

PUBLIC REPORT BY PROMTPRESS

Channel audit

MEDSI



@medsigroup

MEDSI — Russia's largest private clinic chain. Support chat
@Medsigroup_bot Site: medsi.ru ☎+7 (495) 132-34-17 Promos &
discounts: medsi.ru/actions/ RKN: <https://clck.ru/3LTwnj> Official...

SUBSCRIBERS

71 555

-543 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.8%

REACH/POST

3.6K

ad reach 2K/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 71 555 —	 SUBSCRIBER REACH 5.06% avg % subs see post	 VIEWS/POST 3.6K median 3.5K · 29 days	 POSTS/WEEK 17.7 for the period
 7D TREND -8.5% vs previous week	 REACTIONS/POST 26.1 total 1,929 reactions, 681 reposts, 215 comments	 POST LENGTH 753 chars median 963 · 29 days	 POSTS ANALYZED 74 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH -543 last month	 MENTIONS 164 citation index · 469 channels mentioned it ever	 CHANNEL AGE 6 years 3 months created 24.03.2020

AI EDITOR SUMMARY

Channel 'MEDSI' — 71 555 subs. Each post averages 3.6K people (5% of subs), reach is low — need to grow audience. Publishes 18 posts per week (~3/day) — consistent. For week Jun 15–21 reach dropped -8.5% vs week Jun 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **74** posts over 29 days.
- 02 Dominant format — **Photo** (53/74 posts).
- 03 Avg post length — **753** characters (median 963).
- 04 Audience peak activity — **Sat, 14:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (5.7K avg for top vs 2.7K for worst) — among 74 posts over 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 15:01 PHOTO Losing a tooth isn't just about looks. Over time, your bite changes, neighboring teeth may shift, and chewing load is redistributed...	VIEWS 5 851 REPOSTS 16	REACTIONS 24 ER 8.2%
Nº2 03.06 · 15:06 PHOTO Moscow hosted a large-scale evening 'Stylyagi v Dvizhenii' organized by the 'Life in Motion' Charity Foundation with support from MEDSI and...	VIEWS 5 679 REPOSTS 5	REACTIONS 26 ER 7.9%
Nº3 06.06 · 11:53 VIDEO Face may look fresh, but the neck sometimes reveals more than you'd like. Venus rings — one of those aesthetic features that...	VIEWS 5 492 REPOSTS 10	REACTIONS 22 ER 7.7%

Nº4 04.06 · 15:02 PHOTO A 63-year-old woman visited KB1 MEDSI in Otradnoye after finding a dense mass in her right breast during self-exam...	VIEWS 5 193 REPOSTS 9	REACTIONS 67 ER 7.3%
Nº5 06.06 · 07:01 VIDEO (captionless video post)	VIEWS 5 152 REPOSTS 2	REACTIONS 14 ER 7.2%

|

WORST 3

↓ 23.06 · 14:55 VIDEO Soda and salt for mouth discomfort really work? ► Let's find out with Liliya Aleksandrovna Fomenko, doctor —...	VIEWS 2 833 REPOSTS 7	REACTIONS 12 ER 4.0%
↓ 19.06 · 07:01 PHOTO (captionless photo post)	VIEWS 2 738 REPOSTS 7	REACTIONS 35 ER 3.8%
↓ 19.06 · 15:02 PHOTO On June 17, the first international medical conference MEDSI "Health Space" was held in the capital of Tajikistan. The event was...	VIEWS 2 595 REPOSTS 7	REACTIONS 33 ER 3.6%

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 and loss.

