

PROMTPRESS PUBLIC REPORT

Channel audit

Doctor Melnikov



@drmelnikov

🔞 My name is Dr. Melnikov, I'm a plastic and reconstructive surgeon. This is my channel about unnatural beauty 🧑🏻 I have only one channel, all others are fake @drmelnikov

SUBSCRIBERS

25 667

+91 per month

ERR (% SEE POSTS)

24.0%

per day 15.8%

REACH/POST

6.2K

ad reach 4.1K/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 25 667 —	 SUBSCRIBER REACH 24.03% avg % subs see post	 VIEWS/POST 6.2K median 6.2K · —	 POSTS/WEEK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 287.0 total 287 reactions, 28 reposts, 0 comments	 POST LENGTH 786 chars median 786 · —	 POSTS ANALYZED 1 —
 AD REACH 4.1K 24h avg	 CHURN / MONTH +91 for the last month	 QUOTABILITY 18 citation index · 40 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 02.11.2017

AI EDITOR SUMMARY

Channel «Doctor Melnikov» – 25 667 subs. Each post gets avg 6.2K people (24% of subs), average reach – room to grow. Publishes 1 posts per week (~0 per day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for –.
- 02 Dominant format – **Photo** (1/1 posts).
- 03 Avg post length – **786** chars (median 786).
- 04 Peak audience activity – **Sunday**, 21:00 MSK.
- 05 Top posts get **0x** more views than the weakest (2.1K avg for top vs 6.2K for worst) – among 1 posts for –. Worth analyzing what top posts share: topic, format, timing.

TOP 1 POSTS

Nº1 12.07 · 18:12 PHOTO Even if you don't need a facelift, it doesn't mean your source is simple! Here are just a few nuances you may encounter when...	VIEWS	REACTIONS
	6 167	287
	REPOSTS	ER
	28	24.0%

