

PROMTPRESS PUBLIC REPORT

Channel audit

KDL анализы



@kdl_ru

<https://www.gosuslugi.ru/snet/673663d315601c23cb25f5f1> •
480+ medical offices across Russia; • 2000+ test types; • Home
testing; www.kdl.ru Telegram: https://t.me/kdl_ru, VK:...

SUBSCRIBERS

83 092

-1043 per month

ERR (% SEE POSTS)

11.0%

per day 3.7%

REACH/POST

7.9K

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 83 092 —	 SUBSCRIBER REACH 9.48% avg % subs see post	 VIEWS/POST 7.9K median 7.7K · 27 days	 POSTS/WEEK 3.3 for period
 7D TREND -16.6% vs previous week	 REACTIONS/POST 29.6 total 385 reactions, 241 reposts, 71 comments	 POST LENGTH 887 chars median 999 · 27 days	 POSTS ANALYZED 13 27 days
 AD REACH 3K 24h avg	 CHURN / MONTH -1043 last month	 QUOTE RATE 35 citation index · 141 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «KDL analyzes» — 83 092 subs. Each post averages 7.9K people (9% from subs), reach is low — expand audience. Posts 3 posts per week (~0 per day) — rare. For week Jun 8–14, reach dropped -16.6% vs week Jun 1–7 — analyze reasons.

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 13 posts in 27 days.
- 02 Dominant format – Photo (13/13 posts).
- 03 Avg post length – 887 chars (median 999).
- 04 Audience peak activity – Sat, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (11.4K avg for top vs 5.5K for worst) – among 13 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№130.05 · 13:44	PHOTO	Tick bite? Tests for diagnosis after a bite A tick bite is no reason to panic if you act calmly and consistently...	VIEWS	REACTIONS
			12 608	21
№201.06 · 16:25	PHOTO	Children's health - healthy future♥ Every parent dreams of seeing their child healthy, active, and happy. After all, health is...	REP.	ER
			44	15.2%
№327.05 · 07:00	PHOTO	Hair breakage & loss: what to check? Beautiful well-groomed hair is undoubtedly an important element of every striking look. And how...	VIEWS	REACTIONS
			11 129	20
№427.05 · 07:00	PHOTO	Hair breakage & loss: what to check? Beautiful well-groomed hair is undoubtedly an important element of every striking look. And how...	REP.	ER
			13	13.4%
№527.05 · 07:00	PHOTO	Hair breakage & loss: what to check? Beautiful well-groomed hair is undoubtedly an important element of every striking look. And how...	VIEWS	REACTIONS
			10 495	16
№627.05 · 07:00	PHOTO	Hair breakage & loss: what to check? Beautiful well-groomed hair is undoubtedly an important element of every striking look. And how...	REP.	ER
			49	12.6%

Nº4 06.06 · 18:40 PHOTO Low AMH level Today more and more women encounter the anti-Müllerian hormone (AMH) test when planning a family or simply...	VIEWS 9 904 REP. 24	REACTIONS 48 ER 11.9%
Nº5 10.06 · 15:13 PHOTO Family health care - easy and convenient! Making health care a family ritual is now easier than ever. A nurse visit...	VIEWS 9 176 REP. 13	REACTIONS 28 ER 11.0%

|

WORST 3

↓ 19.06 · 12:26 PHOTO - 30% until 06/30! 🍷🍷 Food Intolerance: IgG4 to 88 allergens Bloating, fatigue, rashes or issues bothering you?	VIEWS 5 743 REP. 36	REACTIONS 22 ER 6.9%
↓ 19.06 · 18:05 PHOTO 🍷 Happy days! -15% on analyses on Mondays and Wednesdays We wish every day were happy, but on Mondays and Wednesdays it's...	VIEWS 5 685 REP. 6	REACTIONS 23 ER 6.8%
↓ 21.06 · 10:05 PHOTO Happy Medical Worker's Day! Dear colleagues, glad to congratulate you on your professional holiday! Today we especially want to highlight...	VIEWS 4 966 REP. 2	REACTIONS 88 ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

