

PUBLIC REPORT BY PROMTPRESS

Channel audit

Dr. Karapetyan. Plastic Surgeon



@drkarapetyan

Send photo for consultation to my Telegram @dr_karapetyan
Plastic surgeon Georgy Karapetyan. Doctor of Medical Sciences.
Professor. Author of the 5B technique. Moscow, Timura Frunze St.
11, bldg. 15....

SUBS

67 119

-1125 per month

ERR (% SEE POSTS)

6.0%

per day 2.7%

REACH/POST

3.8K

ad reach 1.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly graph · growth

04 Citations

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in 'Medicine' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 67 119 —	 SUB REACH 5.64% avg % subs see post	 VIEWS/POST 3.8K median 3.6K · 29 days	 POSTS/WEEK 14.2 for the period
 7D TREND -2.3% vs previous week	 REACTIONS/POST 41.9 only 2,470 reactions, 131 reposts, 44 comments	 POST LENGTH 643 chars median 938 · 29 days	 POSTS ANALYZED 59 29 days
 AD REACH 1.8K avg over 24h	 CHURN / MONTH -1125 last month	 CITATIONS 5 citation index · 48 channels mentioned ever	 CHANNEL AGE 8 years 4 months created 15.02.2018

AI EDITOR SUMMARY

Channel «Dr. Karapetyan. Plastic Surgeon» – 67 119 subs. Each post averages 3.8K people (6% from subs), reach is low – need to grow audience. Publishes 14 posts per week (~2/day) – regular schedule. For the week of June 8–14, reach stable (-2.3% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 59 posts over 29 days.
- 02 Dominant format – Photo (31/59 posts).
- 03 Avg post length – 643 chars (median 938).
- 04 Audience peak activity – Friday, 11:00 MSK.
- 05 Top posts get 4x more views than the weakest (6.6K avg for top vs 1.7K for worst) – among 59 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 08:01 VIDEO Check-up one day after Total Body complex after 60+ kg weight loss. Part 2 Only one day after the big complex on...	VIEWS 7 242 REPOSTS 6	REACTIONS 85 ER 10.8%
Nº2 06.06 · 04:01 PHOTO Circular blepharoplasty using 5B technique Photo 'after' – result after 3 months. Surgery performed on upper and lower eyelids. Lower...	VIEWS 6 254 REPOSTS 6	REACTIONS 61 ER 9.3%
Nº3 02.06 · 08:01 VIDEO Completed Total Body complex after losing over 60 kg. Part 1 This case is a true example of willpower. Our heroine...	VIEWS 6 235 REPOSTS 15	REACTIONS 98 ER 9.3%

Nº4 07.06 · 04:01 VIDEO I live far away. Do I need to come for an in-person meeting before surgery, and only then schedule the operation? Answering on video. ——— For...	VIEWS 6 188 REPOSTS 1 REACTIONS 40 ER 9.2%
Nº5 11.06 · 08:01 VIDEO Abdominoplasty for the slim: when sports and diet don't work Looking at this figure, many would say: 'Why surgery?...'	VIEWS 6 164 REPOSTS 3 REACTIONS 57 ER 9.2%

WORST 3

↓ 19.06 · 04:01 PHOTO After mammoplasty ——— Follow me on Max: #karapetyanochki_mammoplasty	VIEWS 1 865 REPOSTS 1 REACTIONS 36 ER 2.8%
↓ 15.06 · 04:01 PHOTO (post without caption – photo)	VIEWS 1 694 REPOSTS 2 REACTIONS 12 ER 2.5%
↓ 21.06 · 04:01 VIDEO Do you apply mesh when eliminating diastasis? Answering on video. ——— For cost details or to book an in-person consultation...	VIEWS 1 670 REPOSTS 2 REACTIONS 24 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

