioned ever	 CHANNEL AGE 7 years 18 days created 07.06.2019

AI EDITOR SUMMARY

Channel «Doctor Vyalov» — 40 726 subs. Each post averages 4.9K people (12% of subs), reach is low — consider expanding audience. Publishes 24 posts per week (~4/day) — active posting. For week 8–14 Jun, reach grew +19.1% vs week 1–7 Jun — positive trend.

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 HAVE IN COMMON

- 01 Analysis based on **103** posts over 29 days.
- 02 Dominant format — **Video** (90/103 posts).
- 03 Avg post length — **444** chars (median 406).
- 04 Peak audience activity — **Wed**, 11:00 MSK.
- 05 Top posts get **2x** more views than the weakest (top avg 5.9K vs bottom 3.9K) — among 103 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 16:00 VIDEO Turns out, moderate coffee doesn't harm the stomach but actually helps. One cup a day improves liver health...	VIEWS 5 971 REP. 95	REACTIONS 173 ER 14.7%
Nº2 10.06 · 05:00 VIDEO Whey protein is acceptable as a protein source if quality is good. Extra physical activity and muscle growth...	VIEWS 5 881 REP. 26	REACTIONS 80 ER 14.4%
Nº3 09.06 · 11:00 VIDEO Harm of processed foods is confirmed by all studies worldwide. Regular consumption is extremely dangerous because it...	VIEWS 5 844 REP. 94	REACTIONS 119 ER 14.3%

Nº4 08.06 · 05:00 VIDEO A sense of scarcity pervades many areas of life, including nutrition. People often feel they lack something, and this feeling...	VIEWS 5 788 REP. 7	REACTIONS 68 ER 14.2%
Nº5 28.05 · 05:00 VIDEO The hormonal sleep cycle is a powerful free recovery mechanism that starts every night. While a person sleeps...	VIEWS 5 765 REP. 68	REACTIONS 122 ER 14.2%