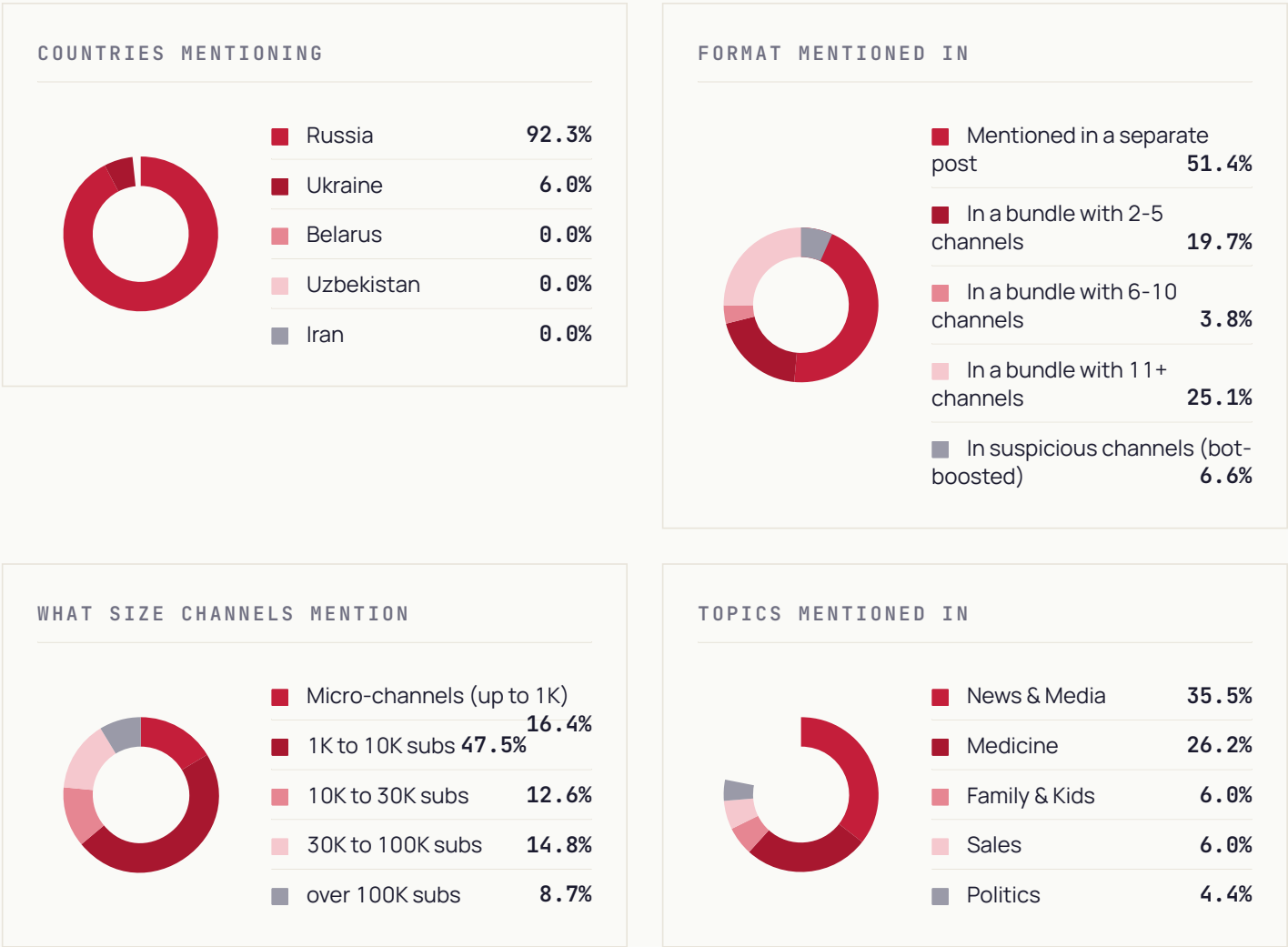
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