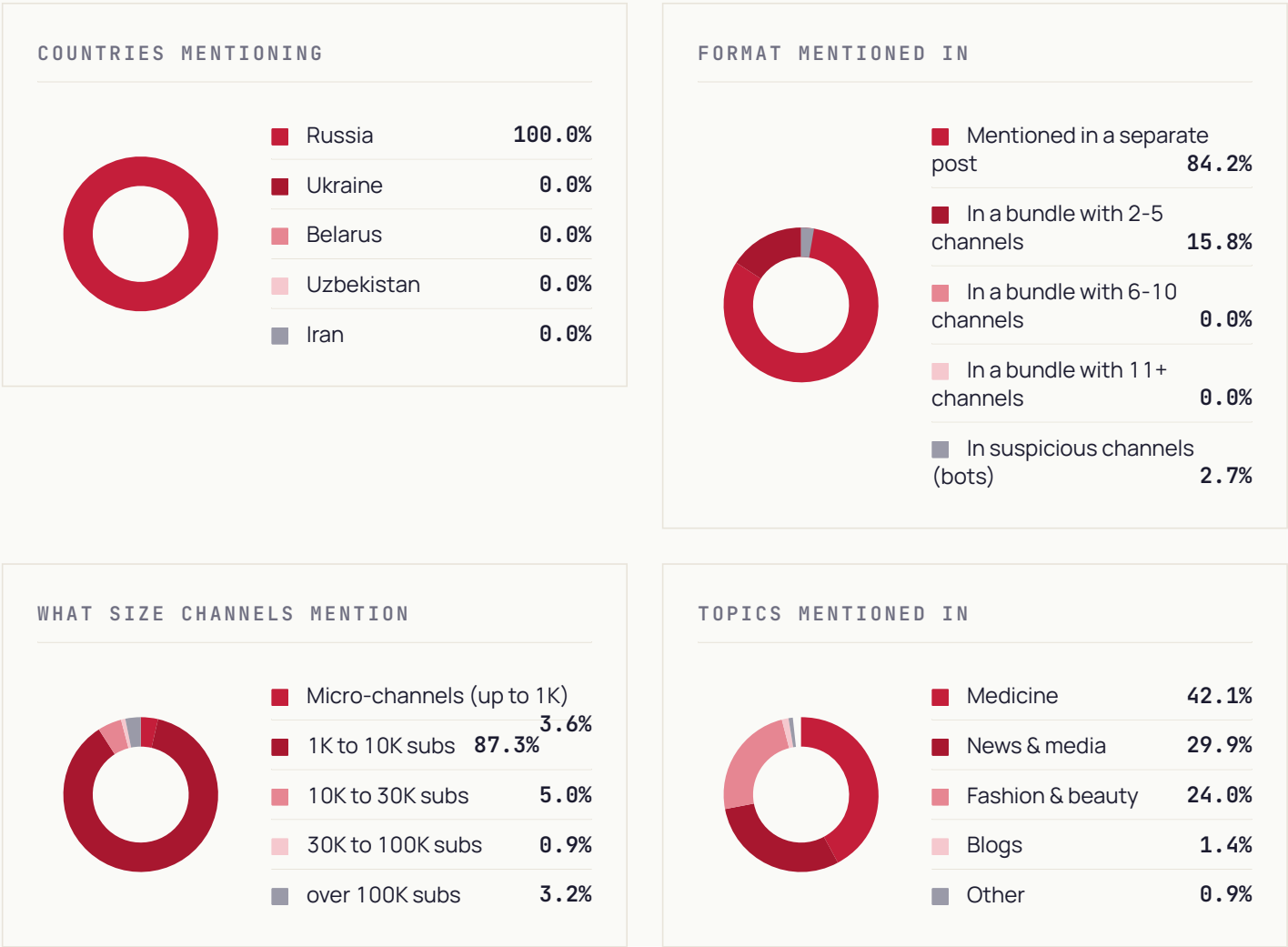
Subscriber growth graph for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

