

PROMTPRESS PUBLIC REPORT

# Channel audit

## Dr. Mitsinskaya - bariatric surgeon



@dr\_mitsinskaya

Free consultation via DM — @Aleksandra\_Mitsinskaya\_surgeon

Mitsinskaya Alexandra Igorevna - PhD. Bariatric surgeon 🧑

Assistant, Pirogov RNRMU 24/7 support after discharge. Surgery...

SUBSCRIBERS

**10 603**

+6 per month

ERR (% SEE POSTS)

**8.0%**

last day 4.4%

REACH/POST

**828**

ad reach 463/24h

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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.

|                                                                                                                                                    |                                                                                                                                                                                  |                                                                                                                                                                                        |                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>10 603</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>7.81%</div> <div>avg % subs see post</div>                    | <div> VIEWS/POST</div> <div>828</div> <div>median 841 · 28 days</div>                                 | <div> POSTS/WEEK</div> <div>20.6</div> <div>for period</div>                       |
| <div> 7D TREND</div> <div>-8.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>18.9</div> <div>1,606 reactions, 227 reposts, 29 comments</div> | <div> POST LENGTH</div> <div>254 chars</div> <div>median 182 · 28 days</div>                          | <div> POSTS ANALYZED</div> <div>85</div> <div>28 days</div>                        |
| <div> AD REACH</div> <div>463</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>+6</div> <div>last month</div>                                  | <div> CITATION RATE</div> <div>325</div> <div>citation index · 398 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 27.02.2022</div> |

AI EDITOR SUMMARY

Channel «Dr. Mitsinskaya - bariatric surgeon» — 10 603 subs. Each post avg views 828 people (8% of subs), reach low — expand audience. Posts 21 posts/week (~3/day) — steady. Week Jul 6–12 reach dropped -8.1% by week Jun 29 – Jul 5 — worth analyzing.

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 **85** posts over 28 days.
- 02 Dominant format — **Video** (62/85 posts).
- 03 Avg post length — **254** chars (median 182).
- 04 Peak audience activity — **Saturday**, 16:00 MSK.
- 05 Top posts get **3×** more views than the weakest (1.3K avg for top vs 512 for worst) — among 85 posts in 28 days. Analyze what top posts share — topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                 |                                                                |                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>23.06 · 10:04</div><div>VIDEO</div></div> <div>New episode out!🔥 5 signs of post-bariatric issues ➡️Watch on YouTube ➡️Watch on...</div>                | <div>VIEWS</div> <div>1 466</div> <div>REP.</div> <div>5</div> | <div>REACTIONS</div> <div>15</div> <div>ER</div> <div>13.8%</div> |
| <div><div>Nº2</div><div>30.06 · 11:12</div><div>VIDEO</div></div> <div>New episode out!🔥 Sleeve gastrectomy: what to know before surgery ➡️Watch on YouTube ➡️Watch on...</div> | <div>VIEWS</div> <div>1 258</div> <div>REP.</div> <div>6</div> | <div>REACTIONS</div> <div>10</div> <div>ER</div> <div>11.9%</div> |
| <div><div>Nº3</div><div>23.06 · 11:31</div><div>VIDEO</div></div> <div>Our patient shares her story 2 years 7 months post-op.👉<br/>Result achieved by following...</div>        | <div>VIEWS</div> <div>1 161</div> <div>REP.</div> <div>5</div> | <div>REACTIONS</div> <div>41</div> <div>ER</div> <div>10.9%</div> |

|                                                                                                                                                                                                                     |                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 07.07 · 14:41 <span>VIDEO</span><br><b>New episode out! 🔥 Weight-loss drugs after bariatric surgery</b><br> Watch on... | <div>VIEWS</div> <b>1 096</b><br><div>REACTIONS</div> <b>11</b><br><div>REP.</div> <b>5</b><br><div>ER</div> <b>10.3%</b> |
| <b>Nº5</b> 21.06 · 08:25 <span>VIDEO</span><br><b>Dear patients, have a great day ❤️ I've created a smoothie recipe with 90g protein 🥗 Can be had 8-10 days after surgery if no special...</b>                      | <div>VIEWS</div> <b>1 078</b><br><div>REACTIONS</div> <b>31</b><br><div>REP.</div> <b>7</b><br><div>ER</div> <b>10.2%</b> |

