

PROMTPRESS PUBLIC REPORT

Channel audit

Zany Pediatrics

— Roman Shiyan



@drshnr

👩 Pediatrician, Moscow, docdeti 📖 Books: 1) "Virus Platoon & Bacteria Battalion: A Book on Childhood Infections" 2) "Pediatric Nerdy for Moms, Dads, Grandmas & Grandpas: All About Non-Contagious Stuff"

SUBSCRIBERS

37 410

+125 per month

ERR (% SEE POSTS)

17.0%

in 24 hrs 7.4%

REACH/POST

6.1K

ad reach 2.8K/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 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 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.

 SUBSCRIBERS 37 410 —	 SUBS REACH 16.4% avg % of subs see post	 VIEWS/POST 6.1K median 4.5K · 1.0 day	 POSTS/WEEK 14.2 for the period
 7D TREND — no data for period	 REACTIONS/POST 75.5 total 302 reactions, 243 reposts, 66 comments	 POST LENGTH 938 chars median 938 · 1.0 day	 POSTS ANALYZED 4 1.0 day
 AD REACH 2.8K 24h avg	 CHURN / MONTH +125 last month	 CITATION RATE 59 citation index · 280 channels mentioned it ever	 CHANNEL AGE 4 years 4 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Zany Pediatrics – Roman Shiyan» – 37 410 subs. Each post gets avg 6.1K people (16% of subs), average reach – room to grow. Posts 14 posts/week (~2/day) – regular pace.

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 HAVE IN COMMON

- 01 Analysis based on 4 posts in 1.0 day.
- 02 Dominant format — Text (2/4 posts).
- 03 Avg post length — 938 chars (median 938).
- 04 Peak audience activity — Tuesday, 16:00 MSK.
- 05 Top posts get 2× more views than the weakest (6.7K avg for top vs 4.4K for worst) — among 4 posts over 1.0 day. Analyze what top posts share: topic, format, publish time.

TOP 4 POSTS

Nº1 30.06 · 13:02 TEXT About doctors and healthy people We've talked a lot about non-obvious principles of medicine. Here's a short text I saw from...	VIEWS 11 245 REPOSTS 221	REACTIONS 245 ER 30.1%
Nº2 02.07 · 12:25 SURVEY (post without caption — poll)	VIEWS 4 497 REPOSTS 7	REACTIONS 9 ER 12.0%
Nº3 02.07 · 12:25 SURVEY (post without caption — poll)	VIEWS 4 429 REPOSTS 7	REACTIONS 11 ER 11.8%

Nº4 02.07 · 12:24 TEXT Here's a poll Below is a hypothetical, highly simplified, and even somewhat absurd situation, but it can slightly...	VIEWS	REACTIONS
	4 366	37
	REPOSTS	ER
	8	11.7%

WORST 3

↓ 02.07 · 12:25 SURVEY (post without caption – poll)	VIEWS	REACTIONS
	4 497	9
	REPOSTS	ER
	7	12.0%
↓ 02.07 · 12:25 SURVEY (post without caption – poll)	VIEWS	REACTIONS
	4 429	11
	REPOSTS	ER
	7	11.8%
↓ 02.07 · 12:24 TEXT Here's a poll Below is a hypothetical, highly simplified, and even somewhat absurd situation, but it can slightly...	VIEWS	REACTIONS
	4 366	37
	REPOSTS	ER
	8	11.7%

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 months subscribers left.