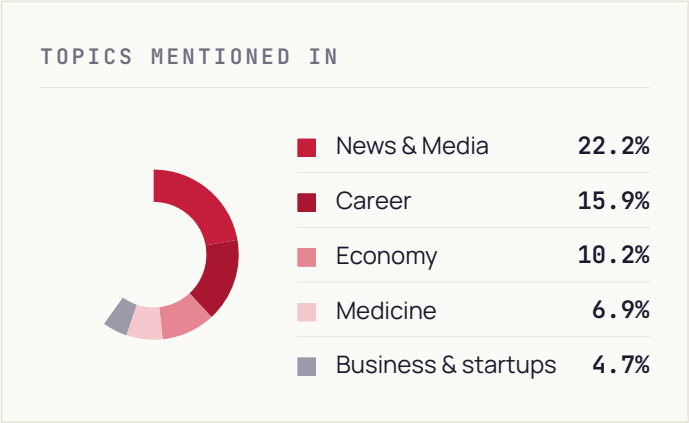
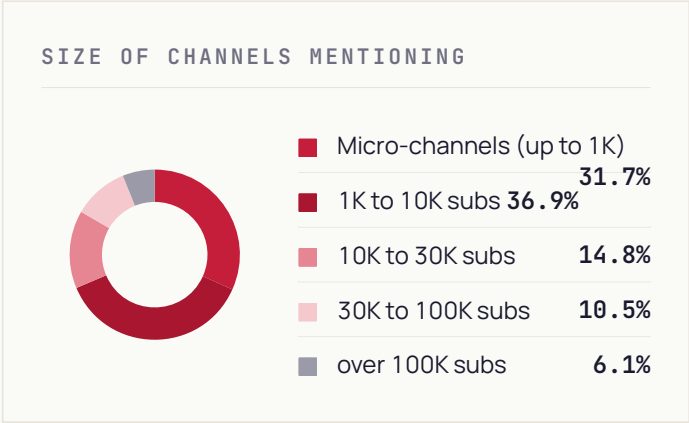
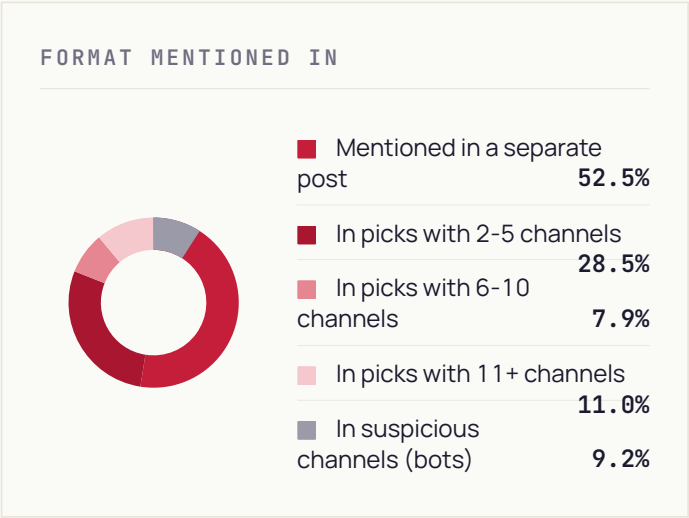
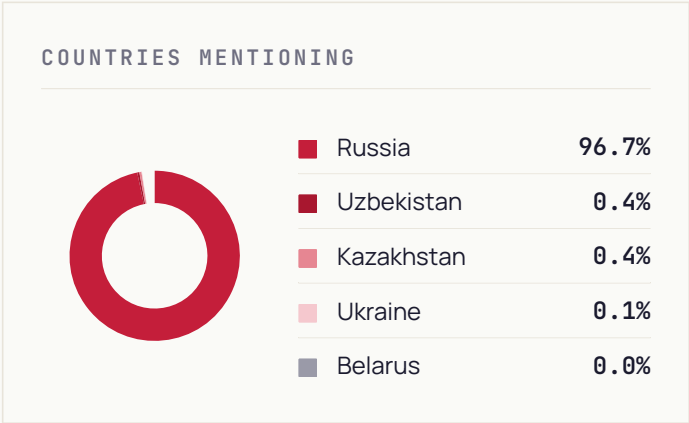


