

PROMTPRESS PUBLIC REPORT

Channel audit

Dermatology

Bykanova



@dr_bykanov

📖 All About the Skin We Live In Evidence-based Dermatology 📖 Blog
of the same Bykanich from *banned Instagram @dr_bykanov 200k
😊 (For appointments...

SUBSCRIBERS

61 680

+204 per month

ERR (% SEE POSTS)

21.0%

per day 9.4%

REACH/POST

12.5K

ad reach 5.8K/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 61 680 —	 SUBSCRIBER REACH 20.24% avg % subs see post	 VIEWS/POST 12.5K median 13.6K · 27 days	 POSTS/WEEK 5.6 for the period
 7D TREND -13.3% vs previous week	 REACTIONS/POST 437.7 total 9,629 reactions, 837 reposts, 439 comments	 POST LENGTH 560 chars median 564 · 27 days	 POSTS ANALYZED 22 27 days
 AD REACH 5.8K 24h avg	 CHURN / MONTH +204 last month	 MENTIONS 86 citation index · 246 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 24.02.2022

AI EDITOR SUMMARY

Channel «Dermatology Bykanova» – 61 680 subs. Each post averages 12.5K people (20% from subs), that's average reach – room to grow. Publishes 6 posts per week (~1/day) – rare posts. For week 8–14 June reach dropped -13.3% to week 1–7 June – worth investigating why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 22 posts over 27 days.
- 02 Dominant format — Video (17/22 posts).
- 03 Avg post length — 560 characters (median 564).
- 04 Audience peak activity — Wed, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.5K avg for top vs 8.8K for bottom) — across 22 posts in 27 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 17:28 VIDEO Интересные факты о коже! Кто попался? Разбор по полочкам: 1) Именно кубики льда и вода 2-4 градуса -> damage the skin...	VIEWS 18 803 REP. 95	REACTIONS 744 ER 30.5%
Nº2 09.06 · 08:01 VIDEO Turned out to be a detox week Or a bit about how my mini-vacation went ☒	VIEWS 15 330 REP. 5	REACTIONS 325 ER 24.9%
Nº3 31.05 · 14:26 VIDEO Digest of useful May! We analyze interesting and important posts, in case you missed something. And between the rain I dig in the soil and sort...	VIEWS 15 325 REP. 13	REACTIONS 277 ER 24.8%

Nº4

30.05 · 07:26

VIDEO

Oh, this pigmentation! So many myths around it. But in fact, it's melanocytes working to some degree, or consequences...

VIEWS

14 979

REACTIONS

612

REP.

46

ER

24.3%

Nº5

14.06 · 09:15

PHOTO

Spots all over the body, but all different (Or the story of fungus and psoriasis from last Friday) ☒At the last appointment there were two interesting...

VIEWS

14 811

REACTIONS

382

REP.

42

ER

24.0%

WORST 3

↓

20.06 · 11:54

VIDEO

Brought parents to St. Pete to see the clinic Seems they liked it And I, as usual, run off for a short appointment ☒ A little over...

VIEWS

9 175

REACTIONS

585

REP.

4

ER

14.9%

↓

19.06 · 13:50

VIDEO

Yesterday I visited the glorious city of Yaroslavl Gave a lecture on acne with a review of modern recommendations and clinical cases. Thanks for the warm...

VIEWS

9 054

REACTIONS

276

REP.

3

ER

14.7%

↓

21.06 · 07:48

PHOTO

I congratulate everyone involved on Doctor's Day!) And as tradition goes, I want to give advice to all students and aspiring specialists: You all...

VIEWS

8 289

REACTIONS

771

REP.

7

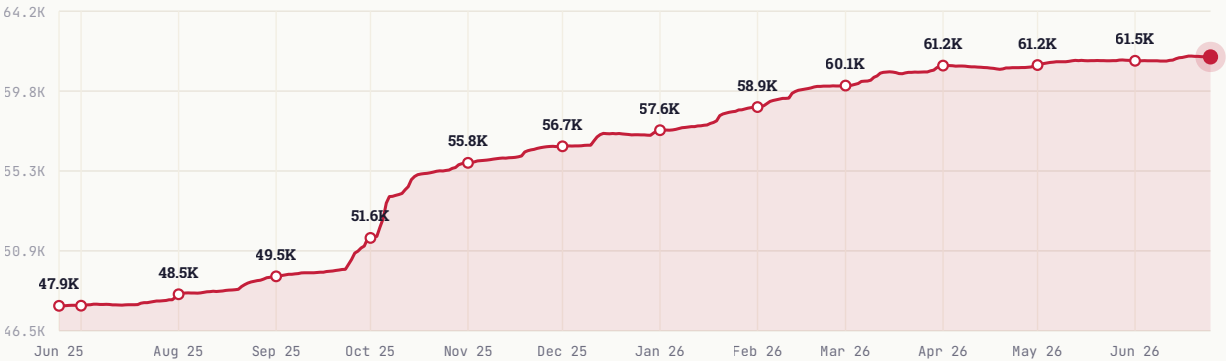
ER

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. It shows which months the channel gained and which months subscribers left.

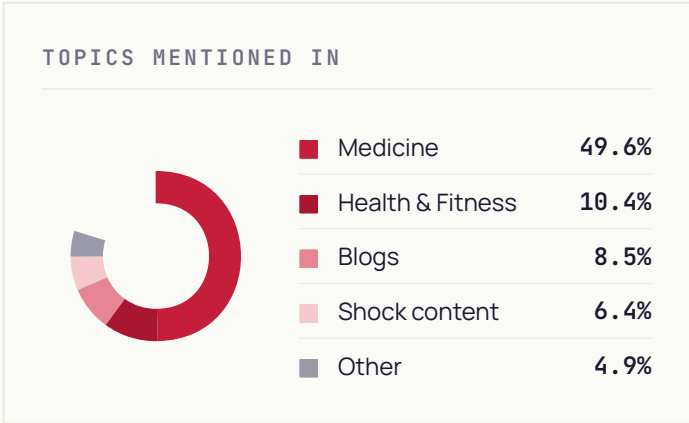
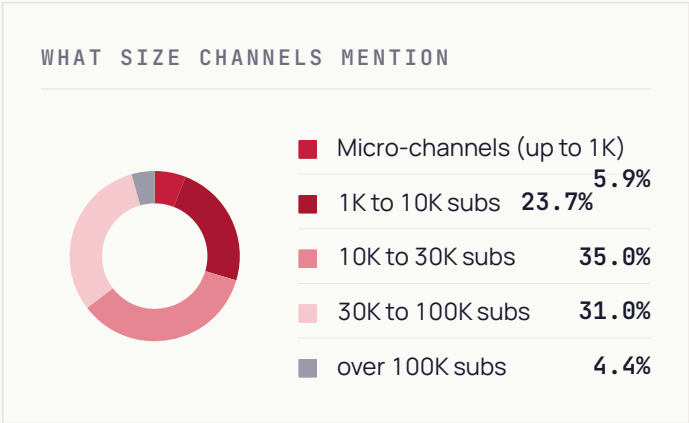
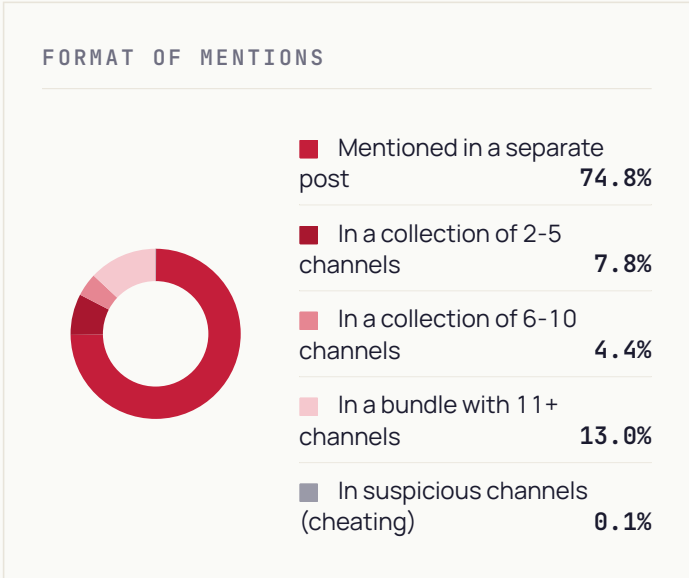
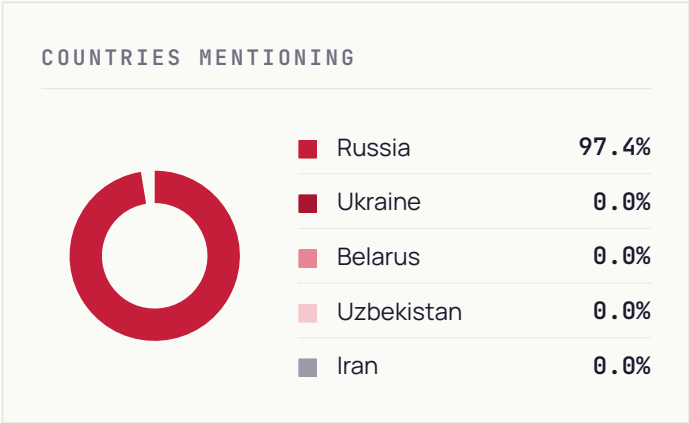


