

PUBLIC REPORT BY PROMTPRESS

Channel audit

Dr. Vladislav Chenchak



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Statement to Roskomnadzor No. 4777531548 Physician, neonatologist, breastfeeding consultant. Founder of online school GlavMama: <https://clck.ru/3GS5xo> For advertising: @juliavitchinnik

SUBSCRIBERS

77 737

+4277 per month

ERR (% SEE POSTS)

10.0%

per day 5.5%

REACH/POST

7.1K

ad reach 4.3K/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 77 737 —	 SUBSCRIBER REACH 9.15% avg % of subs who see a post	 VIEWS/POST 7.1K median 6.8K · 28 days	 POSTS/WEEK 18.7 for the period
 7D TREND +27.6% vs previous week	 REACTIONS/POST 88.6 total 6,735 reactions, 3,471 reposts, 796 comments	 POST LENGTH 929 chars median 1,000 · 28 days	 POSTS ANALYZED 76 28 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH +4277 last month	 CITATIONS 14 citation index · 63 channels mentioned ever	 CHANNEL AGE 6 years 2 months created 04/25/2020

AI EDITOR SUMMARY

Channel «Dr. Vladislav Chenchak» — 77 737 subs. Each post averages 7.1K people (9% from subs), reach is low — need to grow audience. Publishes 19 posts per week (~3/day) — consistent schedule. For week 8–14 June, reach grew +27.6% to week 1–7 June — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **76** posts in 28 days.
- 02 Dominant format — **Photo** (32/76 posts).
- 03 Avg post length — **929** chars (median 1,000).
- 04 Peak audience activity — **Sunday**, 16:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (11.2K avg for top vs 5.6K for worst) — among 76 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 12:33 TEXT ☒ THE POTTY IS NOT THE ISSUE: WHAT REALLY PREVENTS YOUR LITTLE ONE FROM MASTERING THE SKILL ☹️ My little fish, if your child still isn't friends with the potty, it's...	VIEWS 12 103 REPOSTS 93	REACTIONS 785 ER 15.6%
Nº2 13.06 · 10:34 POLL (post without caption — poll)	VIEWS 11 085 REPOSTS 1	REACTIONS 15 ER 14.3%
Nº3 14.06 · 13:03 TEXT ☒MISTAKES THAT PROLONG POTTY TRAINING FOR MONTHS ☒ When your child makes a puddle next to the potty again, holds it until...	VIEWS 10 494 REPOSTS 134	REACTIONS 180 ER 13.5%

Nº4 13.06 · 08:01 PHOTO  MEN'S FEARS ABOUT CHILDBIRTH: AN HONEST TALK THAT HELPS  My little fish, today let's talk about what your partner is probably...	VIEWS 10 012 REPOSTS 100	REACTIONS 56 ER 12.9%
Nº5 14.06 · 08:01 PHOTO 7 MYTHS THAT SCARE PREGNANT WOMEN My little fish, today we debunk myths about childbirth. The ones passed down through the female line...	VIEWS 9 720 REPOSTS 22	REACTIONS 151 ER 12.5%

