

PROMTPRESS PUBLIC REPORT

Channel audit

INVITRO



@invitro_ru

<https://gosuslugi.ru/snet/67b095bfb8b5045791075ca7> Official channel of medical company INVITRO. We also have a channel for doctors: <https://t.me/+kNKzrHVKG8M0Yjcy> Ask a question...

SUBS

76 059

-593 per month

ERR (% SEE POSTS)

8.0%

daily 3.1%

REACH/POST

5.6K

ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 76 059 —	 SUBSCRIBER REACH 7.35% avg % subs see post	 VIEWS/POST 5.6K median 5.8K · 29 days	 POSTS/WEEK 5.5 over period
 7D TREND +3.9% vs previous week	 REACTIONS/POST 48.6 only 1,117 reactions, 602 reposts, 70 comments	 POST LENGTH 810 chars median 999 · 29 days	 POSTS ANALYZED 23 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH -593 last month	 CITATIONS 59 citation index · 158 channels mentioned ever	 CHANNEL AGE 6 years 7 months created 25.11.2019

AI EDITOR SUMMARY

Channel «INVITRO» – 76 059 subs. Each post averages 5.6K people (7% from subs), reach is low – need to expand audience. Publishes 6 posts per week (~1/day) – infrequent. For week Jun 8–14, reach stable (+3.9% vs week June 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 23 posts over 29 days.
- 02 Dominant format — Photo (21/23 posts).
- 03 Avg post length — 810 chars (median 999).
- 04 Peak audience activity — Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.1K avg for top vs 4.5K for worst) — among 23 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 13:11 PHOTO Meet INVITRO's new kid mascot 🐳 We searched long. Options included: a whale that lives up to 200 years, strong and wise...	VIEWS 9 812 REPOSTS 24	REACTIONS 77 ER 12.9%
Nº2 10.06 · 14:37 PHOTO I could just eat you!🤪 Ever caught yourself burying your nose in your cat's head or sniffing your dog's...	VIEWS 7 766 REPOSTS 93	REACTIONS 103 ER 10.2%
Nº3 04.06 · 14:26 PHOTO Just woke up, already tired 😴 If you constantly feel tired even after a good night's sleep, your body might be missing something...	VIEWS 6 715 REPOSTS 33	REACTIONS 37 ER 8.8%

Nº4 11.06 · 15:01 VIDEO Remember our post about testosterone? ☑️We covered symptoms, when to test, and how to prepare...	VIEWS 6 558 REPOSTS 6 REACTIONS 38 ER 8.6%
Nº5 28.05 · 15:10 PHOTO Cystitis again ⚡️⚡️ Statistics say every second woman has faced this at least once. Today is World...	VIEWS 6 467 REPOSTS 38 REACTIONS 71 ER 8.5%

WORST 3

↓ 16.06 · 14:56 PHOTO A good car is built for comfort But sometimes the most comfortable route is to go nowhere at all... For such cases, we have...	VIEWS 4 750 REPOSTS 11 REACTIONS 19 ER 6.2%
↓ 21.06 · 12:37 PHOTO Medicine is a team game ☑️ Everyone has a role. Some diagnose, some draw blood, some count cells...	VIEWS 4 621 REPOSTS 3 REACTIONS 57 ER 6.1%
↓ 22.06 · 16:05 PHOTO Vacation season and... allergies? Blooming, berries, long-awaited summer – but your nose is stuffy, eyes watering, or rash appears? This...	VIEWS 4 095 REPOSTS 10 REACTIONS 26 ER 5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

