

PUBLIC REPORT BY PROMTPRESS

Channel audit

Doctor Shagarova



@drshagarova

#931vxc My name is Anastasia Shagarova, a physician and kinesiologist with 10+ years of experience. Expert in eliminating osteochondrosis and spinal curvature. Author of patented treatment methods...

SUBSCRIBERS

96 252

+6821 per month

ERR (% SEE POSTS)

5.0%

per day 2.1%

REACH/POST

4.3K

ad reach 2K/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 chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

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 is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 96 252 —	 SUBSCRIBER REACH 4.46% avg % subs see post	 VIEWS/POST 4.3K median 4.4K · 24 days	 POSTS/WEEK 39.0 for period
 7D TREND — no data for period	 REACTIONS/POST 47.6 only 6,385 reactions, 0 reposts, 0 comments	 POST LENGTH 416 chars. median 340 · 24 days	 POSTS ANALYZED 134 24 days
 AD REACH 2K avg over 24h	 CHURN / MONTH +6821 last month	 CITATION RATE 4 citation index · 57 channels mentioned it ever	 CHANNEL AGE 6 years 2 months created 23.04.2020

AI EDITOR SUMMARY

Channel «Doctor Shagarova» — 96 252 subs. Each post averages 4.3K people (4% from subs), reach is low — consider expanding audience. Publishes 39 posts per week (~6/day) — active posting schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **134** posts over 24 days.
- 02 Dominant format – **Video** (58/134 posts).
- 03 Avg post length – **416** chars (median 340).
- 04 Audience peak activity – **Tuesday**, 19:00 MSK.
- 05 Top posts get **3x** more views than the weakest (7.6K avg for top vs 2.3K for worst) – among 134 posts over 24 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 06:37 VIDEO Walking around the mall with family Never boring with us ♥	VIEWS 8 075 REPOSTS —	REACTIONS 138 ER 8.4%
Nº2 01.06 · 08:07 VIDEO Hormonal imbalance can be fixed without pills ☒ Thyroid is key for anyone who wants to be healthy...	VIEWS 7 384 REPOSTS —	REACTIONS 109 ER 7.7%
Nº3 06.06 · 15:32 PHOTO ☒ I prepared a gift. Lecture: "Restoring vascular health." No fluff. Only methods that work at home. Free...	VIEWS 7 223 REPOSTS —	REACTIONS 76 ER 7.5%

Nº4 09.06 · 12:01 PHOTO I'll go live today at 19:00 Moscow time. Topic: Varicose veins. Why they appear and how to remove them without surgery. I'll tell: — Where they come from...	VIEWS 7 108 REPOSTS — REACTIONS 57 ER 7.4%
Nº5 09.06 · 16:01 TEXT If you can't connect, internet is slow, use the links Join the broadcast "Varicose veins. Why they appear and how...	VIEWS 6 839 REPOSTS — REACTIONS 46 ER 7.1%