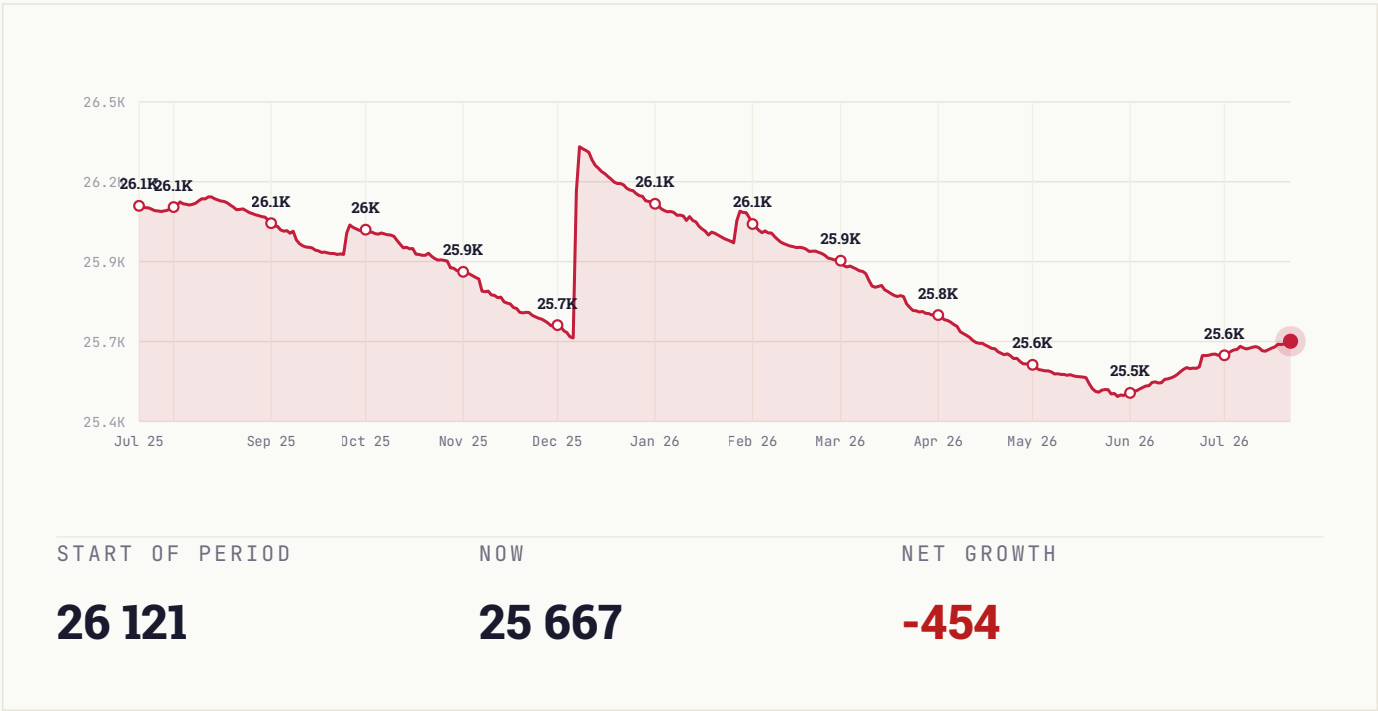
WORST 1

↓ 12.07 · 18:12 PHOTO Even if you don't need a facelift, it doesn't mean your source is simple! Here are just a few nuances you may encounter when...	VIEWS	REACTIONS
	6 167	287
	REPOSTS	ER
	28	24.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

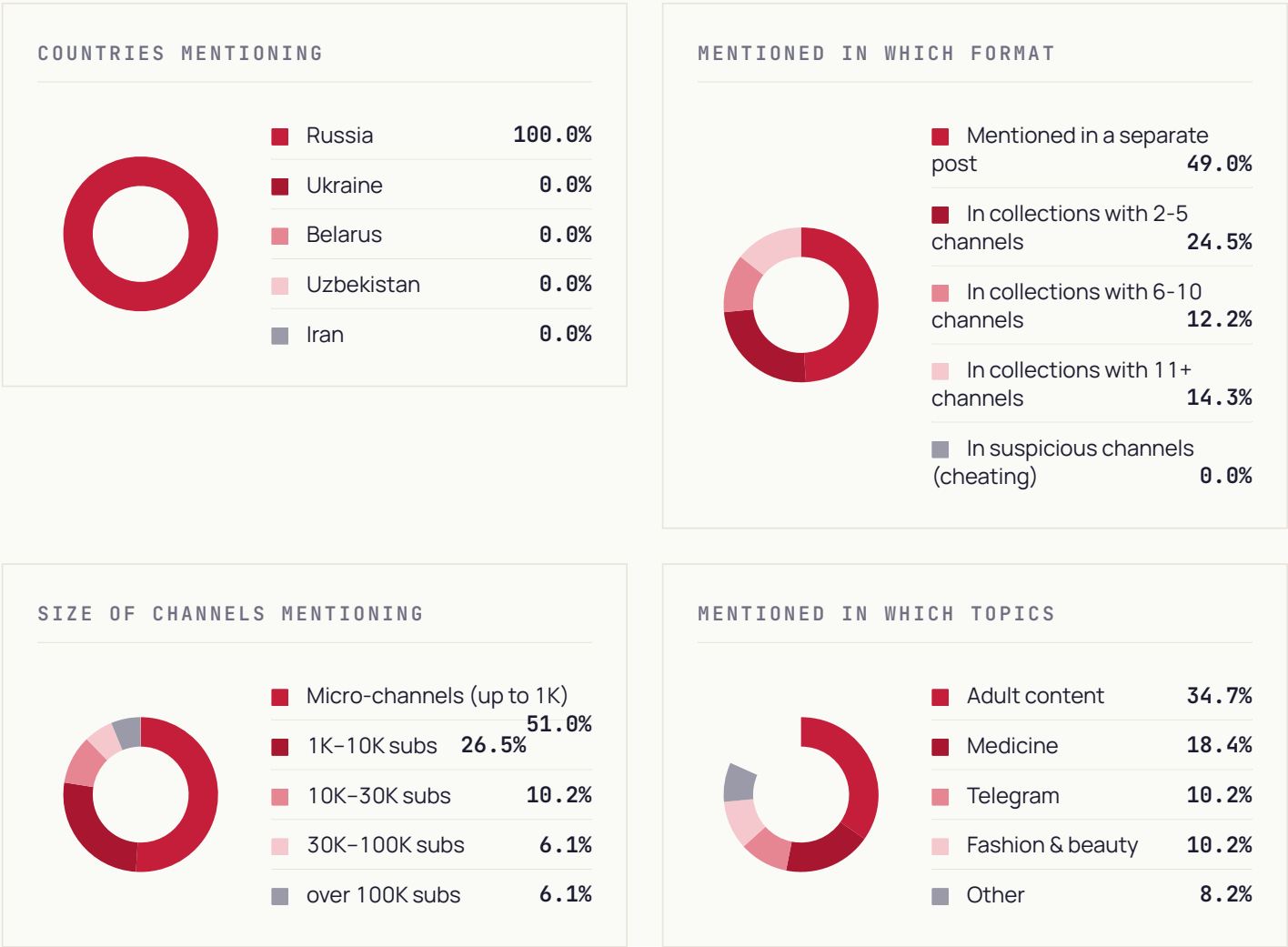
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

