

PROMTPRESS PUBLIC REPORT

Channel audit

ZdravKontrol



@martynovevgueni

Medical MUST HAVE! Public oversight of medicine & patient rights.
460 medical chats in 60 Russian regions! MAX link: <https://max.ru/martynovevgueni> VK link:...

SUBSCRIBERS

223 527

-1954 per month

ERR (% SEE POSTS)

5.0%

per day 3.1%

REACH/POST

9.8K

ad reach 6.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 223 527 —	 SUBSCRIBER REACH 4.41% avg % subs see post	 VIEWS/POST 9.8K median 9.8K · 29 days	 POSTS/WEEK 33.8 for period
 7D TREND -2.8% vs previous week	 REACTIONS/POST 20.2 total 2,871 reactions, 1,592 reposts, 217 comments	 POST LENGTH 825 chars median 1000 · 29 days	 POSTS ANALYZED 142 29 days
 AD REACH 6.9K avg per 24h	 CHURN / MONTH -1954 last month	 CITATION RATE 60 citation index · 487 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «ZdravKontrol» – 223 527 subs. Each post avg views 9.8K people (4% from subs), reach low – expand audience. Publishes 34 posts per week (~5/day) – active. Week Jun 15–21 reach stable (-2.8% vs week 8–14 Jun).

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 142 posts in 29 days.
- 02 Dominant format — Text (68/142 posts).
- 03 Avg post length — 825 chars (median 1000).
- 04 Peak audience activity — Friday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (top avg 17.5K vs worst 7.6K) — across 142 posts in 29 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 17:18 PHOTO Dear friends! 📺We daily suspend medical chats in Telegram by region. Few responses, many hospitals have limited access. 📺In...		VIEWS 20 043	REACTIONS 23
		REPOSTS 7	ER 9.0%
Nº2 01.06 · 05:39 PHOTO 📺 June 1 — International Children's Day! This holiday reminds us of what's most precious — the health and well-being of our children. It is in...		VIEWS 16 674	REACTIONS 19
		REPOSTS 18	ER 7.5%
Nº3 28.05 · 14:32 PHOTO What must be in a travel first-aid kit for a child? 📺 We break it down with pediatrician NIKI...		VIEWS 15 897	REACTIONS 17
		REPOSTS 16	ER 7.1%

Nº4 12.06 · 02:45 PHOTO Dear project participants! Congratulations on Russia Day! This holiday is not only about love for the country, but also about self-care, because...	VIEWS 13 701 REACTIONS 42 REPOSTS 2 ER 6.1%
Nº5 11.06 · 14:34 PHOTO ☒ Sometimes returning from the war looks like the end of a story. But for the family it's often a new reality with different rules ☒ About why...	VIEWS 13 475 REACTIONS 23 REPOSTS 2 ER 6.0%

WORST 3

↓ 06.06 · 07:50 TEXT ✂BREAKING President V. Putin instructed the Russian government together with the FSB to ensure uninterrupted operation...	VIEWS 7 786 REACTIONS 8 REPOSTS 2 ER 3.5%
↓ 03.06 · 10:00 PHOTO ☒ Put your phone to charge, and suddenly – fire! Unfortunately, this is a real risk if you neglect simple safety rules. We...	VIEWS 7 554 REACTIONS 14 REPOSTS 35 ER 3.4%
↓ 05.06 · 10:15 VIDEO Medical rehab & support for demobilized SVO participants – FOMC priorities ☒ At a meeting with the Prime Minister...	VIEWS 7 500 REACTIONS 5 REPOSTS 2 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

