

— PUBLIC REPORT BY PROMTPRESS

Channel audit

PRO гормоны и БАДы | Диляра Лебедева

эндокринолог



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SUBSCRIBERS

138 071

ERR (% WHO SEE
POSTS)

REACH/POST

4K

-429 per month

3.0%
per day 1.5%

ad reach 2K/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 138 071 —	 SUBSCRIBER REACH 2.88% avg % subs see post	 VIEWS/POST 4K median 4K · 29 days	 POSTS/WEEK 14.0 for period
 7D TREND -18.8% vs previous week	 REACTIONS/POST 89.0 total 5,162 reactions, 1,282 reposts, 198 comments	 POST LENGTH 840 chars median 1000 · 29 days	 POSTS ANALYZED 58 29 days
 AD REACH 2K avg per 24h	 CHURN / MONTH -429 last month	 CITATION RATE 42 citation index · 107 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «PRO hormones & supplements | Dilyara Lebedeva endocrinologist» – 138 071 subs. Each post averages 4K people (3% subs), reach is low – need to grow audience. Publishes 14 posts per week (~2/day) – consistent schedule. Week 15–21 Jun reach dropped -18.8% to week 8–14 Jun – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **58** posts over 29 days.
- 02 Dominant format — **Photo** (39/58 posts).
- 03 Avg post length — **840** chars (median 1000).
- 04 Peak audience activity — **Sat, 08:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (5.6K avg for top vs 2.9K for bottom) — among 58 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 05:46 PHOTO PROTEIN GUIDE 🍌🍌 Have you ever wondered how much protein is in your diet? From my observations, most women eat half as much...	VIEWS 6 425 REPOSTS 94	REACTIONS 301 ER 4.7%
Nº2 12.06 · 03:57 PHOTO HOW TO BREAKFAST RIGHT? See the carousel 📄 I've prepared a mini-guide covering: • why you shouldn't skip breakfast •...	VIEWS 5 130 REPOSTS 91	REACTIONS 166 ER 3.7%
Nº3 31.05 · 04:04 PHOTO «THANK YOU FOR BEING YOU» A message dropped in the «PRO Insulin Resistance» course chat, and I want to talk to you about it 📄 see screenshot I...	VIEWS 5 112 REPOSTS 2	REACTIONS 31 ER 3.7%

Nº4 01.06 · 04:02 PHOTO HAPPY FIRST DAY OF SUMMER! ✨ You know what they say – prepare the sleigh in summer ☑ Summer is a short window when nature itself helps us become...	VIEWS 5 082 REPOSTS 31	REACTIONS 249 ER 3.7%
Nº5 08.06 · 13:17 PHOTO HOW TO LOWER CHOLESTEROL WITHOUT PILLS? Did you know some foods help lower cholesterol? It's all about substances that...	VIEWS 4 978 REPOSTS 74	REACTIONS 109 ER 3.6%

|

WORST 3

↓ 17.06 · 16:45 POLL (captionless post – poll)	VIEWS 2 956 REPOSTS 1	REACTIONS 17 ER 2.1%
↓ 17.06 · 16:45 POLL (captionless post – poll)	VIEWS 2 934 REPOSTS —	REACTIONS 17 ER 2.1%
↓ 16.06 · 04:05 VIDEO (captionless post – video)	VIEWS 2 918 REPOSTS 3	REACTIONS 20 ER 2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