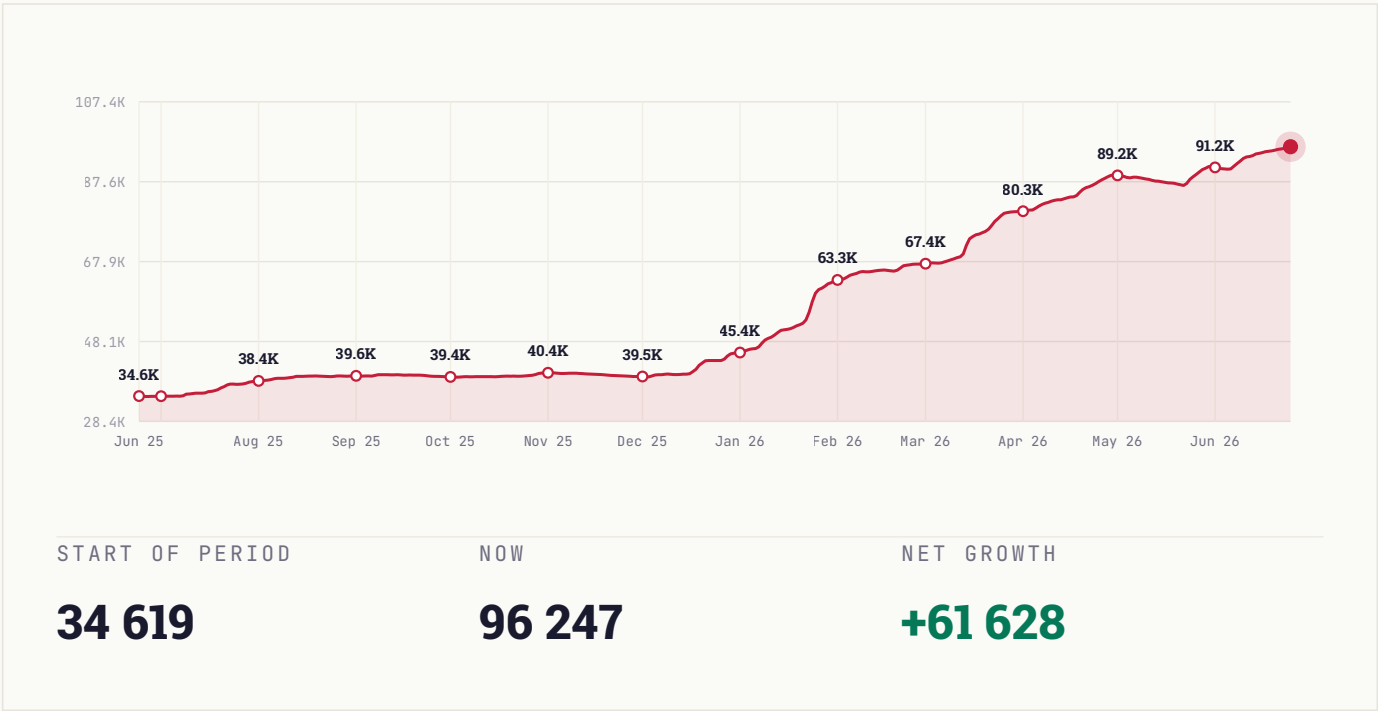
WORST 3

↓ 22.06 · 09:01 VIDEO Day 1 — Joints, lymphatic drainage & gift That's just for varicose veins. Then a lecture the same day...	VIEWS 2 400 REPOSTS — REACTIONS 28 ER 2.5%
↓ 22.06 · 08:02 VIDEO And the first day includes 6 ways to treat varicose veins without surgery. So on day one I'll give 6 treatment methods...	VIEWS 2 358 REPOSTS — REACTIONS 30 ER 2.4%
↓ 22.06 · 10:01 VIDEO Day two — Incontinence, varicose veins & flat feet Another amazing day, the day after tomorrow. Also 11 techniques. 6...	VIEWS 2 229 REPOSTS — REACTIONS 30 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

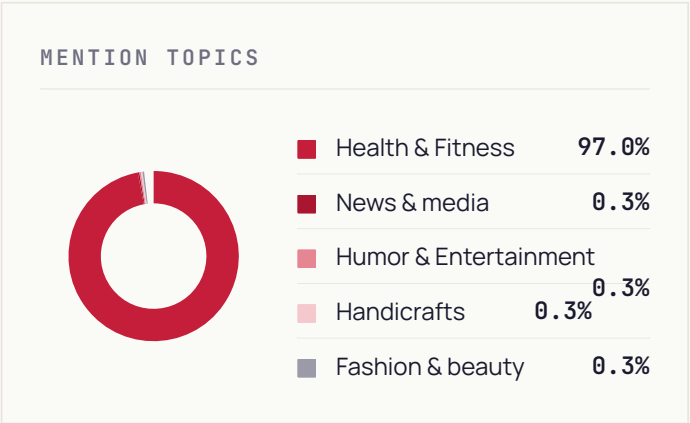
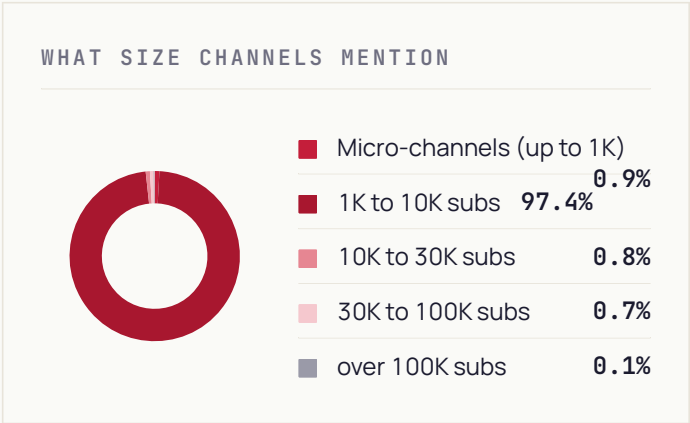
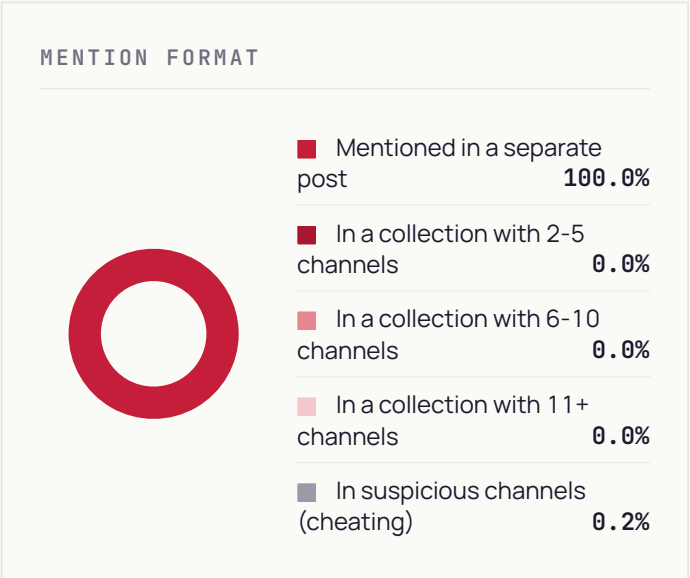
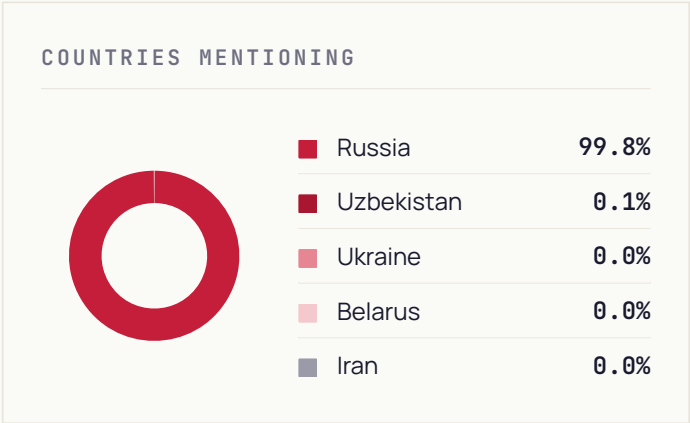
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