### WORST 3

|                                                                                                                                                                                   |                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| ↓ 16.07 · 10:25 <span>PHOTO</span><br><b>Great result from our patient! 😊 Get a free consultation ↓ @Aleksandra_Mitsinskaya_surgeon ✅ Installment plan available without %...</b> | <div>VIEWS</div> <b>524</b><br><div>REACTIONS</div> <b>15</b><br><div>REP.</div> <b>2</b><br><div>ER</div> <b>4.9%</b> |
| ↓ 15.07 · 15:50 <span>VIDEO</span><br><b>Interview with our patient on the first day after bariatric surgery 🌟 📱 We're on Max, VK #patient_interview@dr_mitsinskaya</b>           | <div>VIEWS</div> <b>515</b><br><div>REACTIONS</div> <b>14</b><br><div>REP.</div> <b>2</b><br><div>ER</div> <b>4.9%</b> |
| ↓ 16.07 · 11:27 <span>VIDEO</span><br><b>Our patient &amp; contest winner's review. 🙏❤️ Thank you for your support! Svetlana's story...</b>                                       | <div>VIEWS</div> <b>498</b><br><div>REACTIONS</div> <b>16</b><br><div>REP.</div> <b>1</b><br><div>ER</div> <b>4.7%</b> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and loss.



PERIOD START

9 856

NOW

10 603

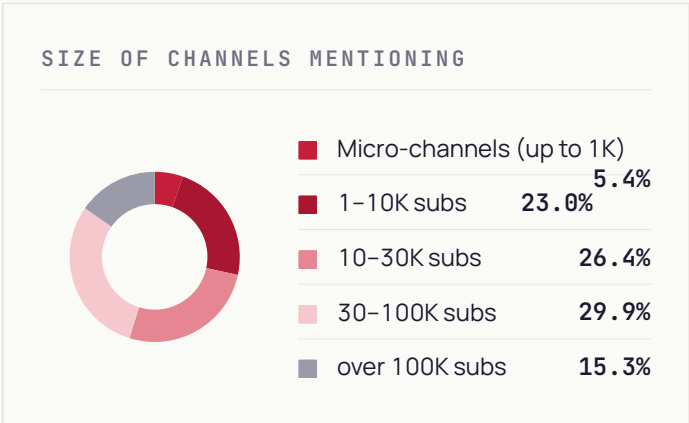
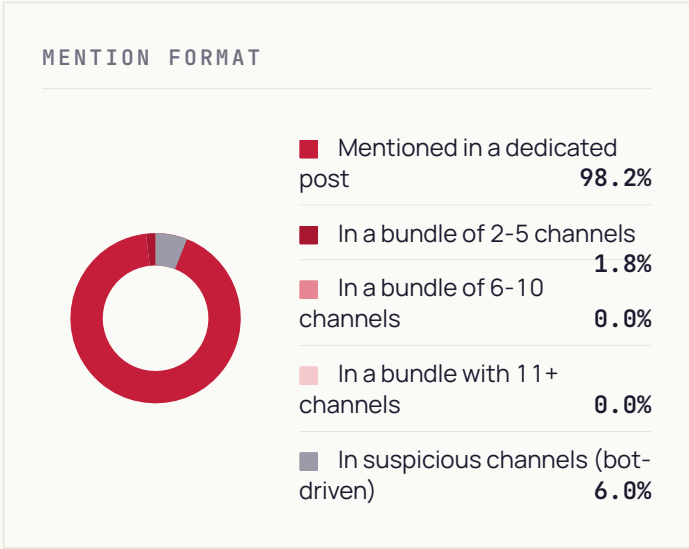
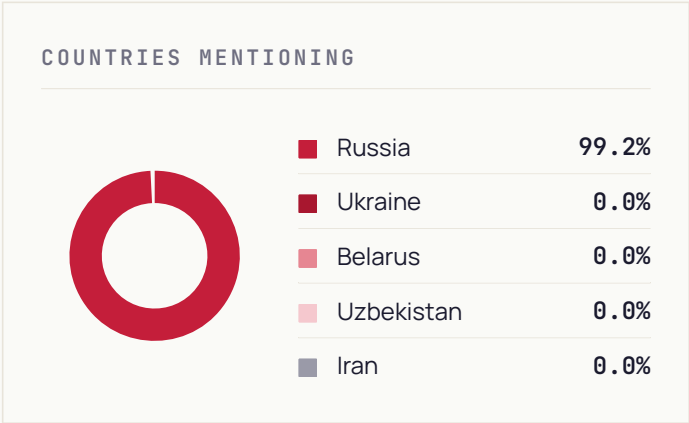
NET GROWTH

