

PUBLIC REPORT BY PROMTPRESS

Channel audit

Doctor Sychev



@dr_sychev

■psychiatrist, psychotherapist ■writer, musician ■% sober ■
founder @clinic_neformat ■book a consult: <https://clck.ru/3DmEdu>
Ads: @Yulia_Guliaeva Included in Roskomnadzor registry...

SUBSCRIBERS

49 204

+55 per month

ERR (% SEE POSTS)

18.0%

daily 7.6%

REACH/POST

8K

ad reach 3.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 49 204 —	 SUBSCRIBER REACH 16.25% avg % subs see post	 VIEWS/POST 8K median 8.2K · 28 days	 POSTS/WEEK 7.4 for period
 7D TREND -9.9% vs previous week	 REACTIONS/POST 219.1 total 6,572 reactions, 2,171 reposts, 523 comments	 POST LENGTH 812 chars. median 1000 · 28 days	 POSTS ANALYZED 30 28 days
 AD REACH 3.7K 24h average	 CHURN / MONTH +55 last month	 QUOTABILITY 74 citation index · 589 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 20.01.2018

AI EDITOR SUMMARY

Channel «Doctor Sychev» – 49 204 subs. Each post averages 8K people (16% from subs), this is average reach – room to grow. Publishes 7 posts per week (~1/day) – regular schedule. For week Jun 8–14, reach dropped -9.9% to week 1–7 Jun – worth analyzing reasons.

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 TOP POSTS SHARE

- 01 Analysis based on 30 posts over 28 days.
- 02 Dominant format — Text (15/30 posts).
- 03 Avg post length — 812 chars (median 1000).
- 04 Audience peak activity — Friday, 07:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (11.4K avg top vs 6.1K worst) — among 30 posts in 28 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 04:15 PHOTO To say we talked a lot about this book is an understatement. So today we'll skip the long intro. Just a few quotes from...	VIEWS 12 253 REP. 57	REACTIONS 171 ER 24.9%
Nº2 03.06 · 08:30 TEXT JUNE IN THE UNFORMAT LECTURE HALL Dear friends, we are not slowing down, and every Wednesday in our Unformat Lecture Hall we continue...	VIEWS 10 999 REP. 7	REACTIONS 92 ER 22.4%
Nº3 18.06 · 09:41 TEXT Today I bring you a selection different from the usual ones. This past month our team has been focused on spreading...	VIEWS 10 860 REP. 228	REACTIONS 178 ER 22.1%

Nº4 30.05 · 11:44 TEXT Who to read about health: expert picks instead of AI In recent years, the wellness world has changed a lot: fewer bans and questionable...	VIEWS 10 666 REP. 71	REACTIONS 141 ER 21.7%
Nº5 09.06 · 05:17 PHOTO Daily sitting under an oak tree for a year helped a British woman cure burnout After severe burnout, people usually go to a psychotherapist...	VIEWS 10 175 REP. 358	REACTIONS 548 ER 20.7%

WORST 3

↓ 18.06 · 03:08 TEXT Routine ≠ rigidity Question (author's spelling and punctuation preserved): Hello. In the lecture on ASD, Zoya said "routine is a friend", which...	VIEWS 6 363 REP. 59	REACTIONS 347 ER 12.9%
↓ 18.06 · 06:25 TEXT Propofol and long-term mental effects Question (author's spelling and punctuation preserved): How does anesthesia (e.g., propofol several times...	VIEWS 6 306 REP. 26	REACTIONS 188 ER 12.8%
↓ 22.06 · 05:03 PHOTO Hoy! Everyone remembers what we do on Mondays? Right — on Mondays you can ask me anything. As usual...	VIEWS 5 701 REP. 2	REACTIONS 143 ER 11.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

