

PROMTPRESS PUBLIC REPORT

Channel audit

MAMA_SINKA



@mama_sinka
7042801996 Ekaterina Sinitsyna ■Emergency medicine, family health ■Learn to survive while ■is on the way Collab: @katerina_sinka Registered in...

SUBSCRIBERS

41 829

-142 per month

ERR (% SEE POSTS)

10.0%

per day 4.2%

REACH/POST

4.1K

ad reach 1.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Medicine» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 41 829 —	 SUBS REACH 9.71% avg % subs see post	 VIEWS/POST 4.1K median 3.9K · 27 days	 POSTS/WEEK 6.8 for period
 7D TREND -14.6% vs previous week	 REACTIONS/POST 99.5 total 2,686 reactions, 307 reposts, 254 comments	 POST LENGTH 762 chars median 999 · 27 days	 POSTS ANALYZED 27 27 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -142 last month	 CITATION RATE 18 citation index · 60 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 24.02.2022

AI EDITOR SUMMARY

Channel «MAMA_SINKA» – 41 829 subs. Each post avg views 4.1K people (10% from subs), reach low – worth expanding audience. Publishes 7 posts per week (~1/day) – rare. Week Jun 15–21 reach dropped -14.6% to week Jun 8–14 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts over 27 days.
- 02 Dominant format — Photo (13/27 posts).
- 03 Avg post length — 762 chars (median 999).
- 04 Audience peak — Saturday, 11:00 MSK.
- 05 Top posts bring in 2× more views than the weakest (6.3K avg top vs 2.9K worst) — among 27 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 08:05 VIDEO Child died of diphtheria in Czechia. Why is this news trending? Because for most people it's a disease they...	VIEWS 6 644 REP. 12	REACTIONS 137 ER 15.9%
Nº2 30.05 · 08:06 VIDEO 14-year-old girl rushed to hospital with multiple bleedings (uterine, nasal, from nipples...). Turns out it's not...	VIEWS 6 193 REP. 9	REACTIONS 88 ER 14.8%
Nº3 27.05 · 10:51 PHOTO HAPPY HOLIDAYS!☀☀☀ Our kids are in school till end of week, but we're skipping tomorrow) Quick question: do you plan any extra classes for summer...	VIEWS 6 155 REP. 1	REACTIONS 68 ER 14.7%

Nº4 06.06 • 10:18 PHOTO Clinical case breakdown First watch slides, then read description ↓↓↓ The boy was hospitalized in an infectious disease hospital...	VIEWS 5 498 REP. 7 REACTIONS 53 ER 13.1%
Nº5 07.06 • 17:06 TEXT I saw this clinical case in a radiologist's blog. Medical data preserved, but paraphrased for clarity...	VIEWS 5 485 REP. 12 REACTIONS 203 ER 13.1%