|

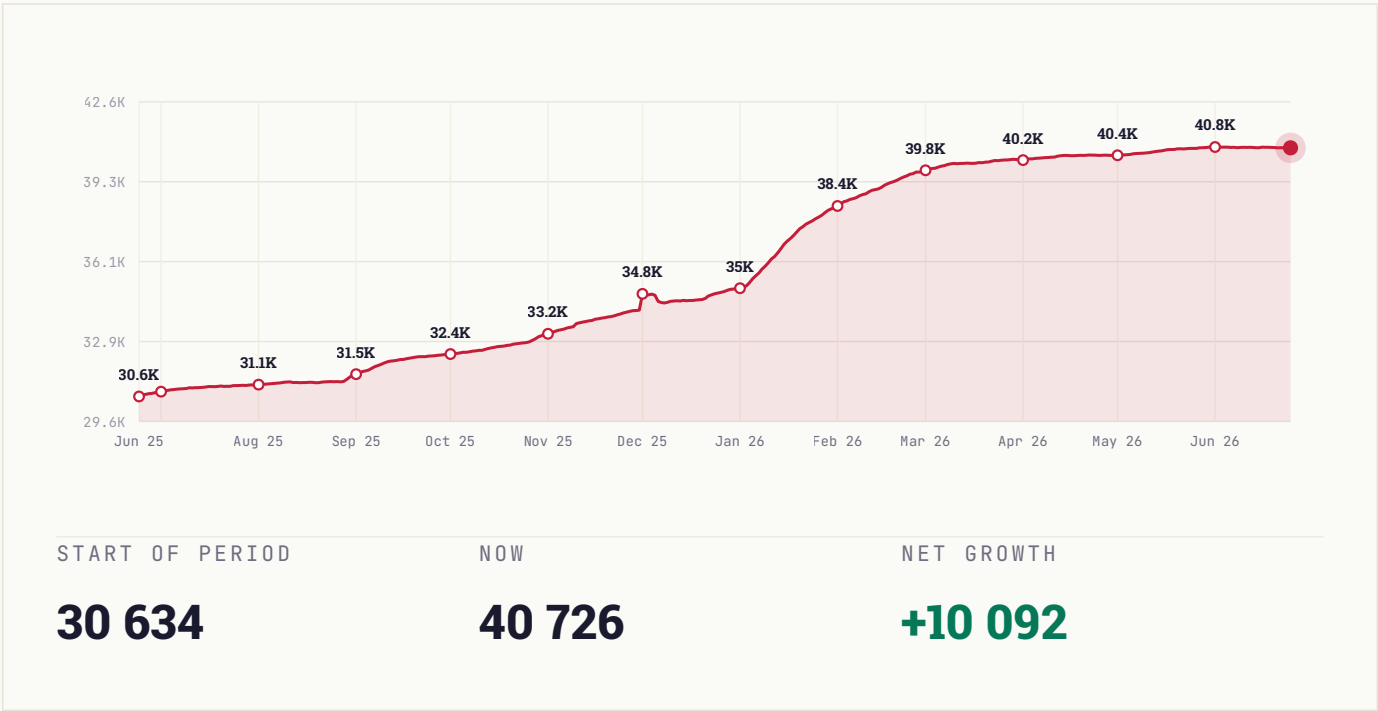
WORST 3

↓ 21.06 · 05:01 VIDEO Most people believe they eat right. When you break down what they actually eat in a day...	VIEWS 3 981 REP. 13	REACTIONS 80 ER 9.8%
↓ 01.06 · 12:59 PHOTO (photo post without caption)	VIEWS 3 950 REP. 2	REACTIONS 10 ER 9.7%
↓ 21.06 · 11:03 PHOTO (photo post without caption)	VIEWS 3 716 REP. 2	REACTIONS — ER 9.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

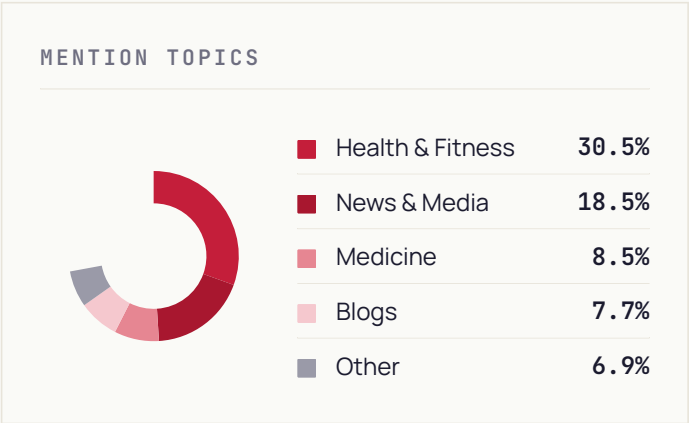
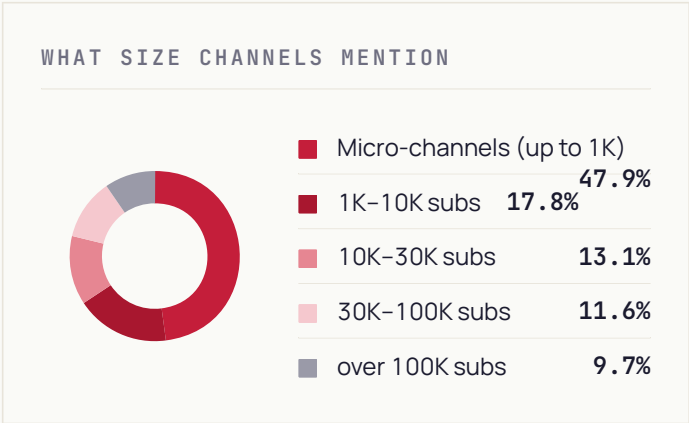
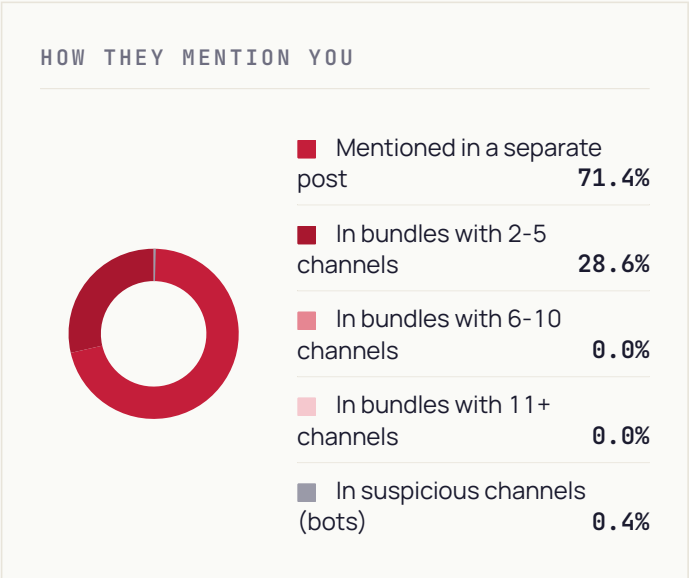
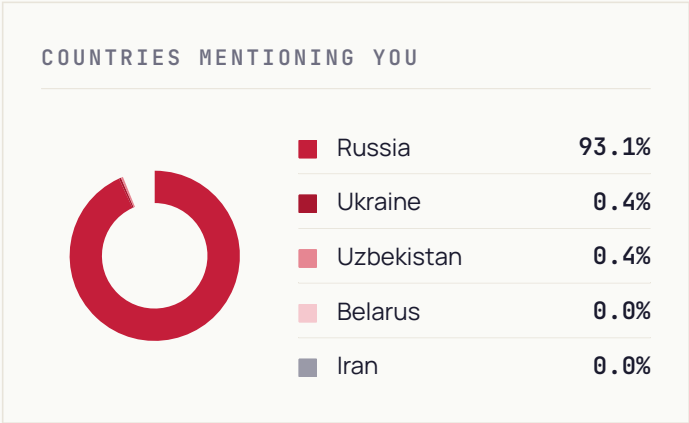
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