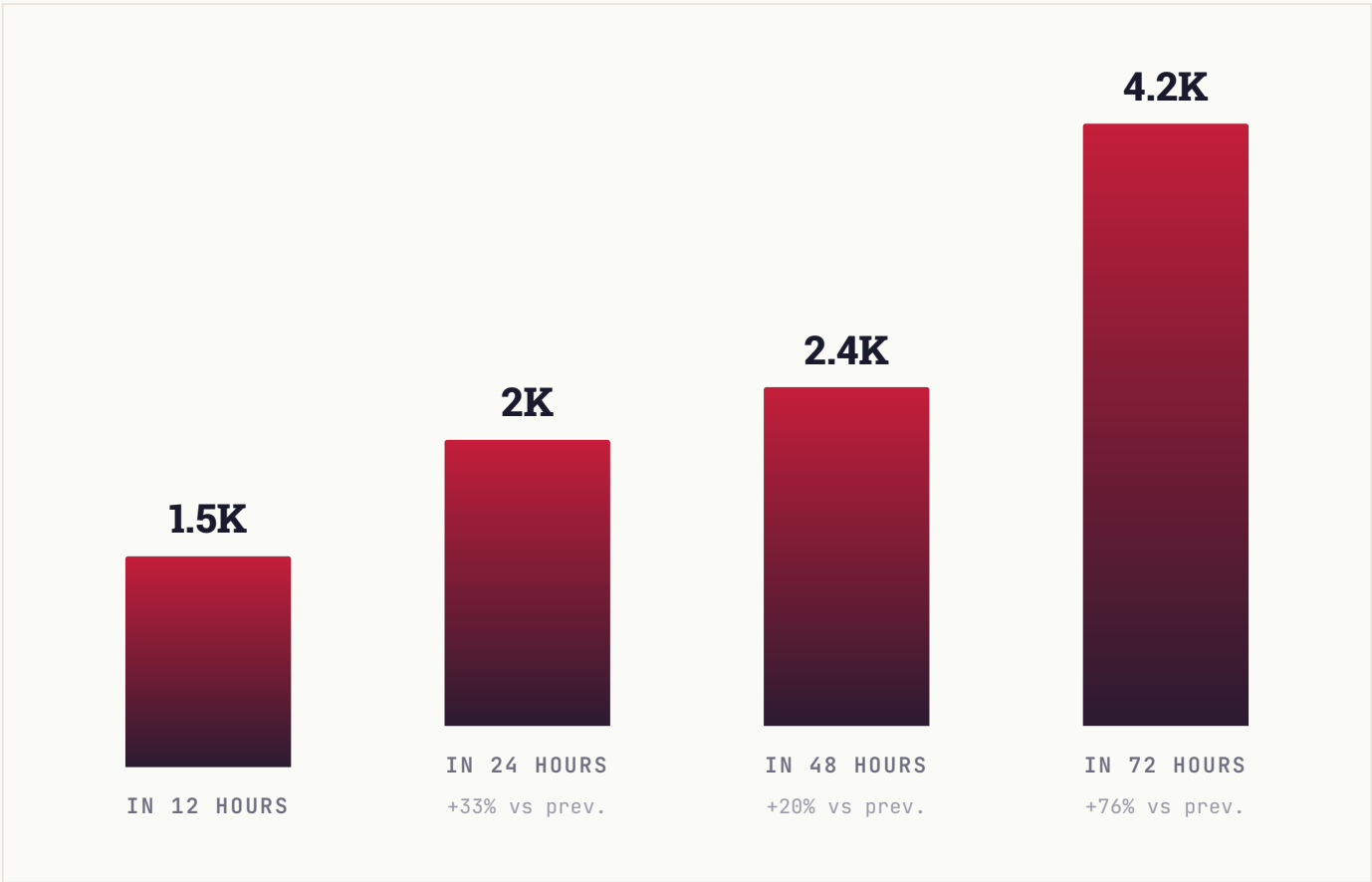
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 57 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest 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 Notes of a forensic expert	171.5K
DS Doctor Shagarova YOU	96.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#30 of 96). Niche leader — Blog from the Morgue (359.3K), median subs 70.8K. Aim for top quarter — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

