

PUBLIC REPORT BY PROMTPRESS

Channel audit

Malysheva.live



@malyshevalives

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Instagram:...

SUBSCRIBERS

41 300

-208 per month

ERR (% SEE POSTS)

11.0%

per day 3.5%

REACH/POST

4.3K

ad reach 1.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 41 300 —	 SUBSCRIBER REACH 10.38% avg % of subs who see a post	 VIEWS/POST 4.3K median 4.5K · 27 days	 POSTS/WEEK 2.3 for the period
 7D TREND — no data for period	 REACTIONS/POST 22.1 total 199 reactions, 70 reposts, 0 comments	 POST LENGTH 616 chars median 691 · 27 days	 POSTS ANALYZED 9 27 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH -208 last month	 CITATION RATE 85 citation index · 178 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Malysheva.live» — 41 300 subs. Each post averages 4.3K people (10% subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — infrequent posting.

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 9 posts in 27 days.
- 02 Dominant format — Video (4/9 posts).
- 03 Avg post length — 616 chars (median 691).
- 04 Audience peak activity — Wednesday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.5K avg top vs 2.7K worst) — among 9 posts in 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 18:17 TEXT This is a recording of a live stream from May 27, 2026, dedicated to the launch of the legendary project «Shed the Extra» ☒ You have one last chance...	VIEWS 5 849 REP. 7	REACTIONS 39 ER 14.2%
Nº2 03.06 · 17:43 TEXT This is a recording of a live stream from June 3, 2026, part of the legendary project «Shed the Extra» All June we will lose weight together — with...	VIEWS 5 348 REP. 2	REACTIONS 34 ER 12.9%
Nº3 27.05 · 18:16 VIDEO (captionless post — video)	VIEWS 5 169 REP. 20	REACTIONS 10 ER 12.5%

Nº4 02.06 · 08:23 PHOTO Dear friends! Tomorrow, June 3, 2026, at 16:00, our second live stream within the legendary project «Shed the Excess» will take place. We...	VIEWS 5 050 REP. 6	REACTIONS 20 ER 12.2%
Nº5 09.06 · 10:26 PHOTO Dear friends! Tomorrow, June 10, 2026, at 16:00, our third live stream within the legendary project «Shed the Excess» will take place. We...	VIEWS 4 532 REP. 7	REACTIONS 25 ER 11.0%