+747

SECTION 04 · MENTIONS

# Who mentions the channel and how

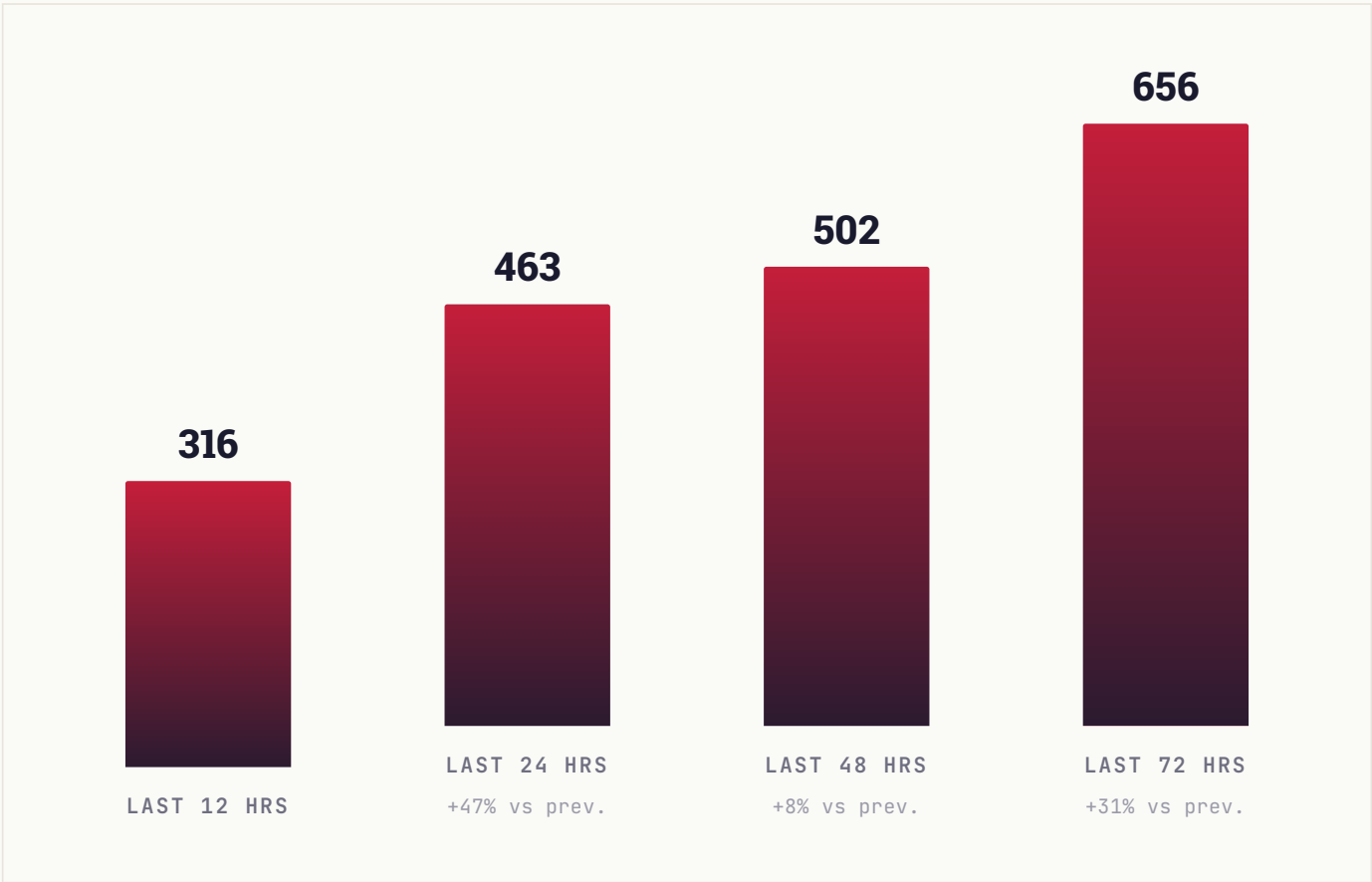
Citation index **325** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **398** different channels.



SECTION 05 · 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 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank 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 🌿 Folk Medicine 🌿                      | 235.1K      |
| Health ZdravKontrol                        | 222.2K      |
| DM Dr. Mitsinskaya - bariatric surgeon YOU | 10.6K       |

COMPARATIVE CONCLUSION

Channel is not yet outside top 97 of niche — 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 TRENDS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions **84**, they brought **1 214** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|---------------|----------|----------|---------------------|
| Jan 2026      | 10       | 10       | 113                 |
| December 2025 | 19       | 18       | 225                 |
| Nov 2025      | 10       | 10       | 171                 |
| Oct 2025      | 11       | 11       | 273                 |
| Sep 2025      | 15       | 15       | 62                  |
| August 2025   | 19       | 19       | 370                 |

|                |                |                      |
|----------------|----------------|----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ACQUIRED SUBSCRIBERS |
| 84             | 6              | 1 214                |

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 = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



## — SECTION 09 • STRATEGY

# What to do right now

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

- 01

**Top post of the week — on Saturday**  
On this day at 16:00 MSK audience is most active.

EFFECT  
**Best window for key posts**
- 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 poll per week on a hot topic is an easy growth lever.

EFFECT  
**+5-15% ER**
- 04

**Cross-promo with neighboring channels**  
Swap posts quarterly with same-segment channels.  
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 for organic traffic.

EFFECT  
**Organic traffic source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with us and hit your growth plan in a month.

01

## Launch Telegram ads

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

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)