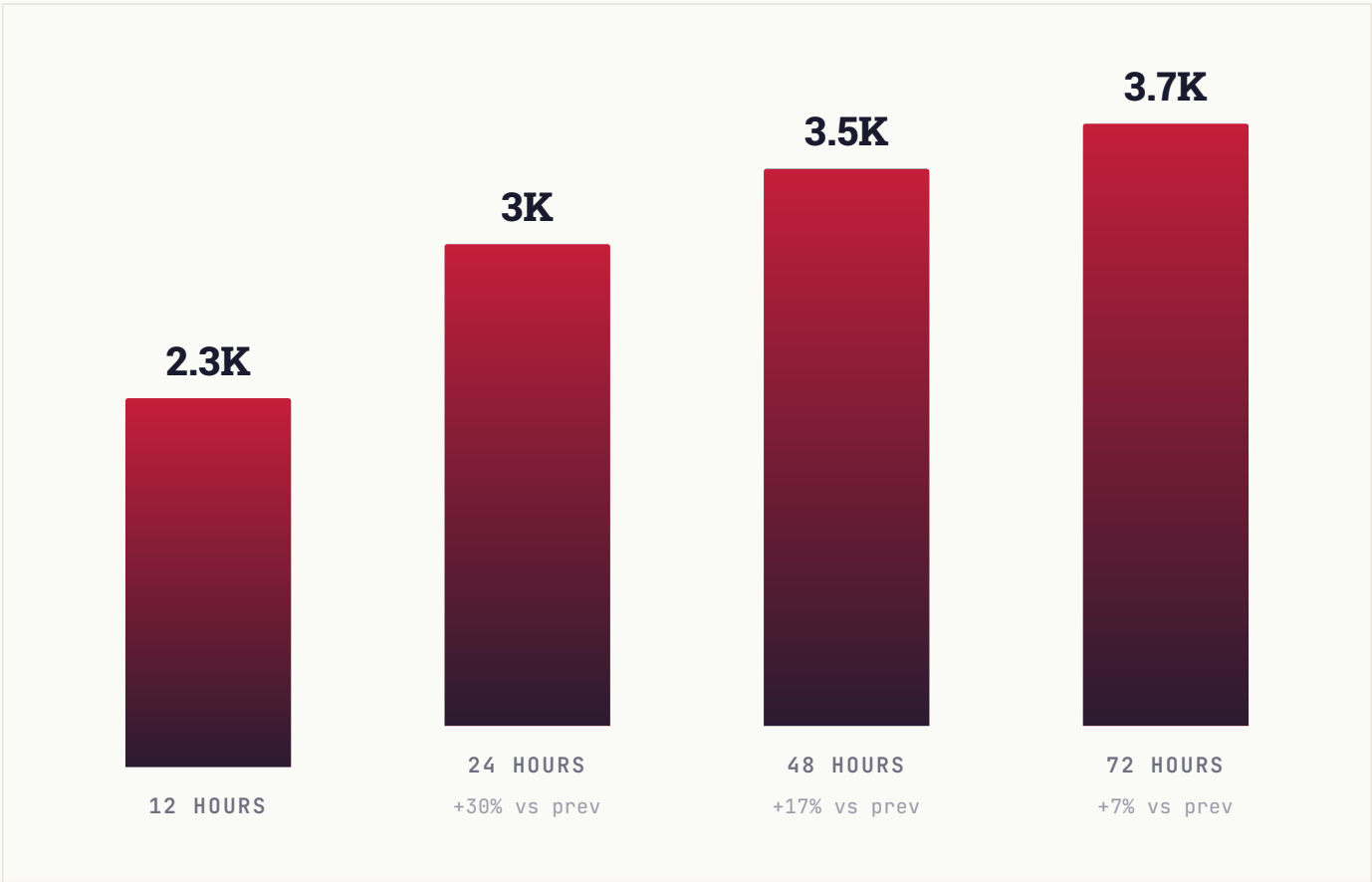
Citation index **59** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **167** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