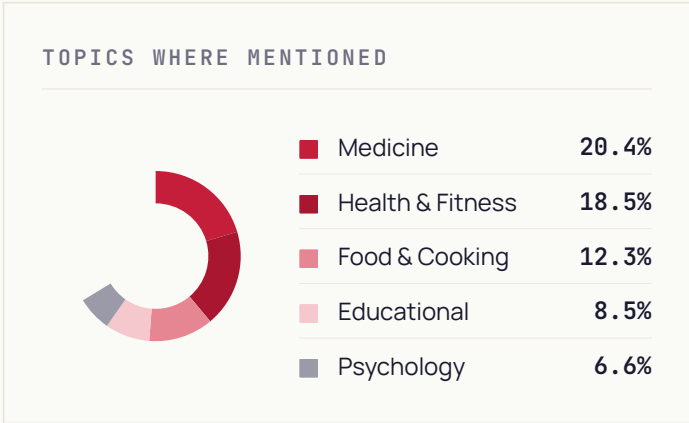
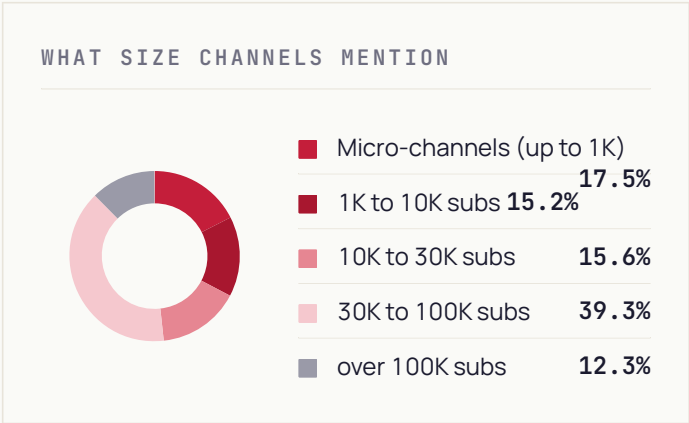
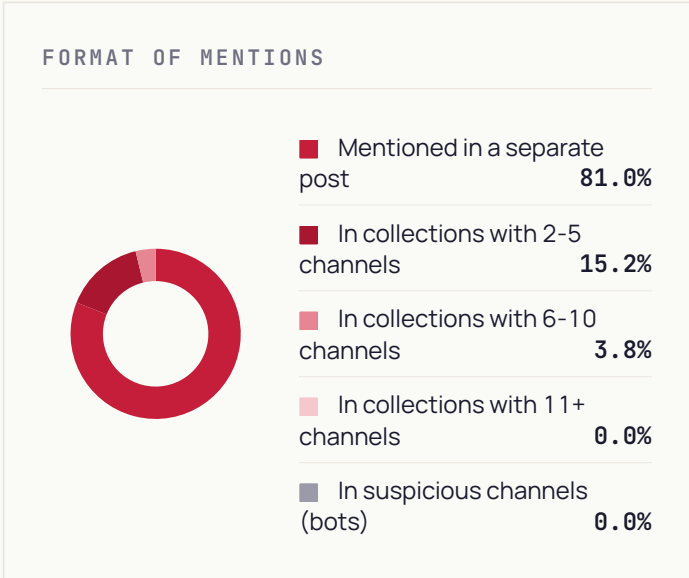
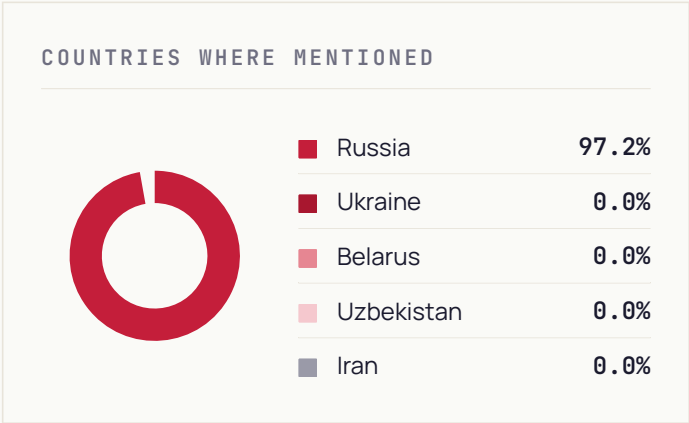
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · MENTIONS