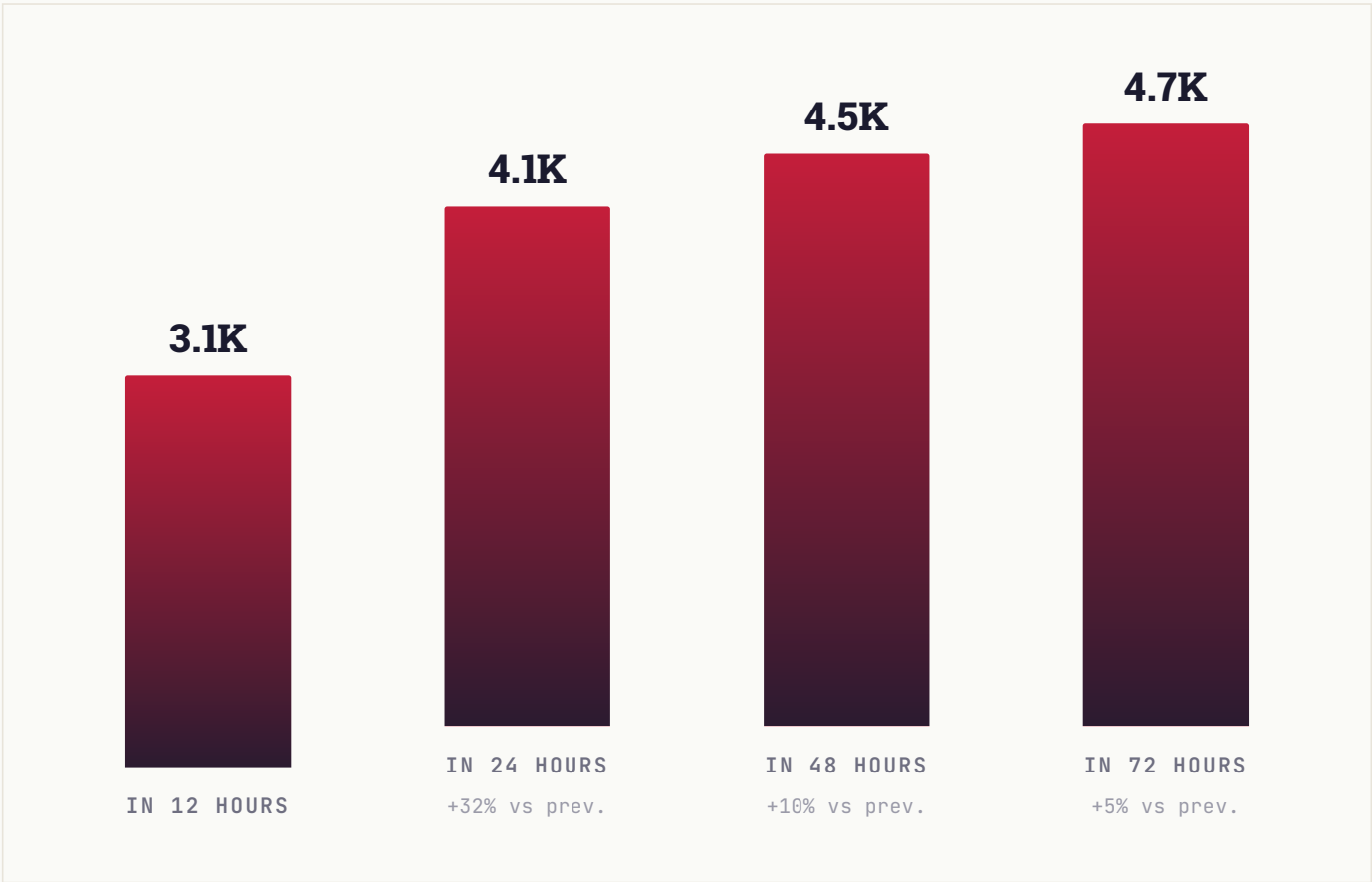
Citation index **18** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **40** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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
  Халқ табобати 	235.1K
Health HealthControl	222.2K
DM Doctor Melnikov YOU	25.7K

COMPARATIVE INSIGHT

Channel 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 work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **5**, they brought **962** new subs.