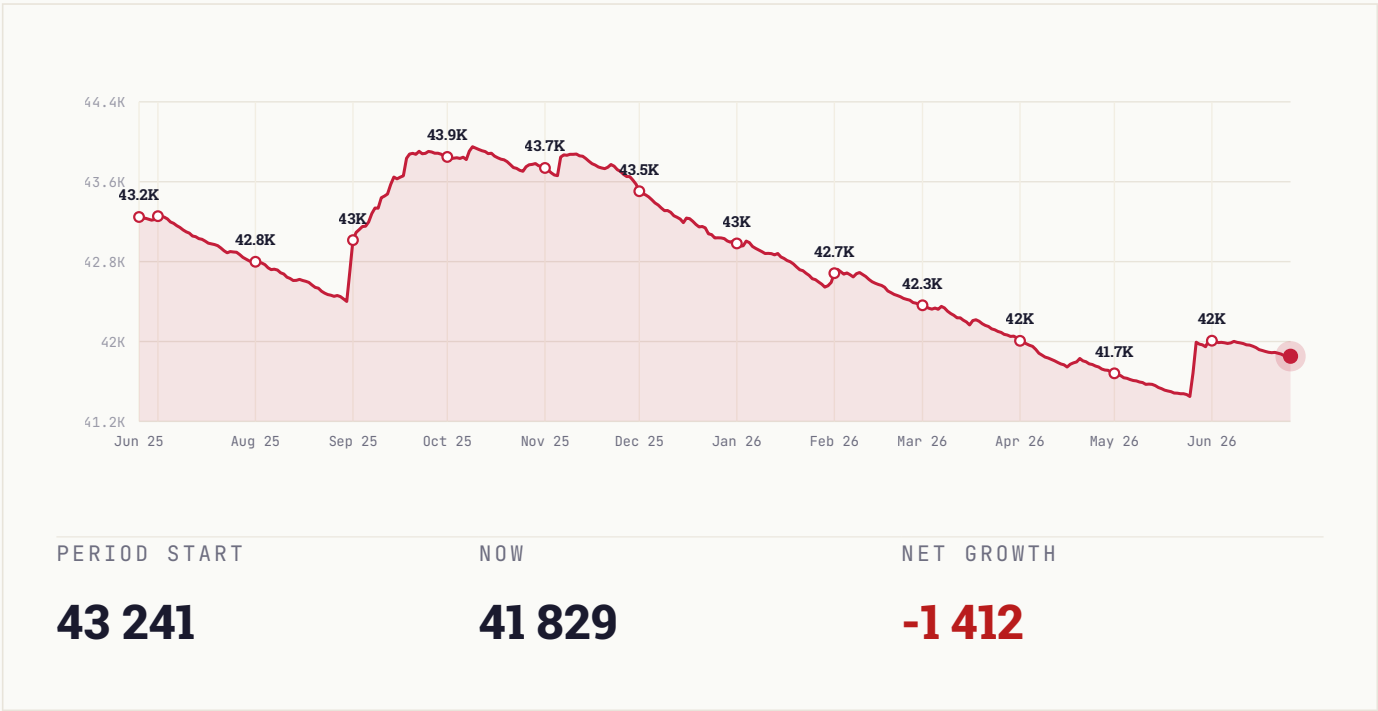
WORST 3

↓ 02.06 • 12:03 PHOTO SATURATION 98. CAN'T CATCH A BREATH? You inhale – but it feels like the air doesn't reach the bottom. You want to yawn to get more air. Again...	VIEWS 3 255 REP. 1 REACTIONS 32 ER 7.8%
↓ 22.06 • 14:24 PHOTO I'm about to say something some parents will scold me for 😊 I NO LONGER believe kids should completely forget about...	VIEWS 2 706 REP. 3 REACTIONS 36 ER 6.5%
↓ 22.06 • 10:21 PHOTO Parents of elementary kids – did you buy a watch with a SIM card? Does your child use it? How do you like it? I want to buy one for Kostya because...	VIEWS 2 654 REP. 3 REACTIONS 22 ER 6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

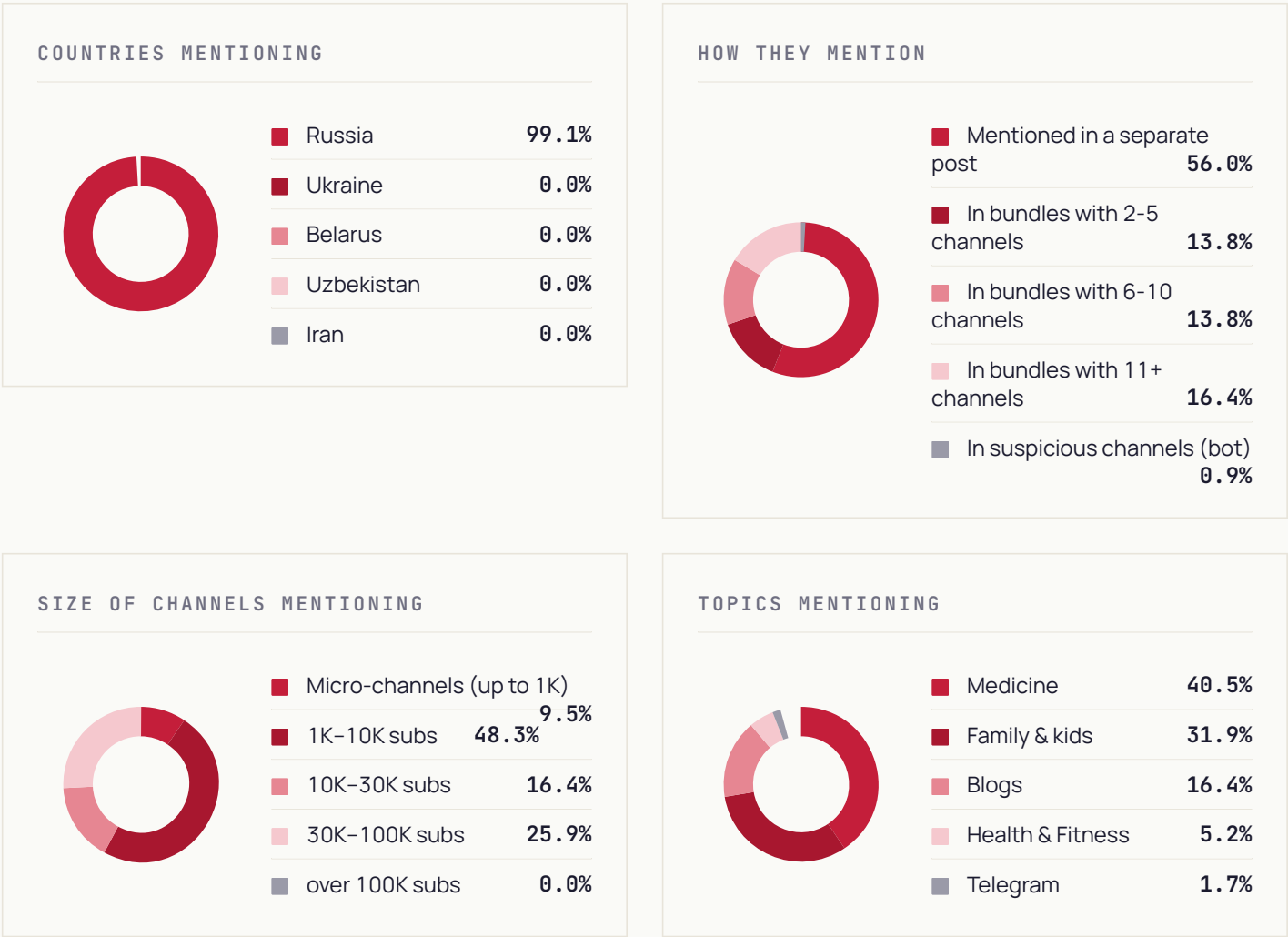
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who & how mentions the channel