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 **957**, they brought **13 276** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	11	3	6 109
November 2025	4	2	167
October 2025	2	2	1 207
September 2025	530	2	486
August 2025	151	2	1 551
July 2025	259	2	3 756

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
957	6	13 276

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 — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

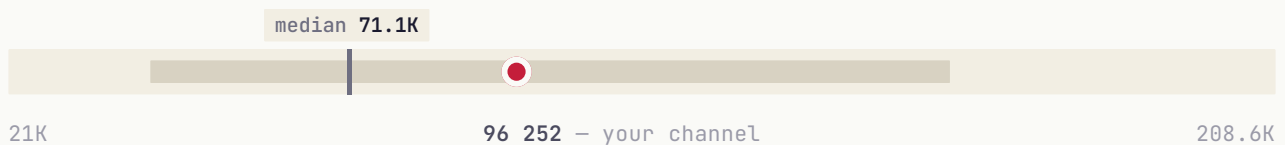
#30

/100

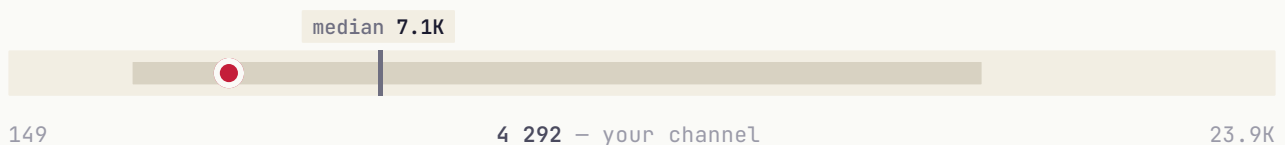
RANK IN NICHE

Channel in the top half of the ranking

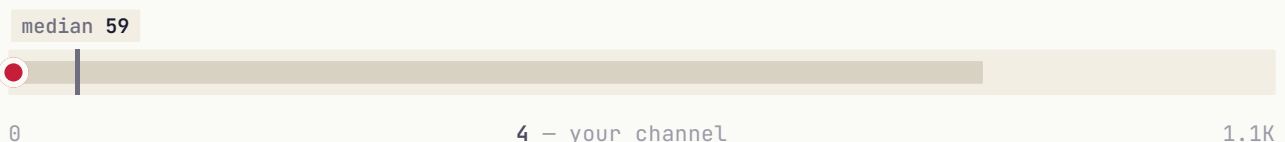
SUBSCRIBERS

better than 61% of niche


AVG REACH / POST

worse than median by 40%


CITATION INDEX

worse than median by 93%


— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Tuesday
 On this day at 19:00 MSK audience is most active.

EFFECT

Best time for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 4.46% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.0pp ER
- 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 and interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One weekly poll on a hot topic — easy win.

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 — 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 in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