Who mentions the channel and how

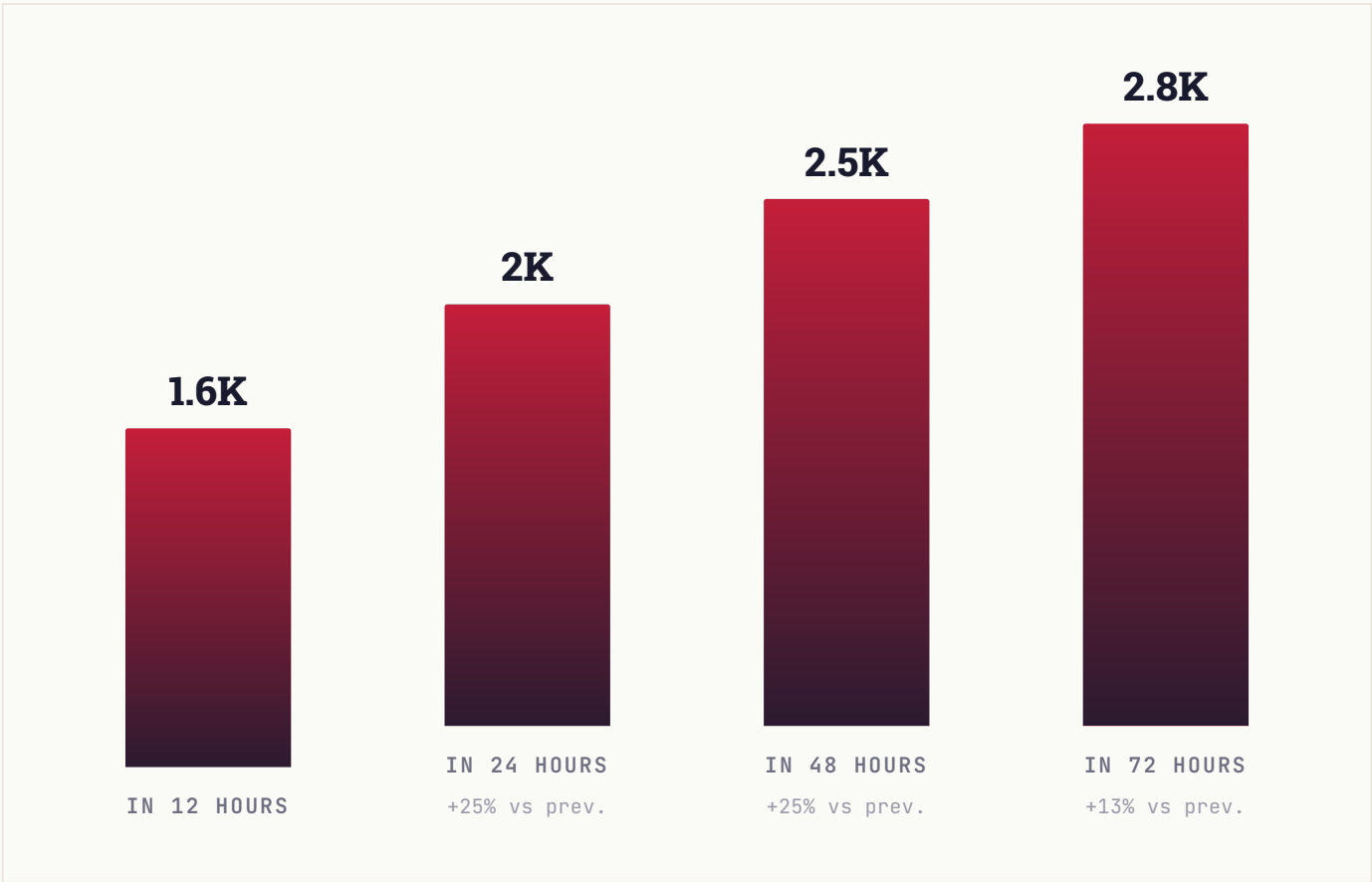
Citation index **42** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **107** different channels.



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 closest channels by topic and audience. Highlighted your channel — 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
Health HealthControl	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
Lifestyle Notes of a Forensic Expert	171.5K
PG PRO гормоны и БАДы Диляра Лебедева эндокринолог YOU	138.1K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#18 of 96). Leader — Blog from the Morgue (359.3K). Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **10**, they brought **6 639** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3	2	247
November 2025	0	0	261
October 2025	0	0	1 226
September 2025	0	0	3 293
August 2025	5	2	179
July 2025	2	2	1 433

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
10	6	6 639

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Medicine» (Russia) and compared your channel against them. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#18 /100

POSITION IN NICHE

Channel in top 18% – strong position



— SECTION 09 · STRATEGY

What to Do Right Now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Saturday
Audience most active on this day at 08:00 MSK. | EFFECT
Best time for an important post |
| 02 | Increase video posts share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains audience better |
| 03 | ER below niche benchmark — rethink formats
Current ER 2.88% vs norm 5.5%. Try polls and interactive formats. | EFFECT
+2.6pp ER |
| 04 | 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 |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ 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 through us and hit your growth target in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