PERIOD START	NOW	NET GROWTH
47 859	61 683	+13 824

SECTION 04 · MENTIONS

Who mentions the channel and how

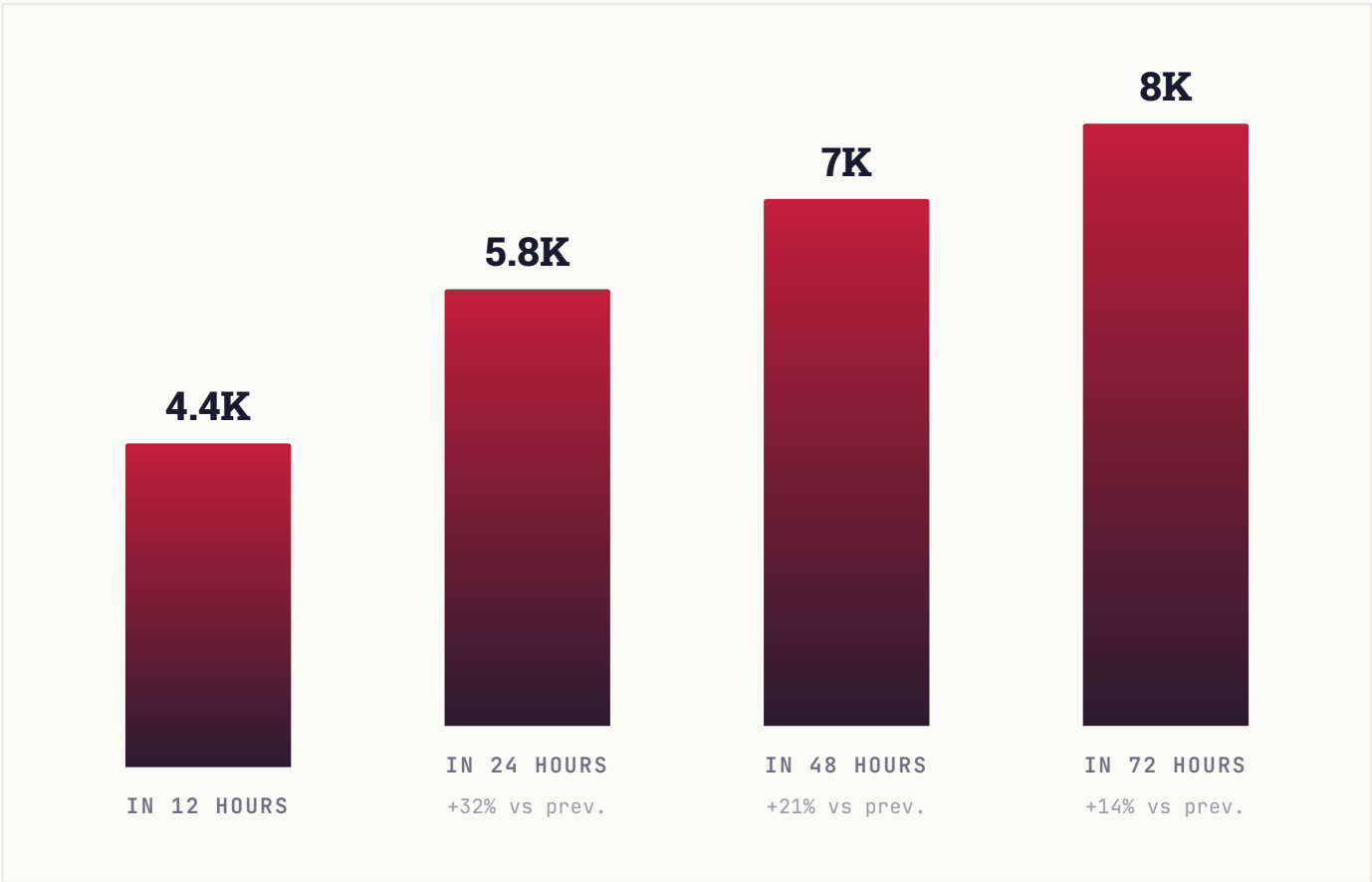
Citation index **86** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **246** different channels.