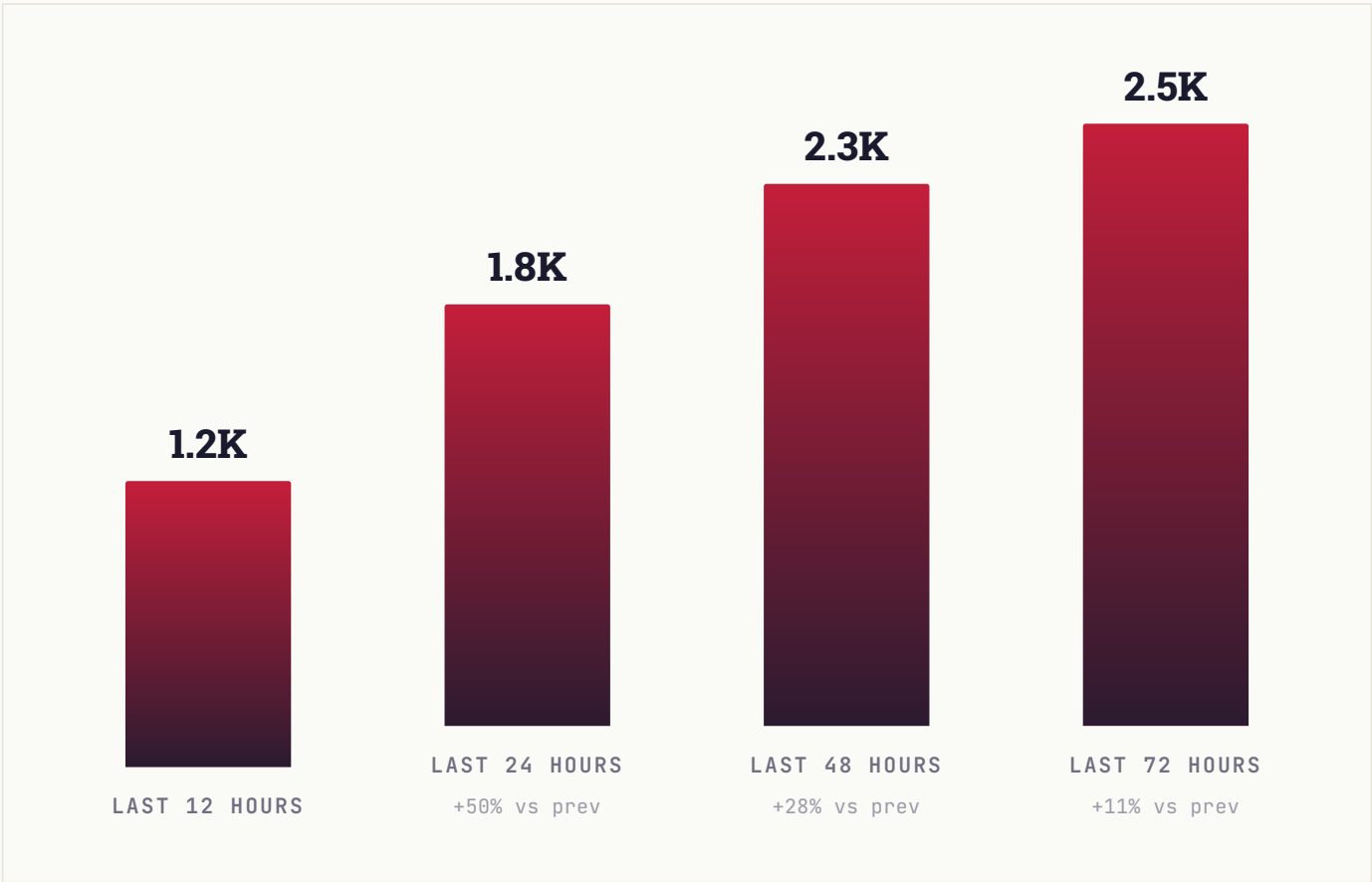
Citation index **18** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **60** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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 highlighted — see its position among niche neighbors.