PERIOD START

35 853

NOW

37 410

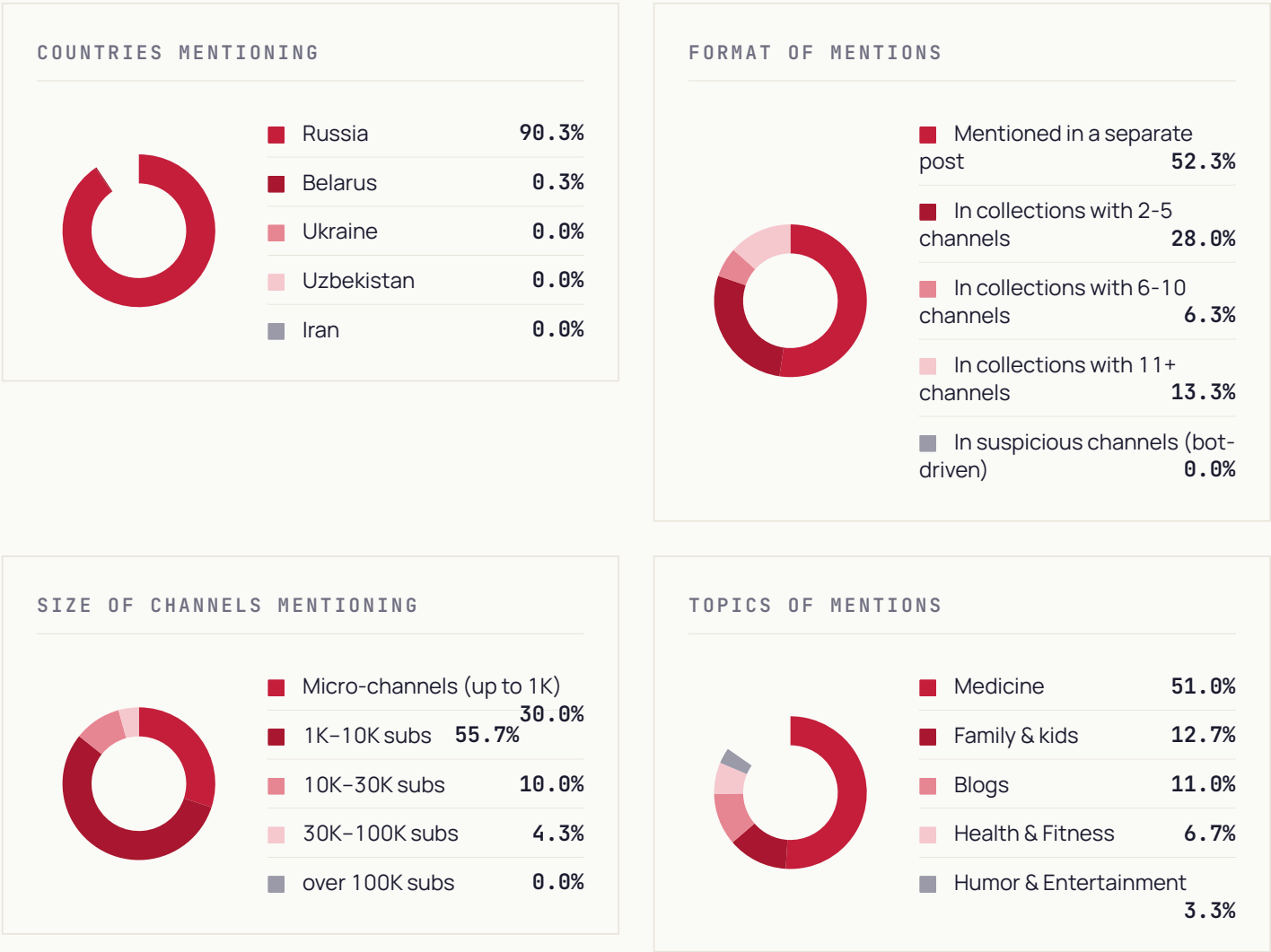
NET GROWTH

+1 557

SECTION 04 · MENTIONS

Who mentions the channel and how

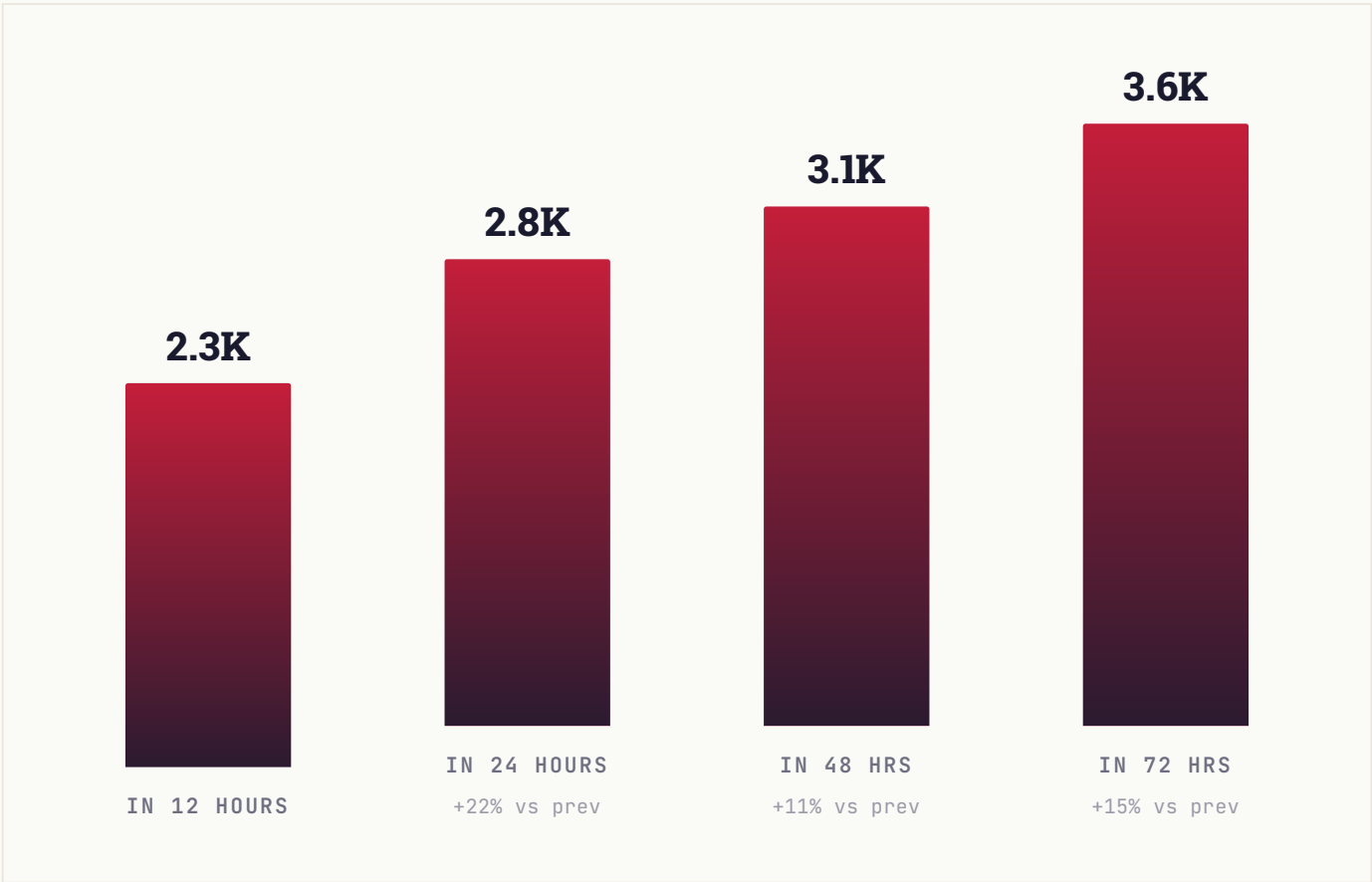
Citation index **59** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **280** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

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
🌿 X 🌿 Халқ табobati 🌿	235.1K
HD HealthControl	222.2K
HP Zany Pediatrics — Roman Shiyan YOU	37.4K

COMPARATIVE CONCLUSION

Channel is 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 your channel. Over the last **6 months** such mentions were **17**, they brought **2 254** new subs.