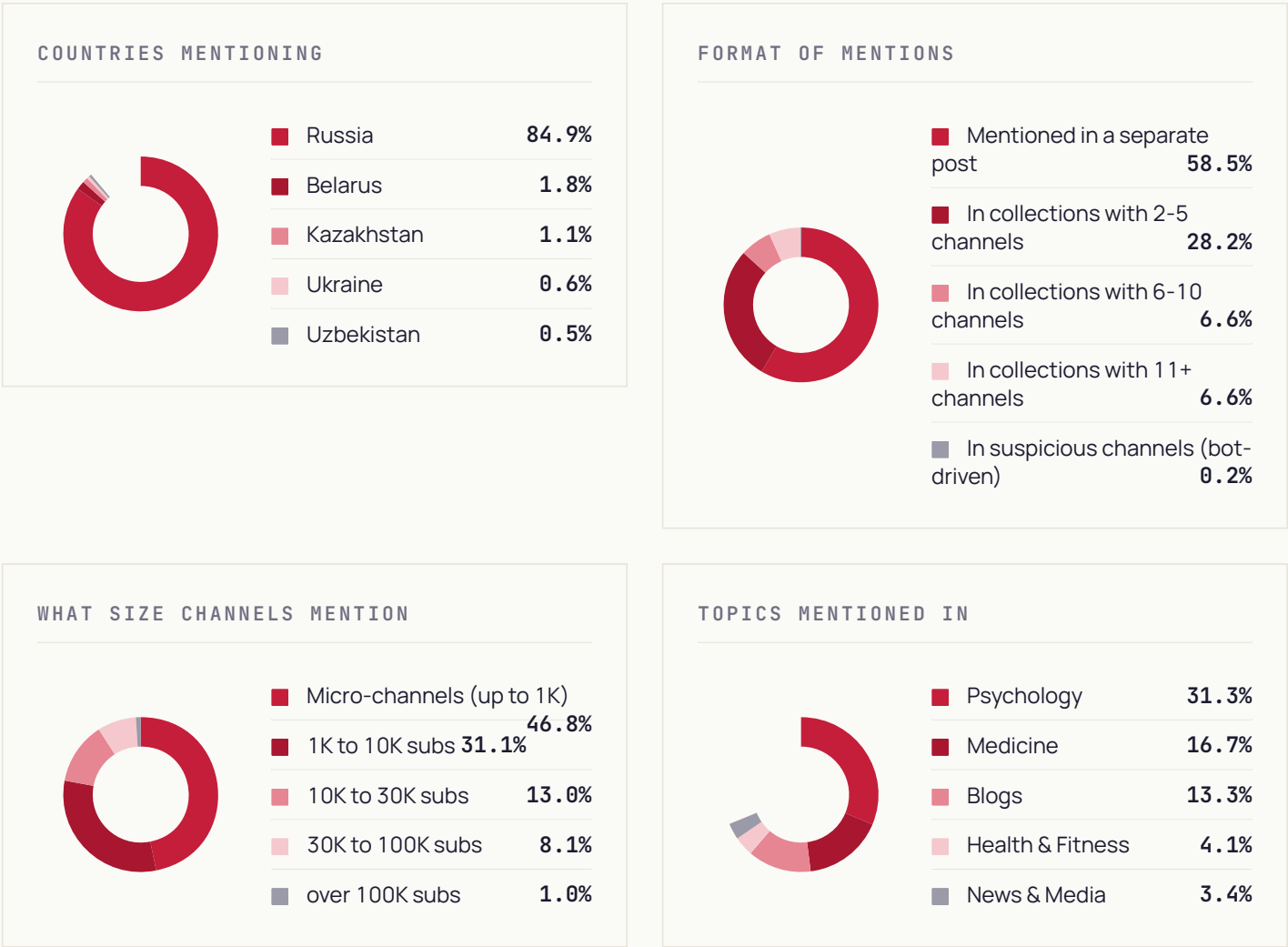


START OF PERIOD	NOW	NET GROWTH
47 189	49 204	+2 015

SECTION 04 · MENTIONS

Who mentions the channel & how

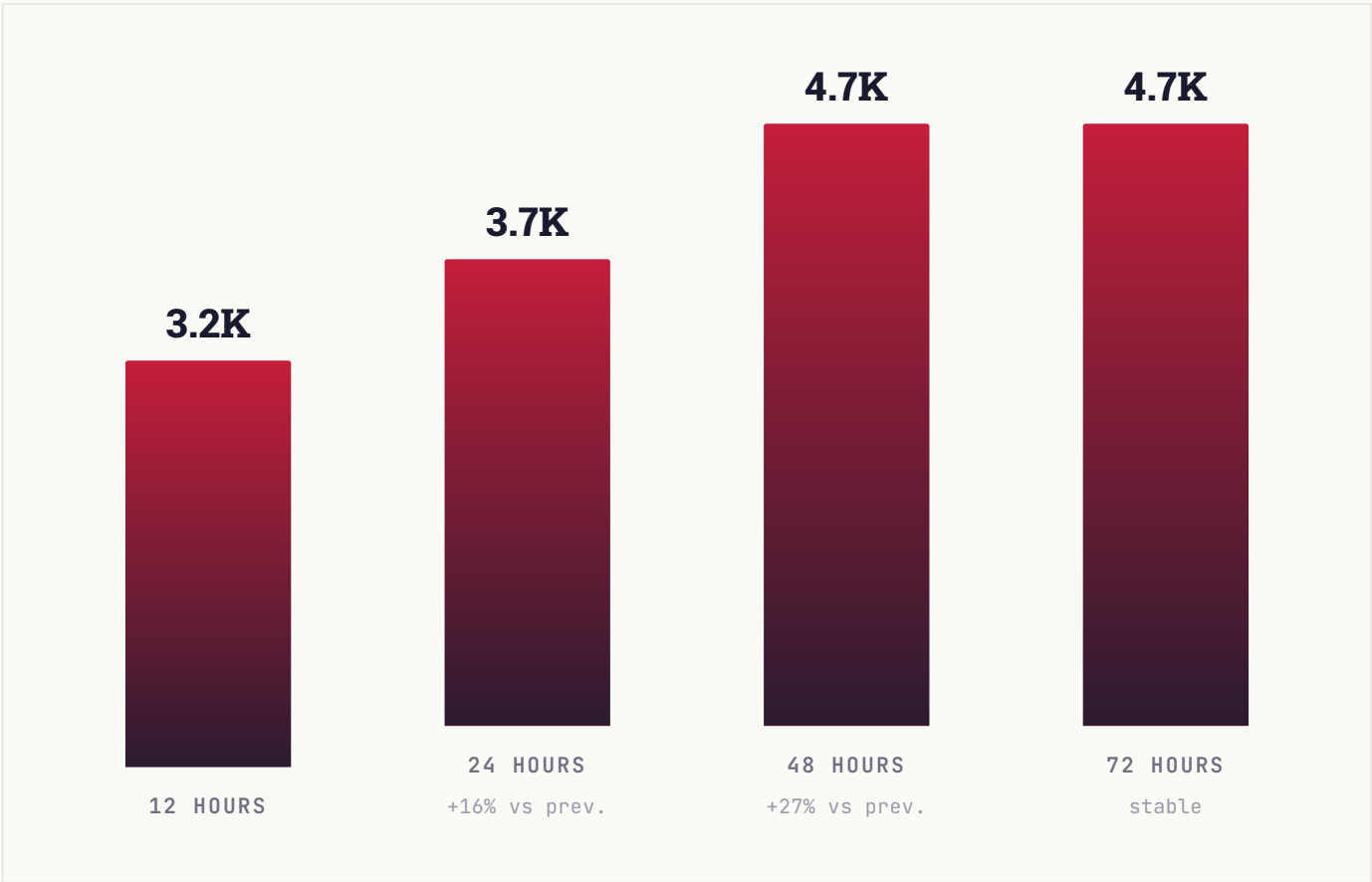
Citation index **74** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **589** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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
ZH ZdravKontrol	223.6K
KD Doctor Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic Examiner's Notes	171.5K
DS Doctor Sychev YOU	49.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#79 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

Each month we record posts in other channels that mention yours. Over the last **6 months** mentions like this **64**, they brought **1 180** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	14	12	34
November 2025	12	12	66