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
QualityDr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Giving birth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
LifestyleNotes of a forensic expert	171.5K
MA MAMA_SINKA YOU	41.8K

COMPARATIVE CONCLUSION

Channel in lower half of top-100 niche (#91 of 96). Niche median — 70.8K subs. First growth KPI — reach the median. Leader: Blog from the morgue (359.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **6**, they brought **2 214** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	68
November 2025	1	1	265
October 2025	3	3	233
September 2025	0	0	1 278
August 2025	1	1	325
July 2025	0	0	45
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
6	6	2 214	

SECTION 08 • NICHE COMPARISON

Where 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.

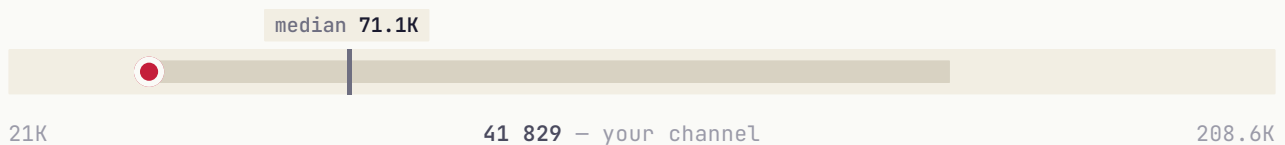
#91/100

RANK IN NICHE

Channel in the bottom half of the ranking

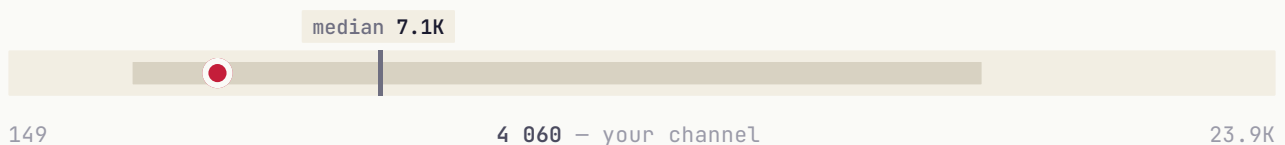
SUBSCRIBERS

worse than median by 41%



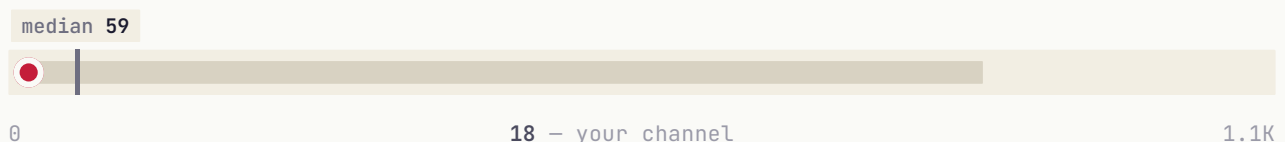
AVG REACH / POST

worse than median by 43%



CITATION INDEX

worse than median by 70%



— 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**Top post of the week — on Saturday**

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for important
post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with nearby channels**

Exchange posts quarterly with same-segment channels. 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 — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

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

02 Contact manager t.me/PromptPress_manager