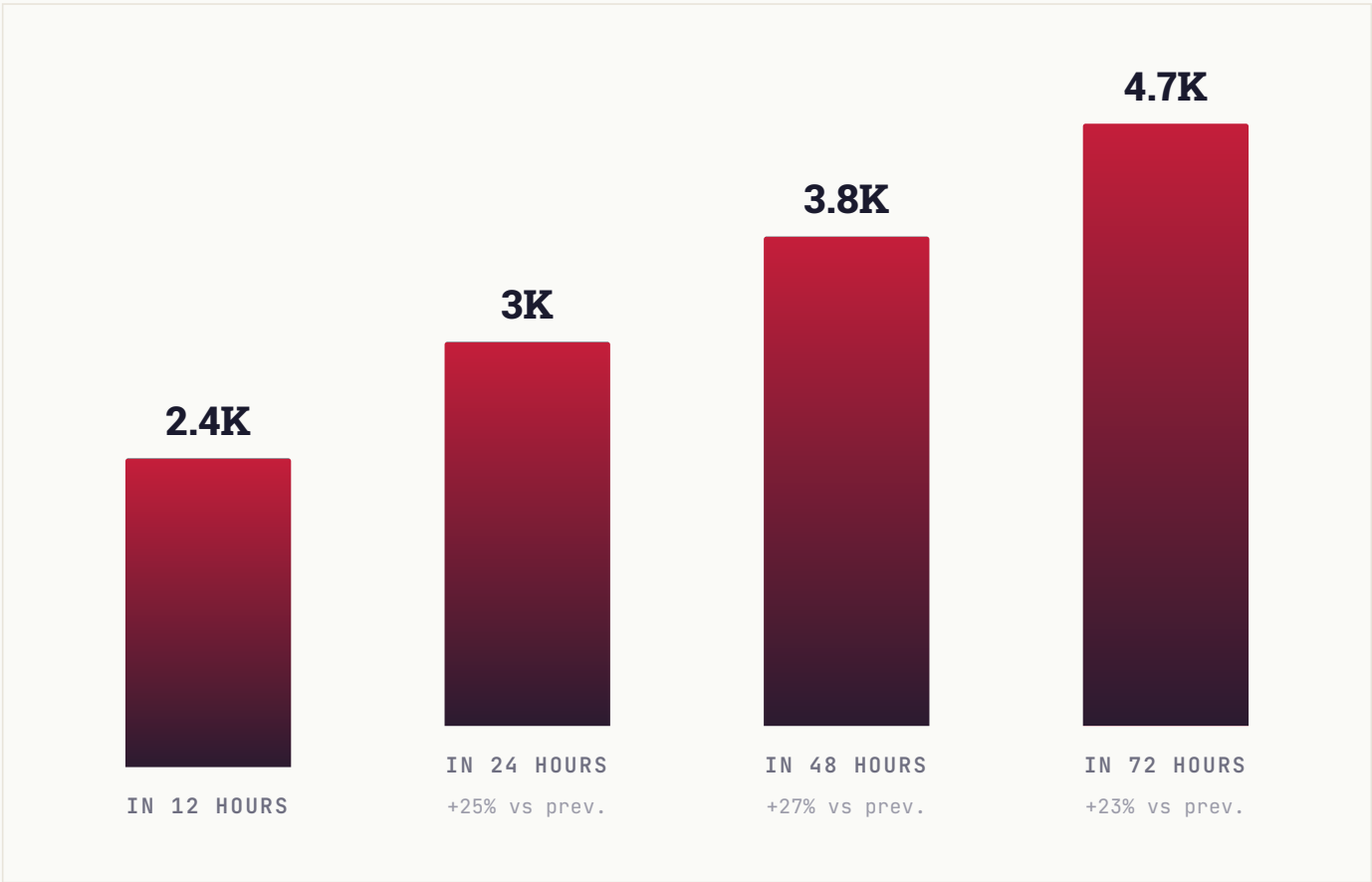
Citation index **35** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **141** different channels.



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
БИ 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. Giving birth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Notes of a forensic expert	171.5K
КА KDL анализы YOU	83.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#40 of 96). Niche leader — Blog from the morgue (359.3K), median subs 70.8K. Aim for the top quartile — a 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 **24**, they brought **11 138** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	5	3	1 002	
Nov 2025	0	0	1 891	
Oct 2025	5	5	2 033	
September 2025	9	9	1 856	
August 2025	1	1	2 065	
July 2025	4	4	2 291	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
24	6	11 138

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

#40

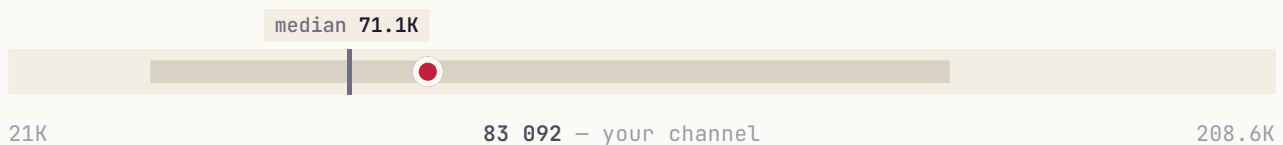
/100

RANK IN NICHE

Channel in the top half of the ranking

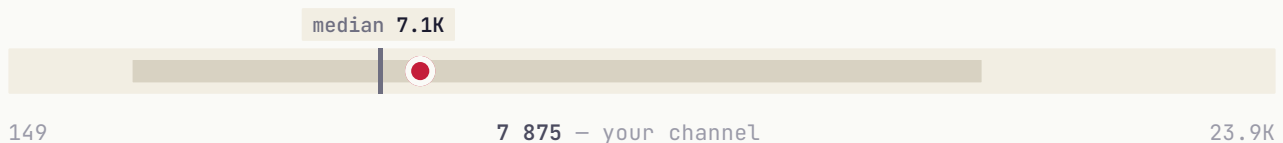
SUBSCRIBERS

better than 55% of niche



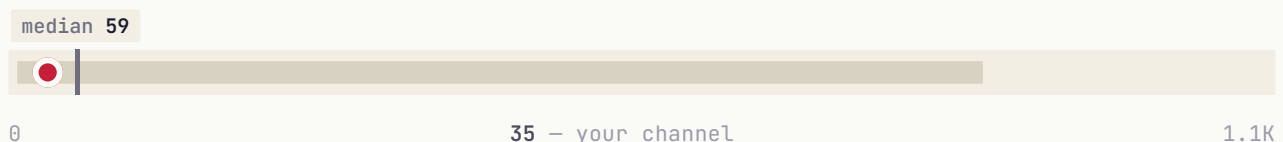
AVG REACH / POST

better than 52% of niche



CITATION INDEX

worse than median by 42%



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Increase posting frequency

Now 3.3 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency >
Volume**

02

Main post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

03

Increase video posts

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**

04

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**

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 lever.

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 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