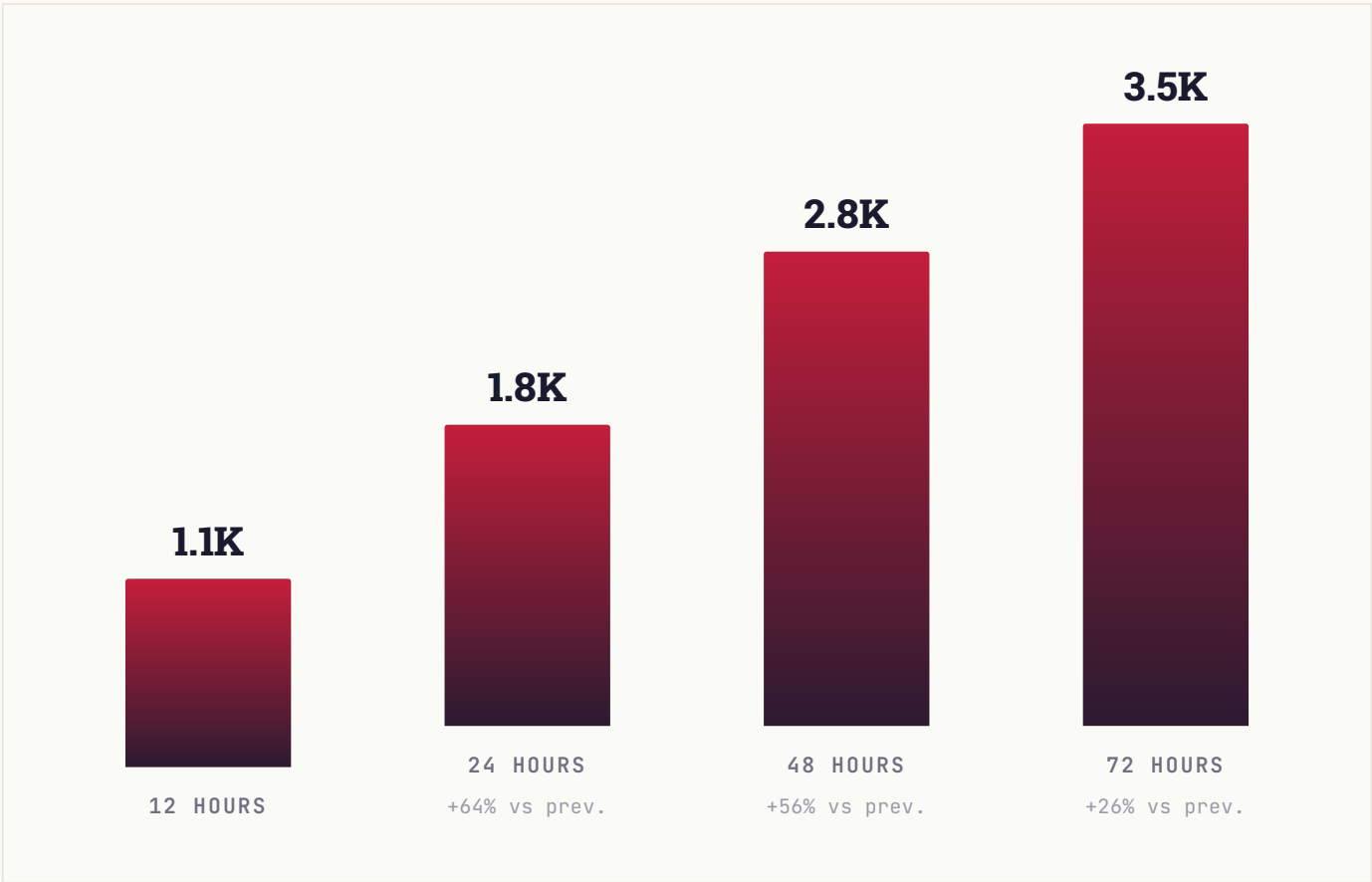
Citation index 5 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **48** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
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
DK Dr. Karapetyan. Plastic Surgeon YOU	67.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#55 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** mentions found **22**, they brought **20 977** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	5	2	5 575
November 2025	1	1	6 379
October 2025	4	3	877
September 2025	7	4	2 030
August 2025	3	2	3 709
July 2025	2	2	2 407
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
22	6	20 977	

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.

#55

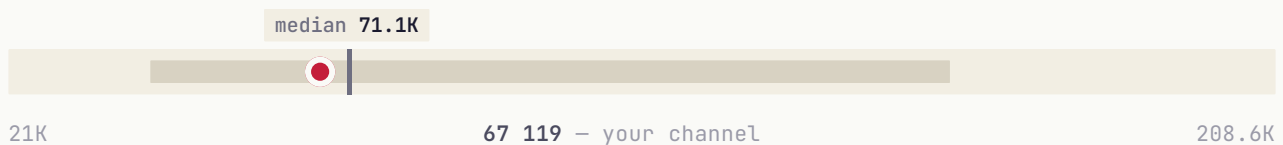
/100

RANK IN NICHE

Channel in bottom half of ranking

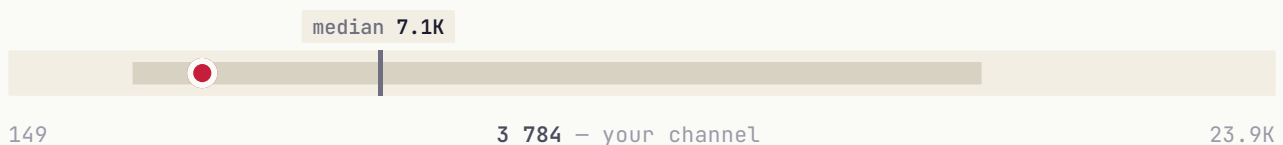
SUBS

6% below median



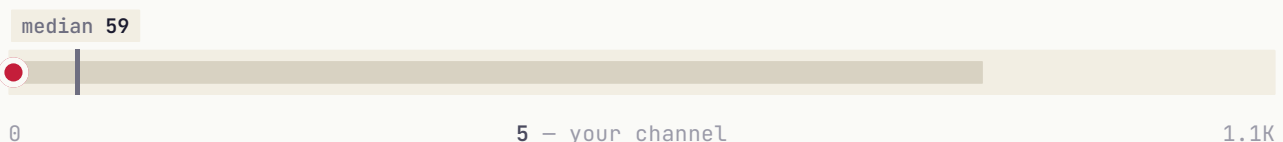
AVG REACH / POST

47% below median



CITATION INDEX

92% below median



— 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 Friday
 Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for important post
- 02

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
- 03

Test polls and interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with nearby channels
 Swap posts with same-segment channels quarterly. 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 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