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
ZD ZdravKontrol	223.6K
KD 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
ZS Notes of a forensic expert	171.5K
DV Doctor Vyalov YOU	40.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#97 of 96). Niche median — 70.8K subs.
First growth KPI — reach 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 **36**, they brought **4 719** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	6	5	1 293	
Nov 2025	4	4	986	
Oct 2025	4	4	813	
September 2025	9	9	850	
August 2025	11	7	442	
July 2025	2	1	335	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
36	6	4 719

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

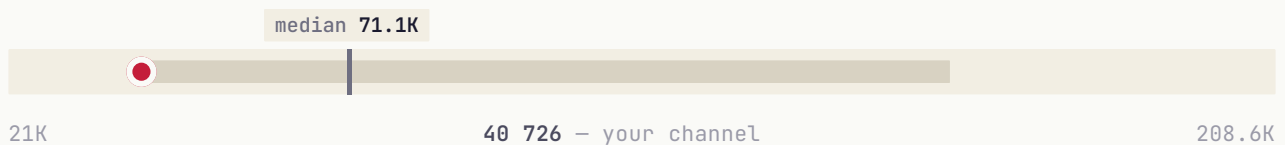
#97 /100

RANK IN NICHE

Channel in the bottom half of the ranking

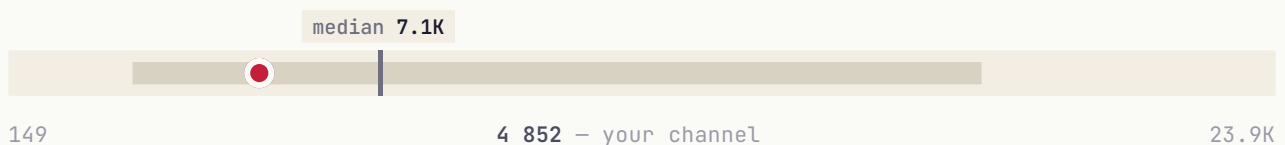
SUBSCRIBERS

worse than median by 43%



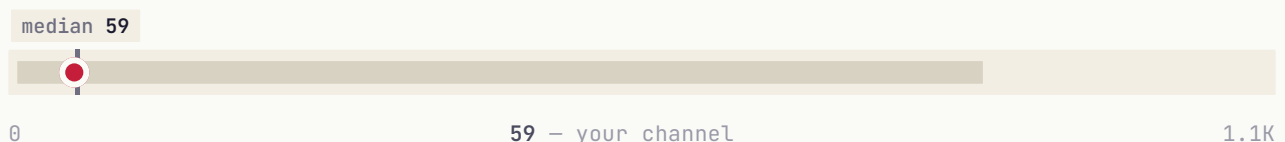
AVG REACH / POST

worse than median by 32%



CITATION INDEX

worse than median by 1%



— 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

Top post of the week — on Wednesday
 Audience is most active on this day at 11:00 MSK.

IMPACT
Best time 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.

IMPACT
+1000-3000 subs
- 03

Test polls and interactive formats
 Posts with polls/reactions usually boost ER by 5-15%. One weekly poll on a hot topic is an easy growth lever.

IMPACT
+5-15% ER
- 04

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

IMPACT
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.

IMPACT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using 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