|

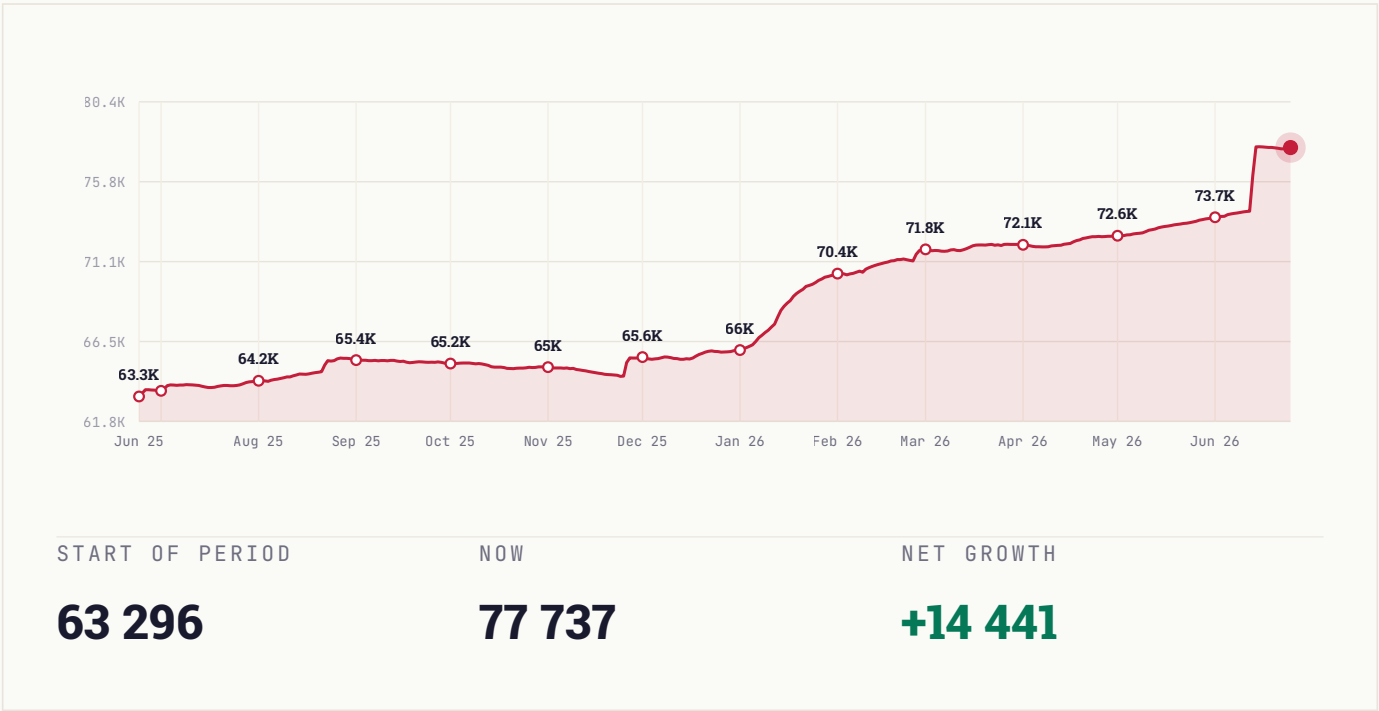
WORST 3

↓ 29.05 · 12:01 VIDEO 5 facts about newborns that surprise even experienced parents  Check yourself: how many did you already know?   1. Newborns...	VIEWS 5 651 REPOSTS 18	REACTIONS 103 ER 7.3%
↓ 01.06 · 11:45 TEXT Hi all! I'll be in Minsk from June 12 to 14, if there are event organizers and you want a lecture, write to email...	VIEWS 5 615 REPOSTS 4	REACTIONS 29 ER 7.2%
↓ 22.06 · 12:05 PHOTO In summer many parents wonder: what to offer a child to read besides the mandatory school list?   You want to find books...	VIEWS 5 501 REPOSTS 12	REACTIONS 16 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

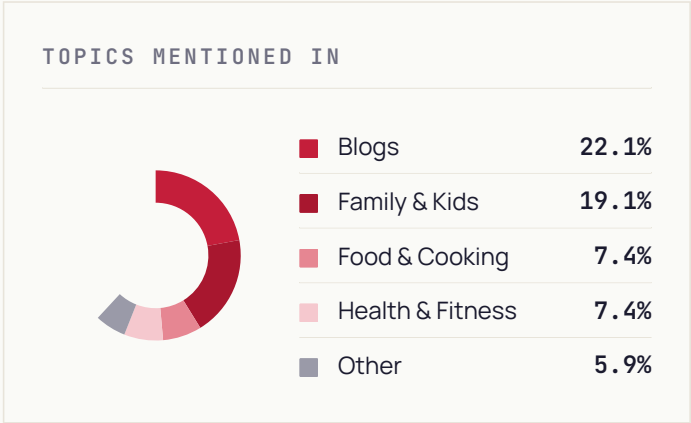
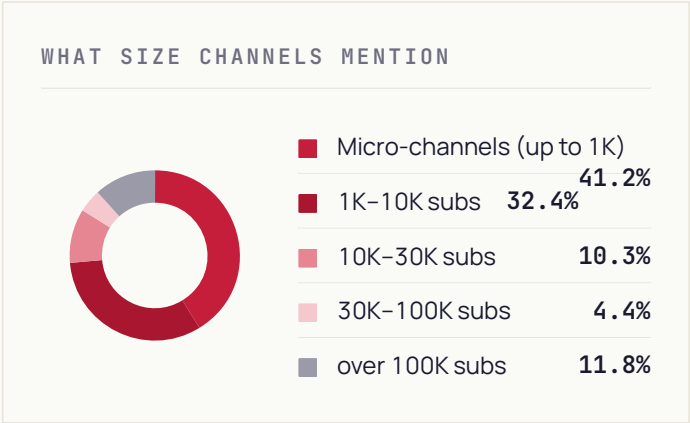
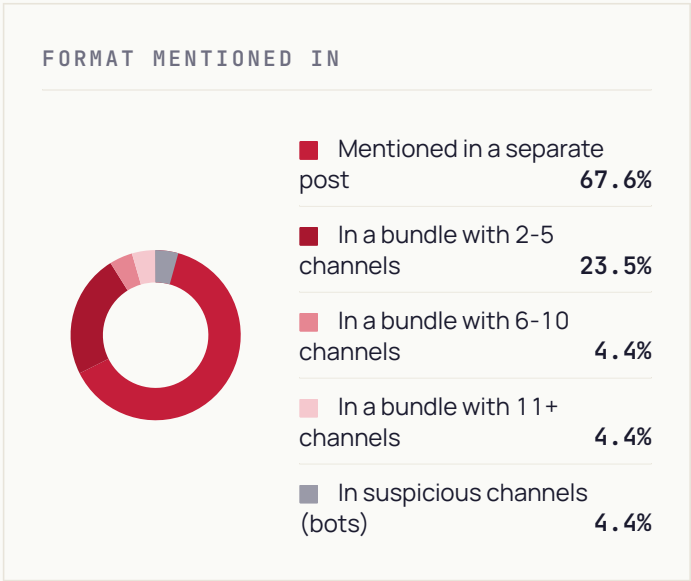
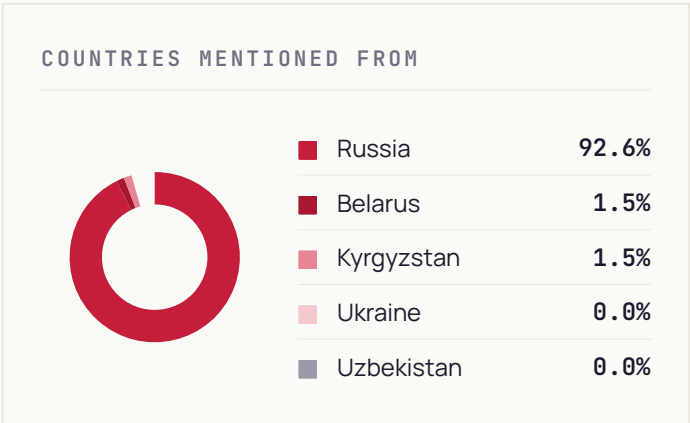
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

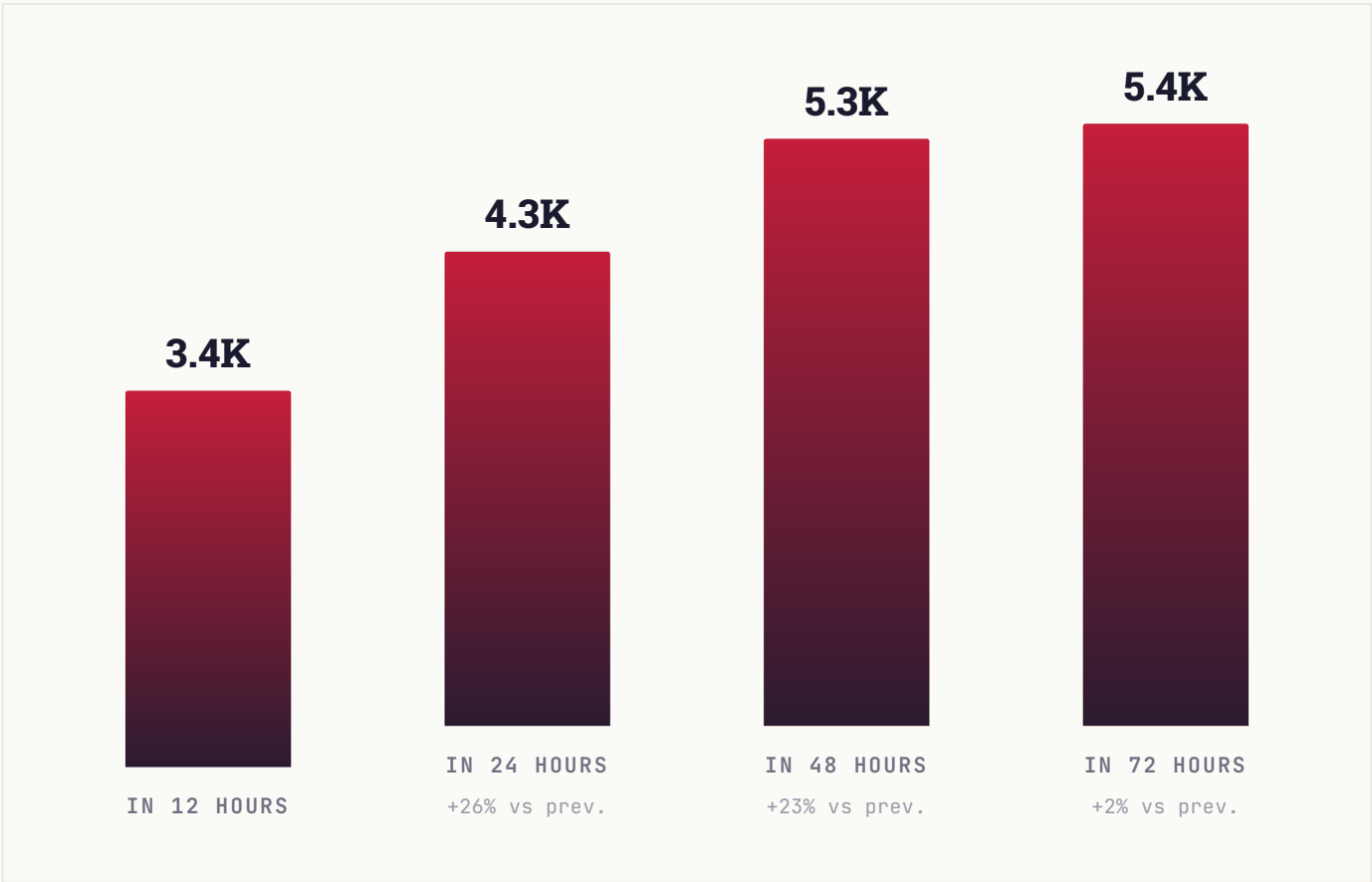
Citation index **14** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **63** different channels.



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 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
ZD ZdravKontrol	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Childbirth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Notes of a Forensic Expert	171.5K
DV Dr. Vladislav Chenchak YOU	77.7K

COMPARATIVE CONCLUSION

Channel in upper half of niche (#42 of 96). Niche leader — **Blog from the morgue** (359.3K), median subs 70.8K. Aim for top quartile — realistic 6-12 month horizon.

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 made **3**, they brought **4 426** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	781
November 2025	0	0	1 118
October 2025	1	1	186
September 2025	1	1	153
August 2025	0	0	1 429
July 2025	0	0	759
TOTAL MENTIONS			3
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			4 426

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

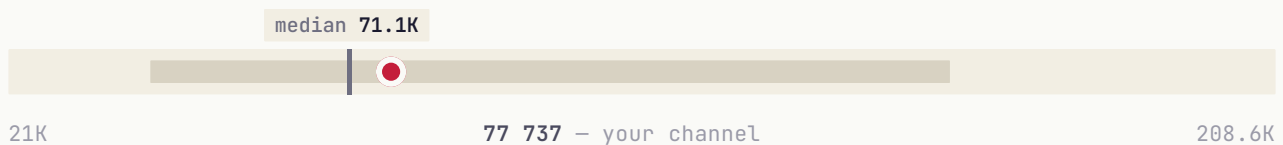
#42 /100

POSITION IN NICHE

Channel in top half of ranking

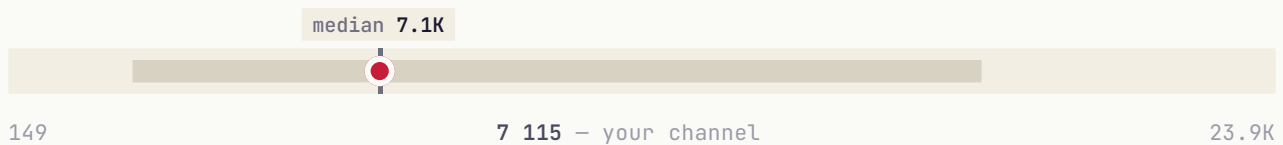
SUBSCRIBERS

better than 52% of niche



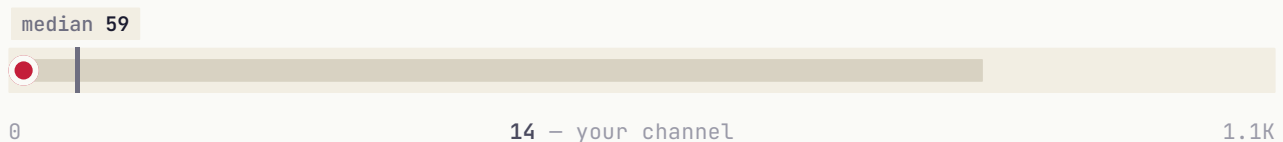
AVG REACH / POST

better than 50% of niche



CITATION INDEX

77% below median



— 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 Sunday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
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 & 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 neighboring channels

Exchange posts with same-segment channels once a quarter. 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 — organic traffic source.

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 on
Telegram**

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

02 **Contact Manager**

t.me/PromptPress_manager