|

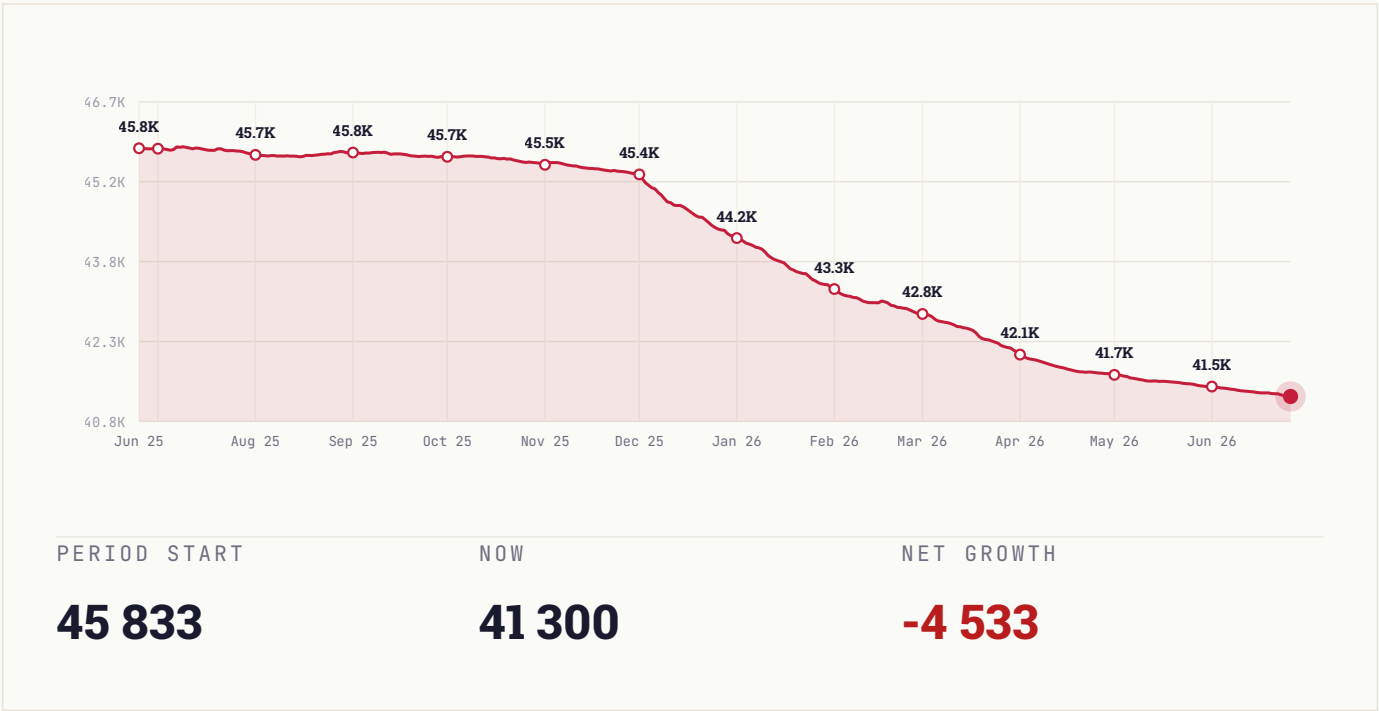
WORST 3

↓ 10.06 · 18:20 VIDEO This is a recording of a live stream from June 10, 2026, part of the legendary project «Shed the Extra» All June we lose weight together – with support...	VIEWS 4 435 REP. 10	REACTIONS 26 ER 10.7%
↓ 23.06 · 09:55 PHOTO Dear friends! On June 24, 2026, at 16:00, our fourth live stream within the legendary project «Shed the Excess» will take place. We will sum up...	VIEWS 2 199 REP. 6	REACTIONS 23 ER 5.3%
↓ 24.06 · 15:52 VIDEO Dear friends! This is a recording of the live stream of the project «Shed the Excess» from June 24, 2026. During the stream, we answered viewers' questions, listened to...	VIEWS 1 520 REP. 5	REACTIONS 11 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

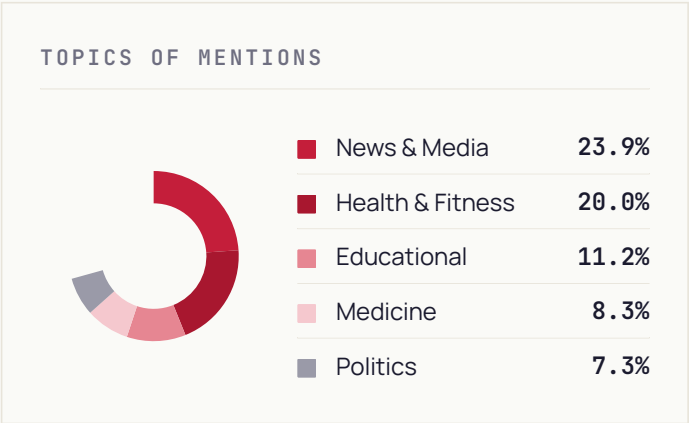
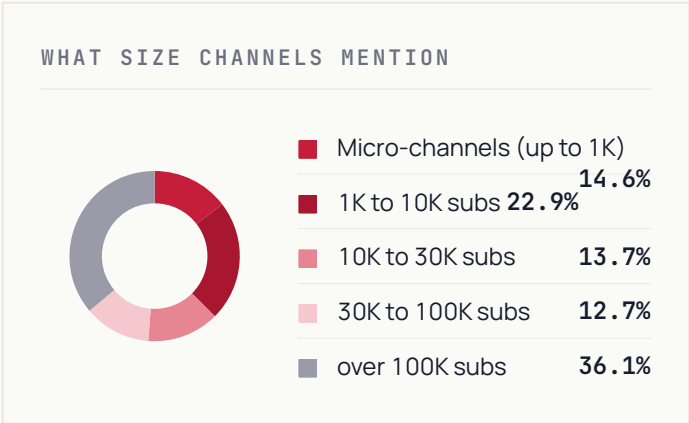
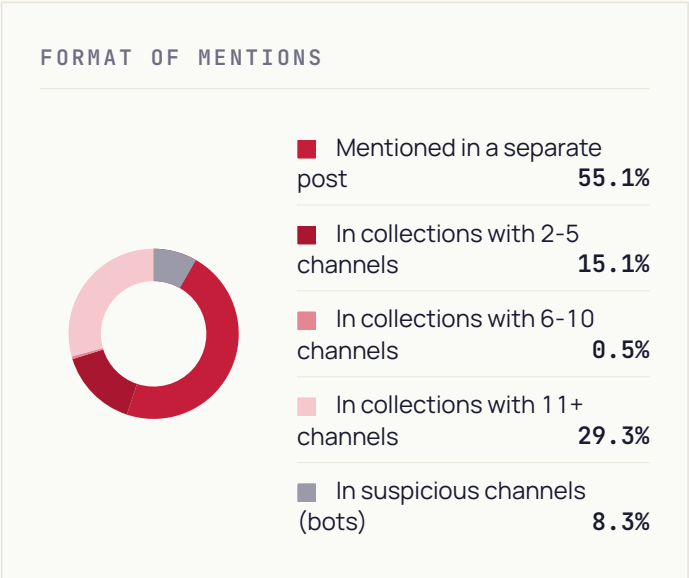
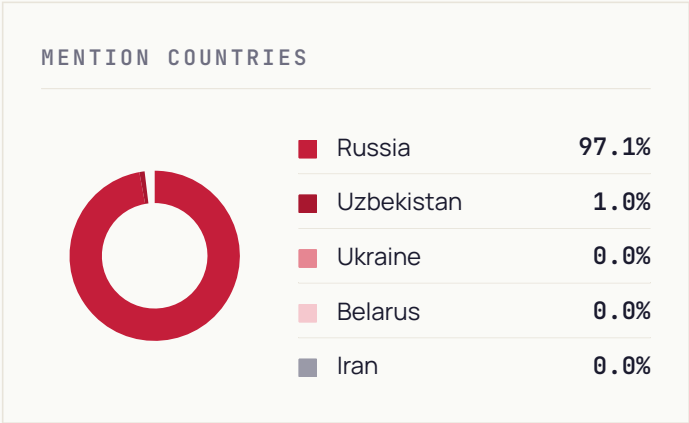
Subscriber growth chart for the year. Key months show exact subs. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

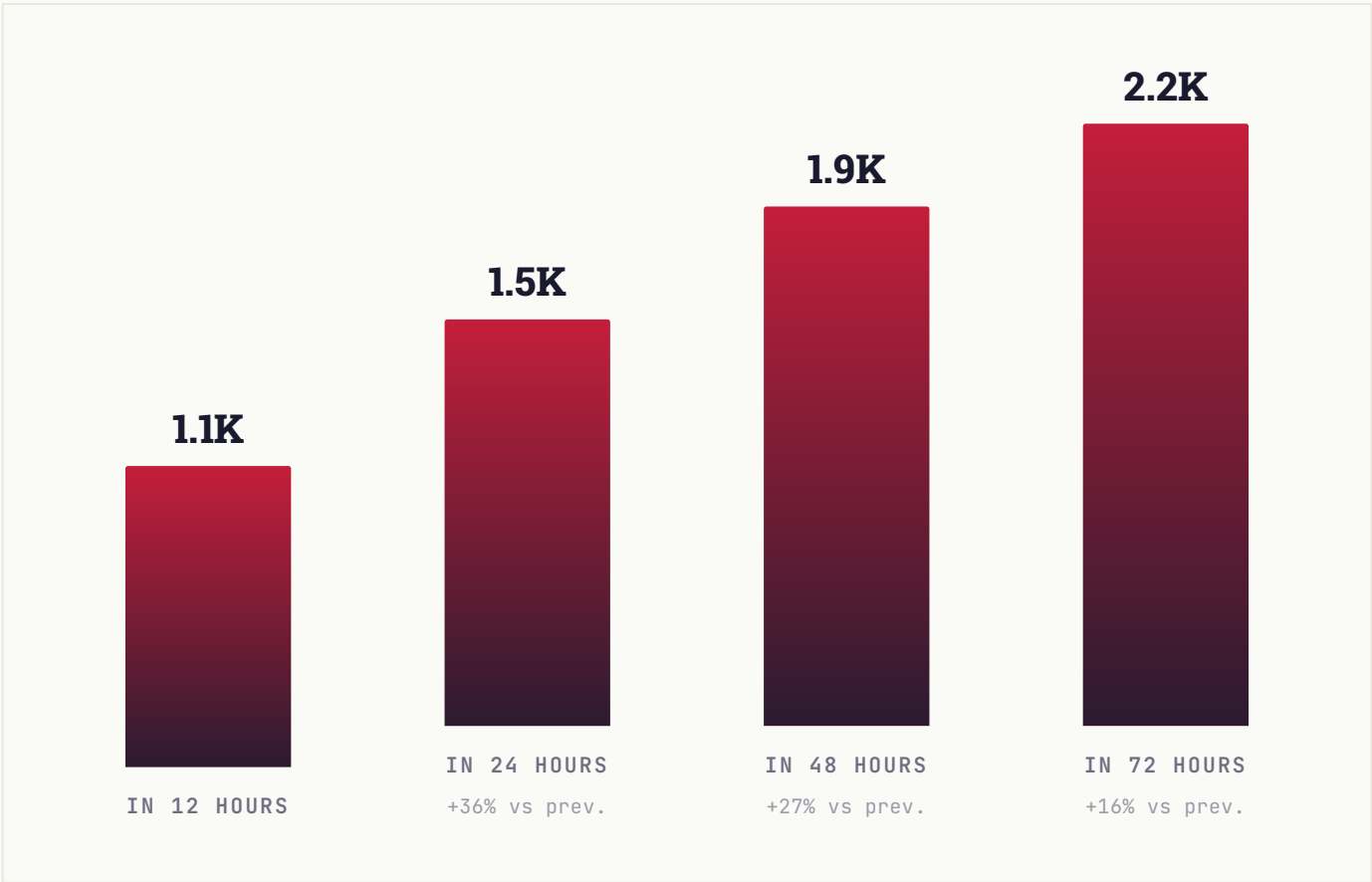
Citation index **85** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **178** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



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
ZH ZdravKontrol	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mycerina. Giving birth? Call a midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Notes of a Forensic Expert	171.5K
MA Malysheva.live YOU	41.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#93 of 96). Niche median — 70.8K subs. First growth KPI — reach the median. Leader: Blog from the morgue (359.3K).

SECTION 07 · MENTION TRENDS

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 **16**, they brought **431** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	2	
Nov 2025	0	0	67	
Oct 2025	0	0	42	
September 2025	13	13	59	
August 2025	2	2	133	
July 2025	1	1	128	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
16	6	431

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

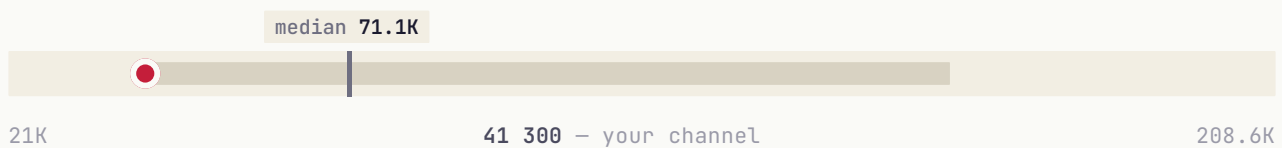
Took top-100 channels in category «Medicine» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#93 /100

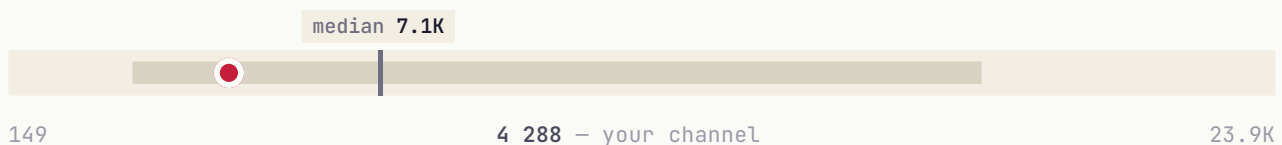
RANK IN NICHE

Channel in the bottom half of the ranking

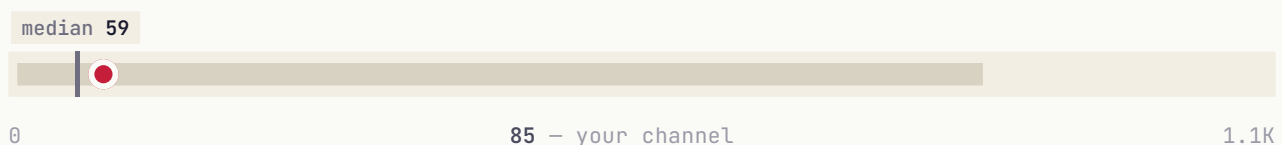
SUBSCRIBERS

42% below median

AVG REACH / POST

40% below median

CITATION INDEX

better than 51% of niche

— 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**Increase posting frequency**

Now 2.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Wednesday**

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
important
posts****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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

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

Swap posts quarterly with channels in the same segment. No need 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 minutes from 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