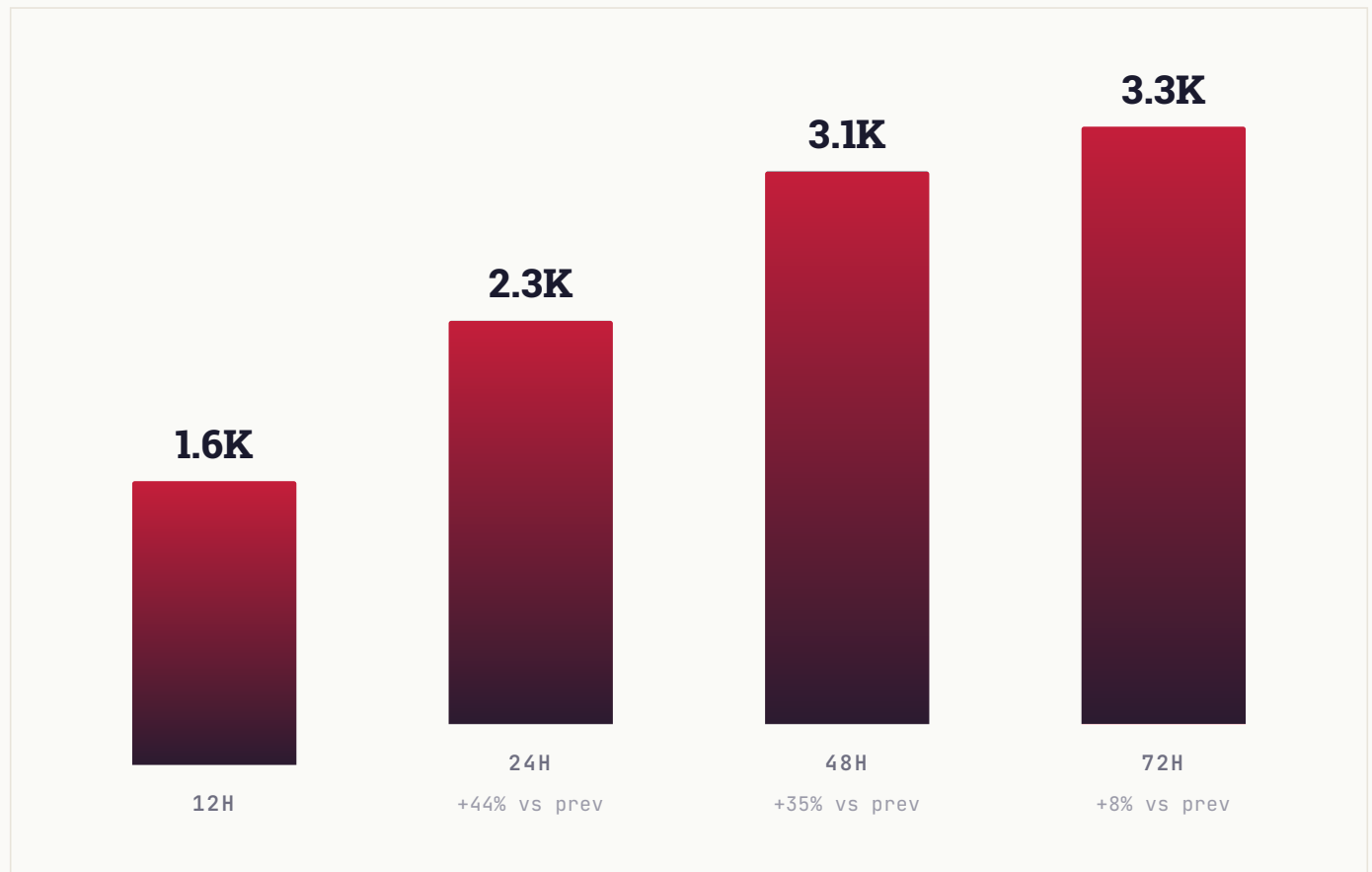
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



— SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · 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
OF 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 obstetrician!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Forensic expert's notes	171.5K
IN INVITRO YOU	76.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#44 of 96). Niche leader — Blog from the morgue (359.3K), median subs 70.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · 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 line — median. Red dot — your channel.

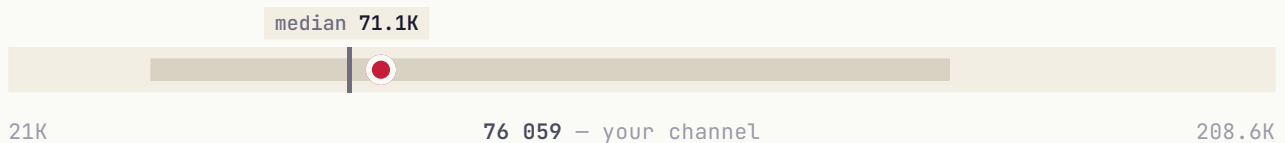
#44 /100

RANK IN NICHE

Channel in the top half of the ranking

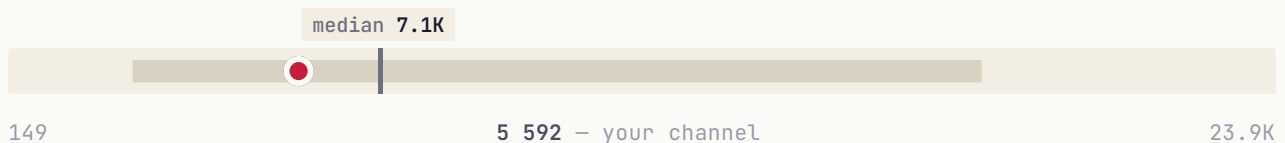
SUBS

better than 52% of niche



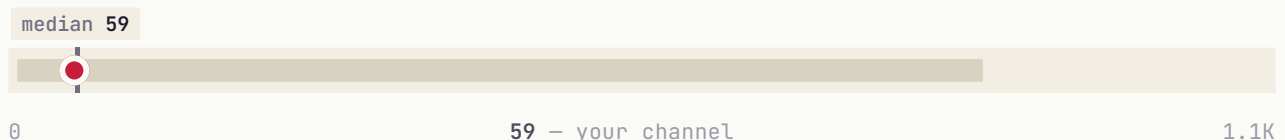
AVG REACH / POST

worse than median by 21%



CITATION INDEX

worse than median by 1%



— SECTION 07 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

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

EFFECT

**Best window
for an
important post****02****Increase video posts share**

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share.

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 and interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-segment channels quarterly.
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 minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ad in Telegram** <https://panel.promptpress.com/register>

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