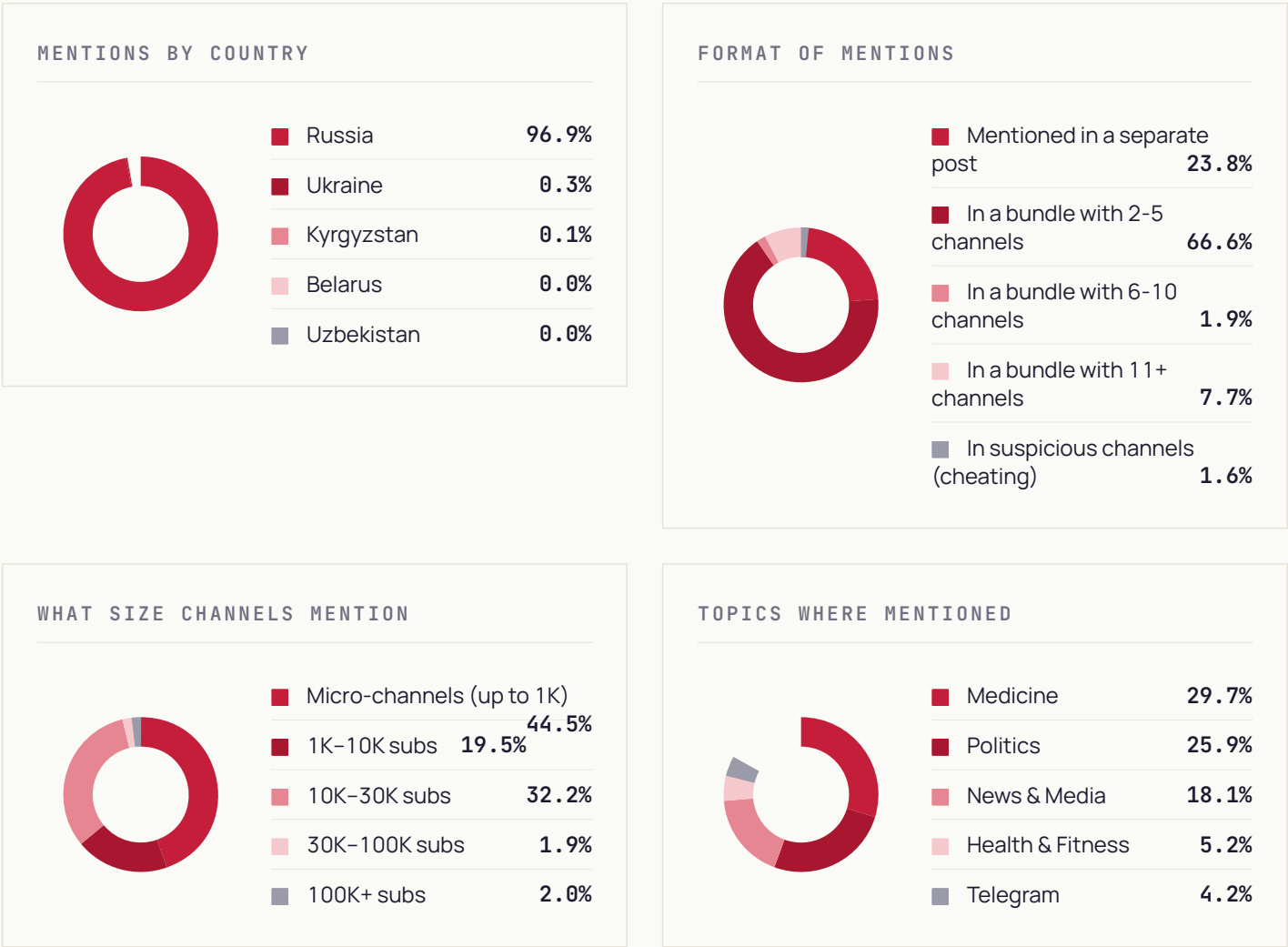
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