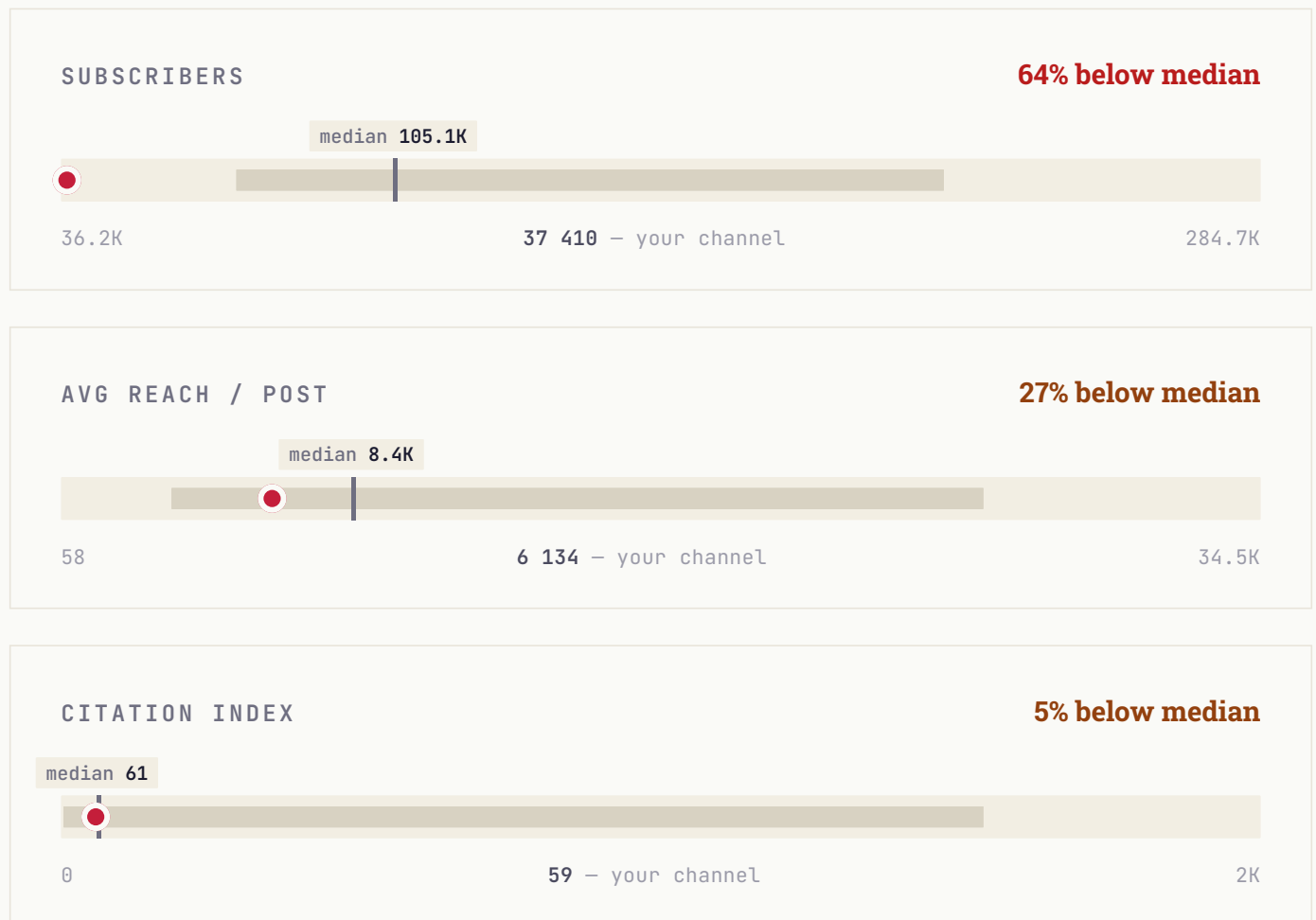
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	50
December 2025	2	2	261
November 2025	4	4	429
October 2025	3	3	274
September 2025	2	2	663
August 2025	6	6	577

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
17	6	2 254

— 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 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. Can be checked off and revisited next month.

- 01

Main post of the week — on Tuesday
Audience is most active on this day at 16:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram retains 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 finds sources for your niche.

EFFECT
+1000-3000 subs
- 04

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
- 05

Cross-promo with neighboring channels
Swap posts with channels in the same segment once a quarter. No need to do it 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 a few minutes using public data. If you want to go further — run ads through 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
----	------------------------	---