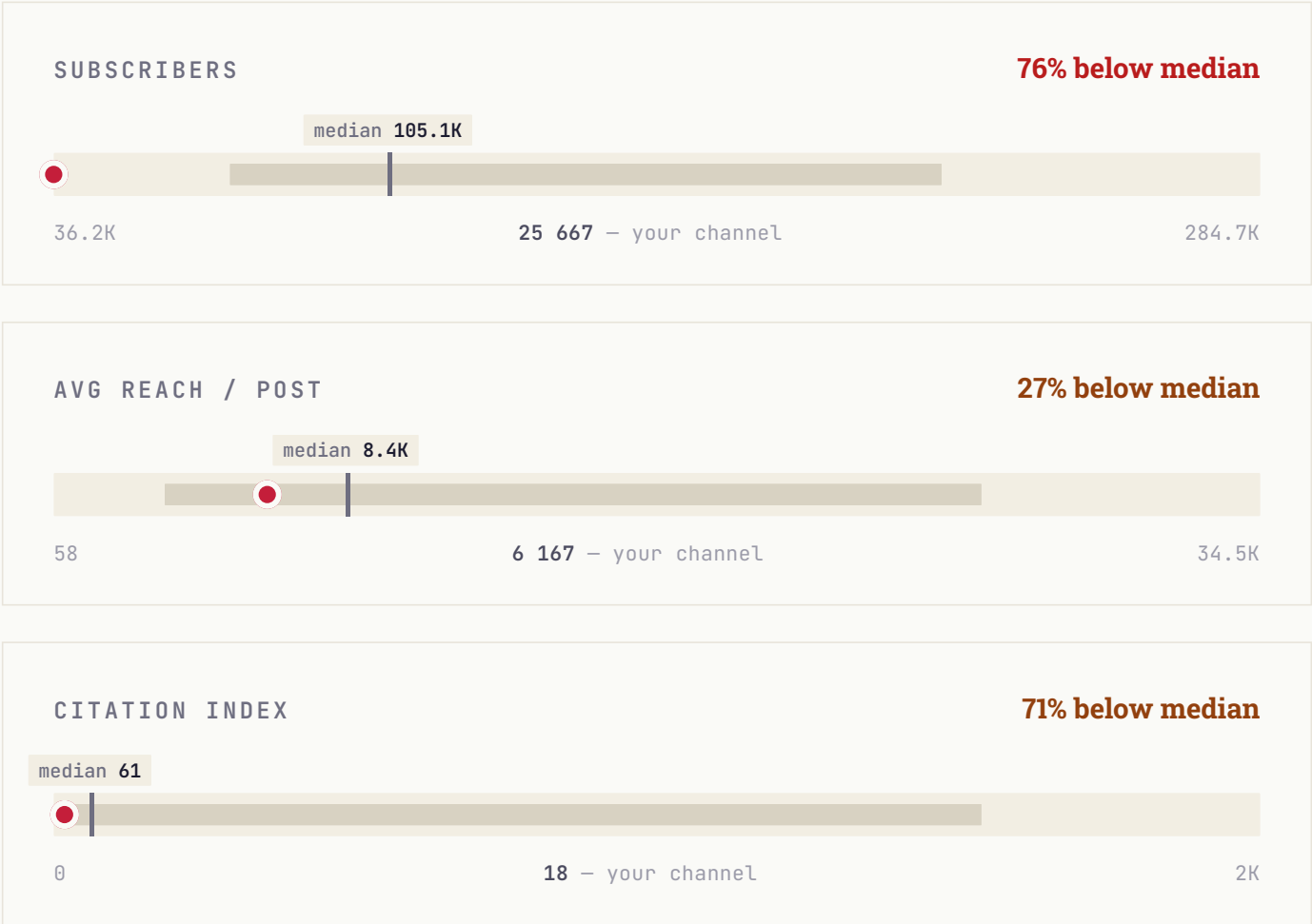
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	2	131
December 2025	0	0	641
November 2025	0	0	8
October 2025	1	1	16
September 2025	1	1	112
August 2025	0	0	54

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
5	6	962

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Increase posting frequency

Now 1.0 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Sunday

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video holds
audience
better**

04

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**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ 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 with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager