

PROMTPRESS PUBLIC REPORT

Channel audit

Dr.Shefova / Доктор Шефова



@dr_shefova

Shefova Yulia Andreevna Helping preserve and restore health —
Gynecologist-endocrinologist — Reproductive specialist —
Ultrasound doctor — Phytotherapist — Preventive medicine The
channel also contains information about my...

SUBSCRIBERS

70 794

-115 per month

ERR (% SEE POSTS)

8.0%

per day 3.5%

REACH/POST

4.9K

ad reach 2.5K/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 70 794 —	 SUBSCRIBER REACH 6.95% avg % of subs see post	 VIEWS/POST 4.9K median 5.4K · 29 days	 POSTS/WK 11.6 over period
 7D TREND +10.8% vs prev. week	 REACTIONS/POST 78.6 only 3,775 reactions, 930 reposts, 204 comments	 POST LENGTH 388 chars. median 303 · 29 days	 POSTS ANALYZED 48 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -115 last month	 CITATION RATE 24 citation index · 44 channels mentioned ever	 CHANNEL AGE 5 years 6 months created 09.12.2020

AI EDITOR SUMMARY

Channel «Dr.Shefova / Doctor Shefova» — 70 794 subs. Each post averages 4.9K people (7% from subs), reach is low — consider expanding audience. Publishes 12 posts per week (~2/day) — consistent. Week Jun 8–14 reach grew +10.8% to week Jun 1–7 — 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 **48** posts in 29 days.
- 02 Dominant format — **Photo** (26/48 posts).
- 03 Avg post length — **388** chars (median 303).
- 04 Audience peak activity — **Sat, 12:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (6.6K avg for top vs 4.3K for worst) — among 48 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 09:45 TEXT Why periods became heavy: 6 reasons Periods were always normal — and suddenly became heavy. What's happening? Six reasons...	VIEWS 6 773 REPOSTS 62	REACTIONS 71 ER 9.6%
Nº2 10.06 · 06:10 TEXT Recovery after surgery: how to help the body? Surgery is a serious strain on the body. After surgical...	VIEWS 6 593 REPOSTS 151	REACTIONS 123 ER 9.3%
Nº3 15.06 · 09:55 PHOTO If you have infertility, miscarriages or non-developing pregnancies — endometrial assessment is a must Preferably with blood flow!...	VIEWS 6 552 REPOSTS 12	REACTIONS 35 ER 9.3%

Nº4 02.06 · 09:55 TEXT What is diminished ovarian reserve and why it's important to know before 35 You're 28, 30, 32. And you think it's too early to worry about your ovaries...	VIEWS 6 500 REPOSTS 40	REACTIONS 65 ER 9.2%
Nº5 29.05 · 09:25 TEXT What your nails say about your health Your nails are a mirror of your health. And they speak louder than you think. White spots on nails...	VIEWS 6 478 REPOSTS 37	REACTIONS 60 ER 9.2%

|

WORST 3

↓ 19.06 · 18:36 VIDEO Mountains, centuries-old oaks and olive trees – this is all Jordan	VIEWS 4 461 REPOSTS 2	REACTIONS 117 ER 6.3%
↓ 21.06 · 08:31 VIDEO Soon ♥	VIEWS 4 303 REPOSTS 3	REACTIONS 41 ER 6.1%
↓ 22.06 · 09:43 PHOTO I'm a doctor. And I'm afraid of melanoma. Because I know what it looks like on the skin of a patient who 'just tanned' her whole life. I know how it sounds...	VIEWS 4 284 REPOSTS 8	REACTIONS 299 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

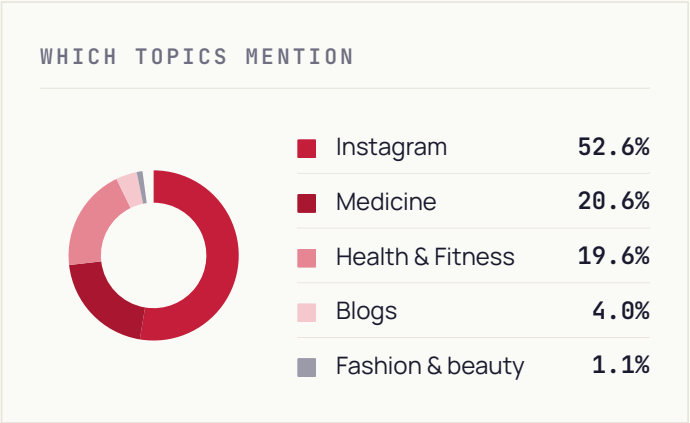
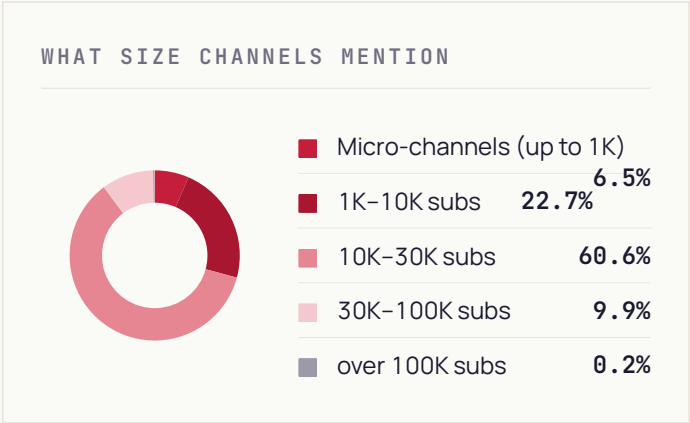
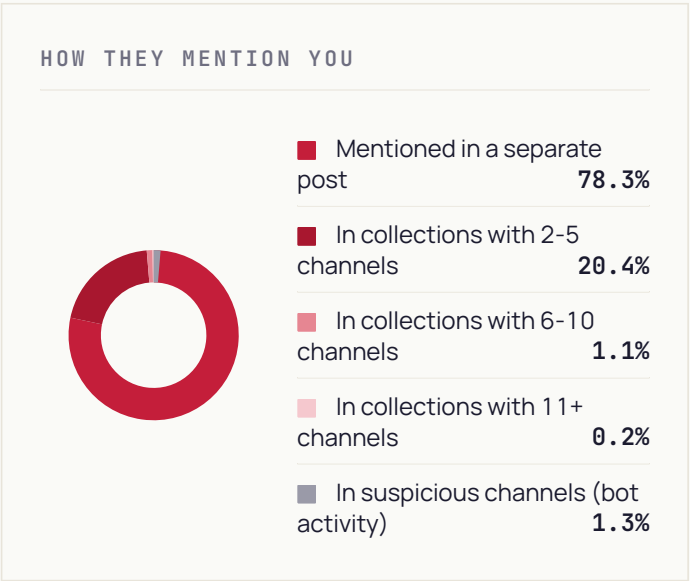
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

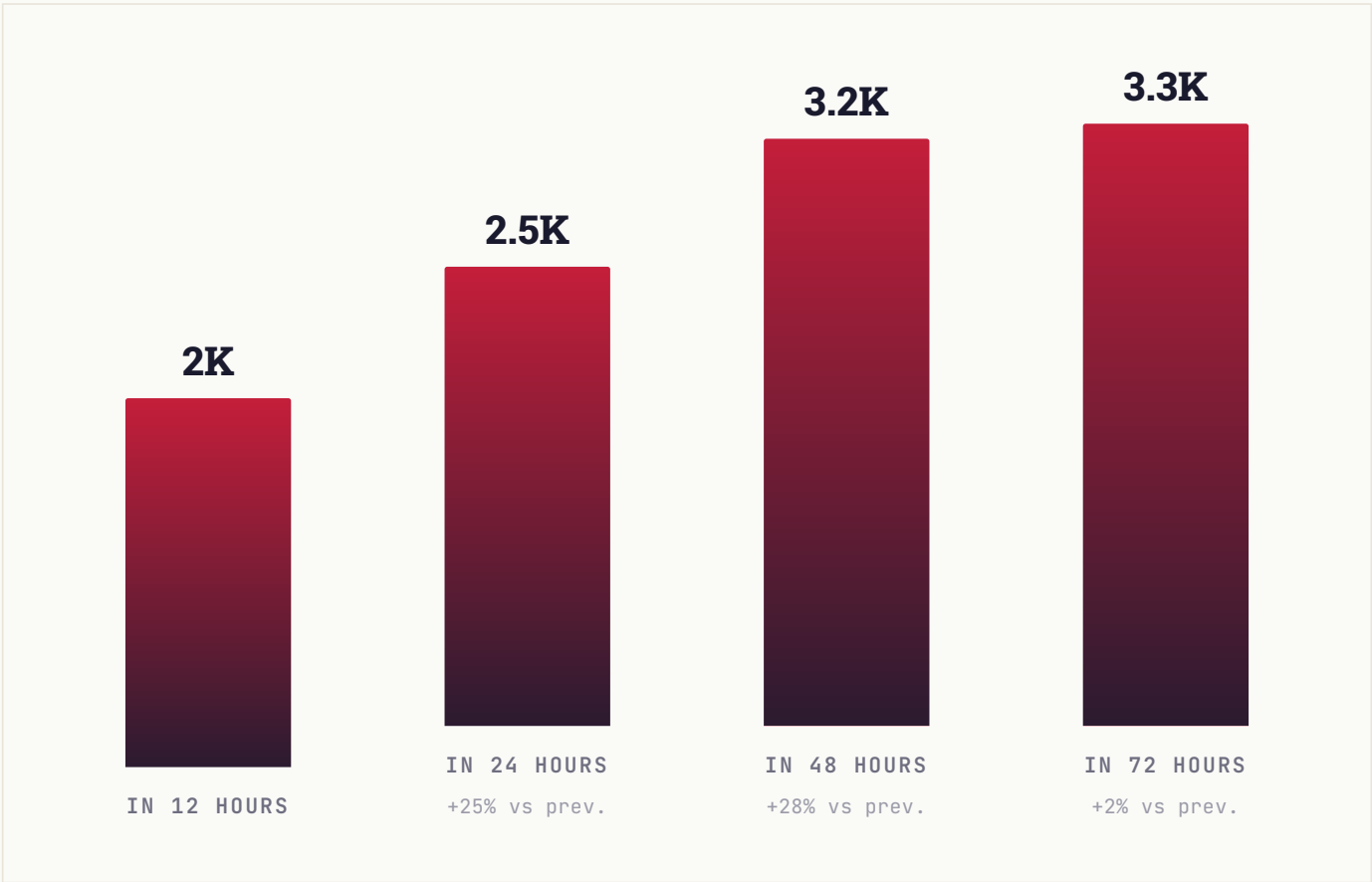
Citation index **24** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **44** different channels.



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 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
Health HealthControl	223.6K
QualityDr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Giving birth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
LifestyleNotes of a forensic expert	171.5K
D/ Dr.Shefova / Доктор Шефова YOU	70.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#52 of 96). Niche median — 70.8K subs. First growth KPI — reach the 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 mention your channel. Over the last **6 months** such mentions were **48**, they brought **1 496** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	19	7	891
Nov 2025	9	2	128
Oct 2025	8	3	97
September 2025	8	2	51
August 2025	1	1	120
July 2025	3	1	209