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 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
DB Dermatology Bykanova YOU	61.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#63 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

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** mentions found **57**, they brought **9 984** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	8	7	1 025
Nov 2025	36	29	940
Oct 2025	4	4	4 231
September 2025	1	1	2 097
August 2025	4	4	1 150
July 2025	4	4	541
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
57	6		9 984

SECTION 08 · NICHE COMPARISON

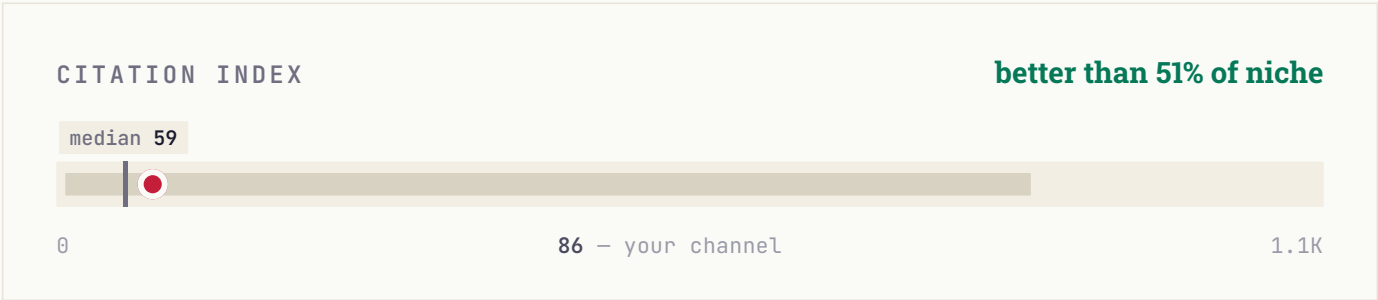
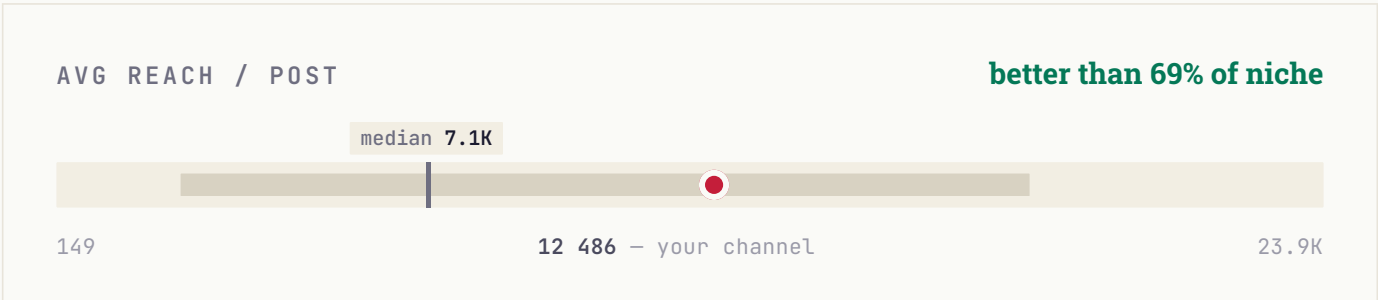
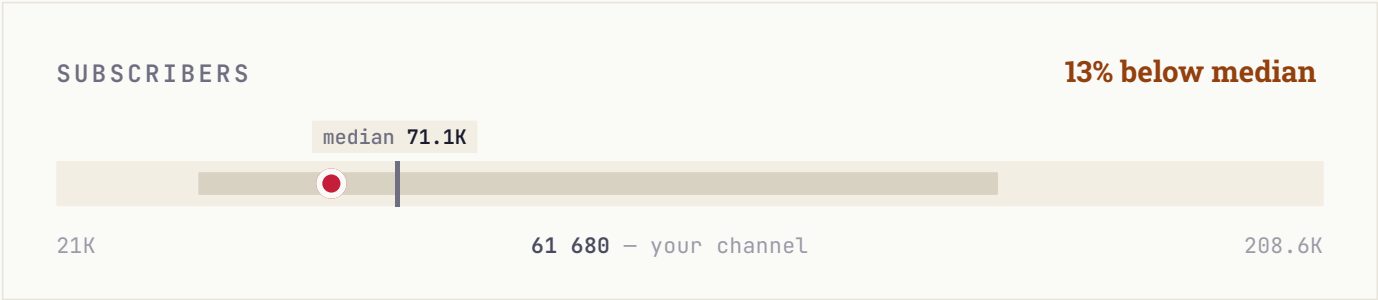
Where the channel stands in its league

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

#63/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Wednesday

On this day at 20:00 MSK audience is most active.

EFFECT

**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.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Swap posts with channels in the same segment once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 plan in a month.

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