October 2025	13	12	28
September 2025	4	4	20
August 2025	11	11	189
July 2025	10	10	843

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
64	6	1 180

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

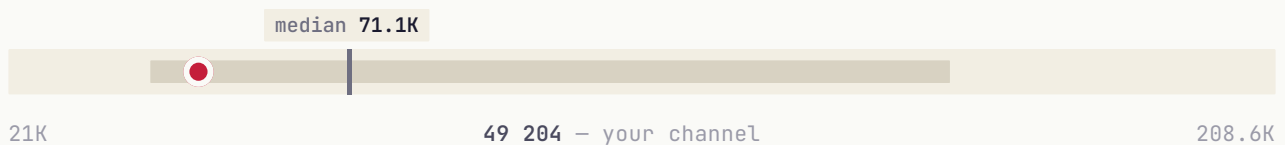
#79 /100

RANK IN NICHE

Channel in the bottom half of the ranking

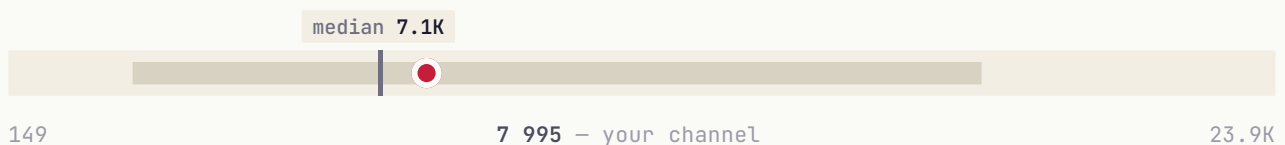
SUBSCRIBERS

31% below median



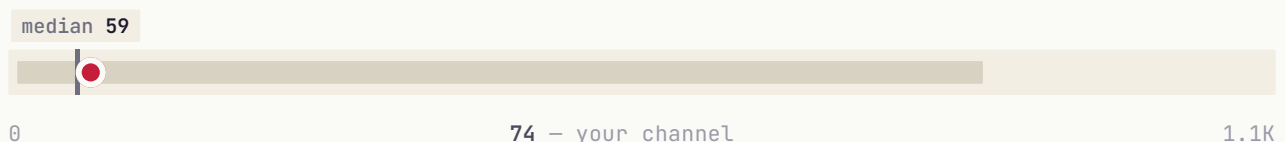
AVG REACH / POST

better than 53% of niche



CITATION INDEX

better than 50% of niche



— 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 Friday

Audience is most active on this day at 07:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap posts quarterly with channels in the same segment. 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 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