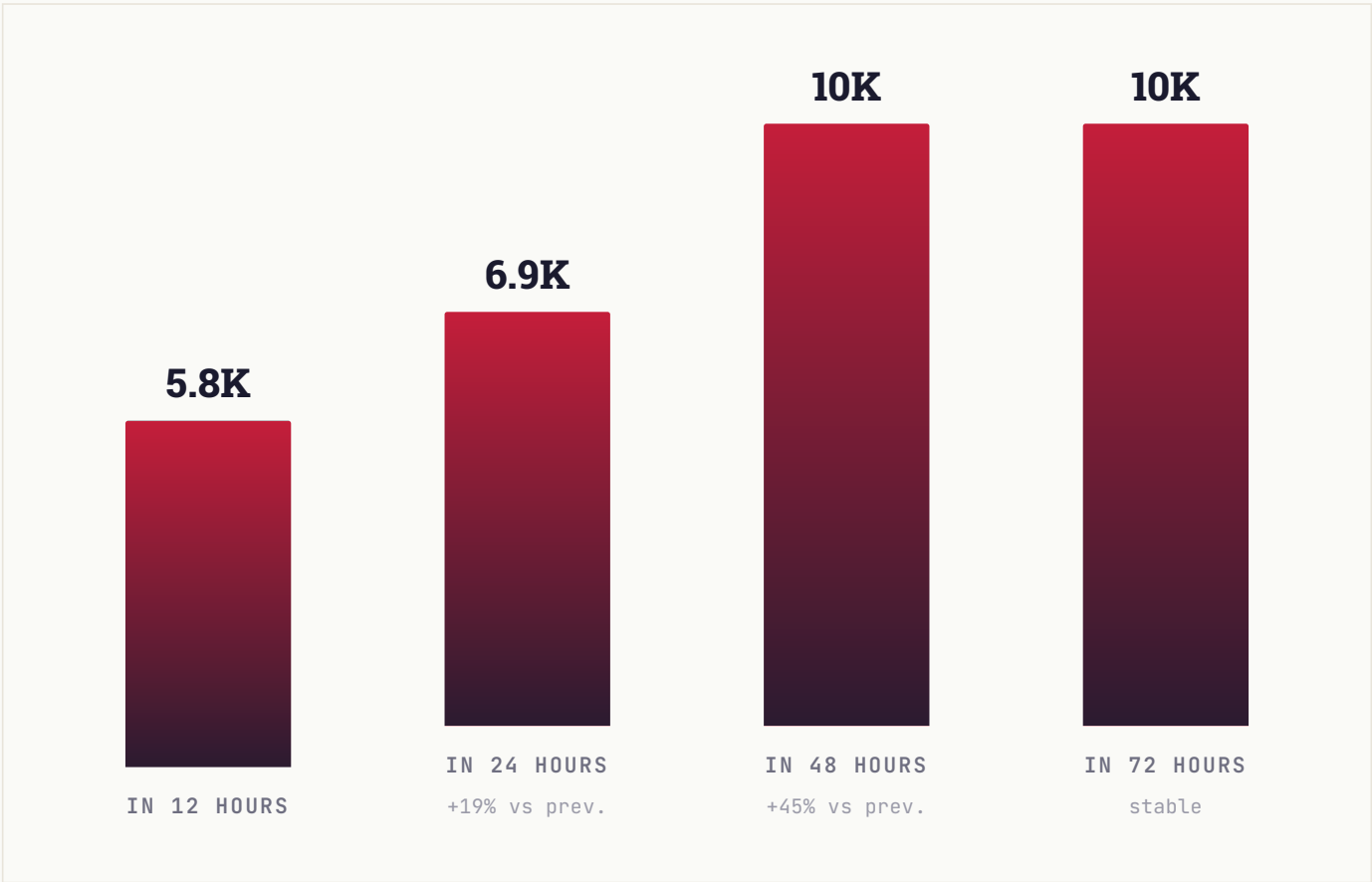
Citation index **60** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **487** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	359.3K
ER Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow medicine	238.8K
ZH ZdravKontrol YOU	223.5K
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 Forensic expert notes	171.5K
DS Doctor Sadovskaya	159.2K

COMPARATIVE CONCLUSION

Channel in top 10 in niche (#5 of 96). Strong position. Niche leader: **Blog from the morgue** (359.3K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **319**, they brought **26 003** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	61	19	1 274
November 2025	64	31	3 001
October 2025	55	18	4 187
September 2025	43	19	4 642
August 2025	43	13	5 612
July 2025	53	29	7 287

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
319	6	26 003

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

#5/100

POSITION IN NICHE

Channel in top 5% medicine Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day and at 20:00 MSK audience is most active.

EFFECT

**Best time for
an important
post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 4.41% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.1pp 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

+1K-3K subs

05

Test polls and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