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
48	6	1 496

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

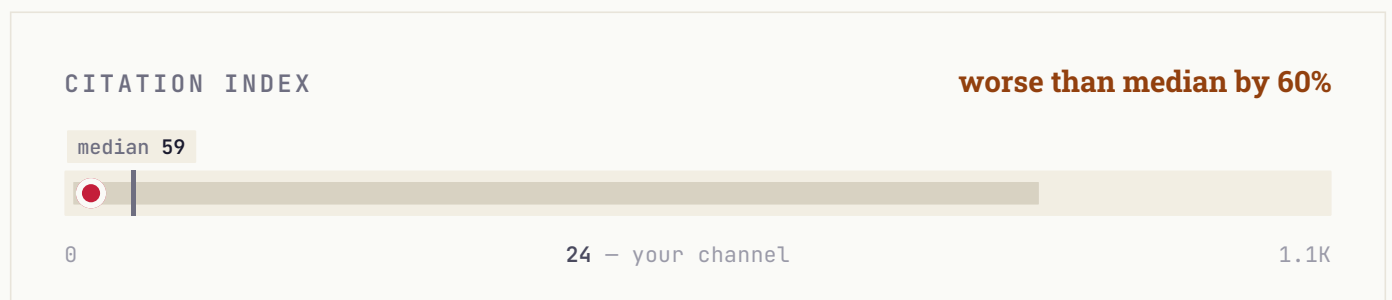
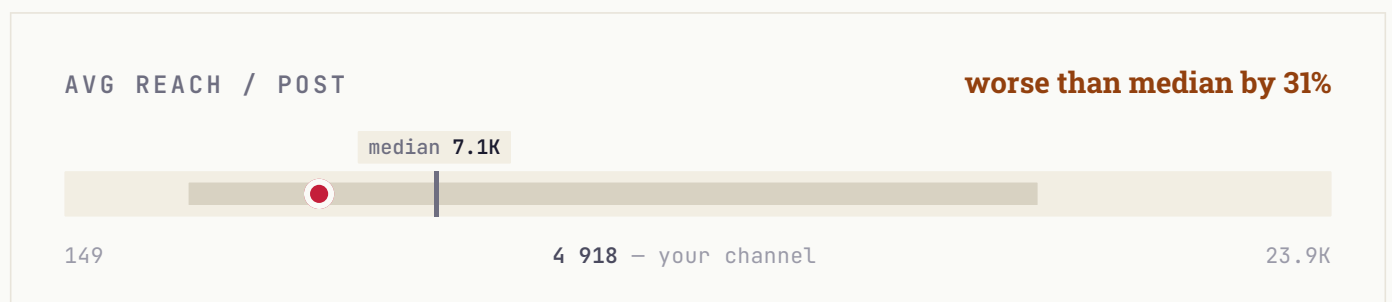
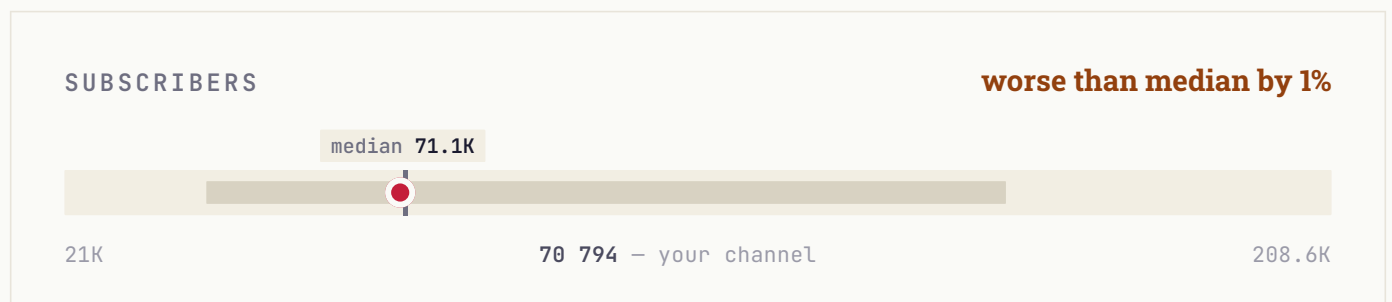
Took top-100 channels in category 'Medicine» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#52

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Post of the week — on Saturday**

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with nearby channels**

Swap posts quarterly with channels in the same segment. No need to do it 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 with us and hit your growth target in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