PERIOD START	NOW	NET GROWTH
65 101	71 557	+6 456

SECTION 04 · MENTIONS

Who mentions the channel & how

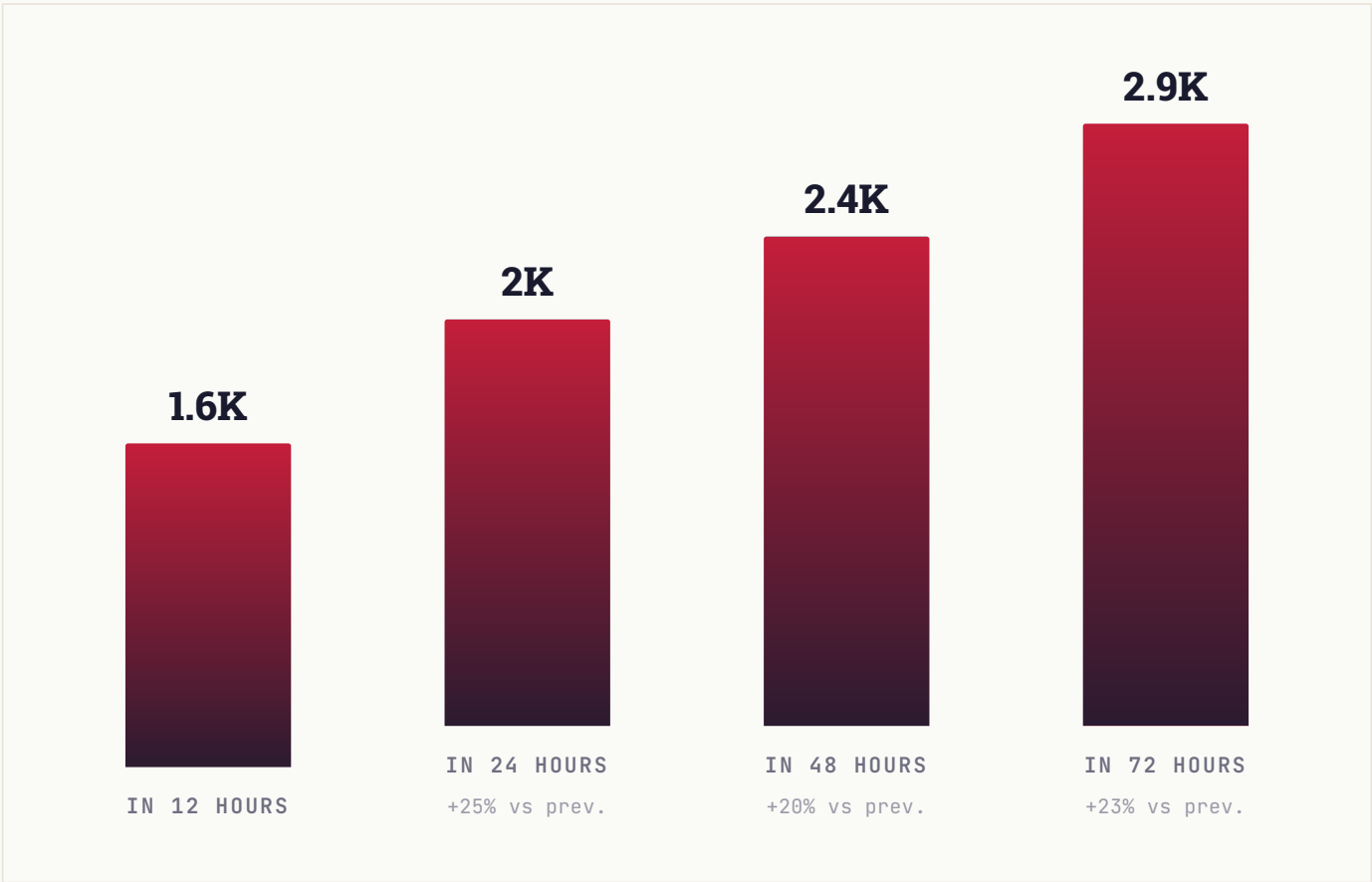
Citation index **164** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **469** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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
BI Blog from the Morgue	358.5K
EM Endocrinologist Magerya	293.7K
EP EXPERIENCED PHARMACIST	266.7K
MM Moscow Medicine	240.6K
ZD ZdravKontrol	223.5K
KD Dr. Shishonin's channel	215.2K
AT Anatomical Theater	201.3K
MR Mycerinus. Giving birth? Call the midwife!	192.5K
DM DOCTOR MYASNIKOV	182.7K
ZS Notes of a Forensic Expert	171.4K
ME MEDSI YOU	71.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#49 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the Morgue (358.5K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **64**, they brought **11 857** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	16	12	2 611
Nov 2025	6	4	2 046
Oct 2025	16	10	1 343
September 2025	9	6	2 345
August 2025	7	4	1 837
July 2025	10	6	1 675
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
64	6	11 857	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

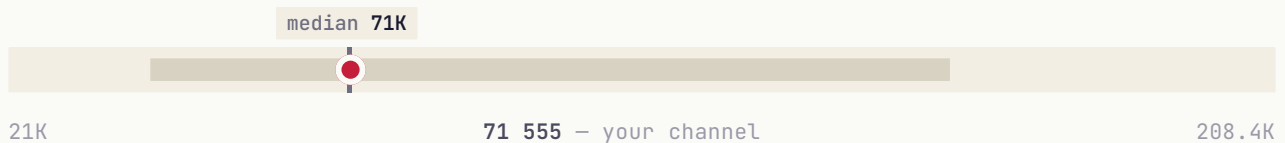
Took top-100 channels in category "Medicine» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#49 /100

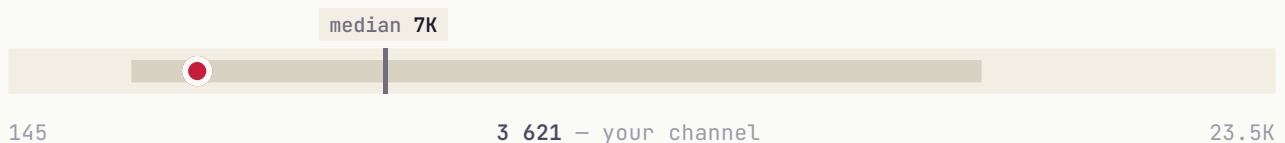
RANK IN NICHE

Channel in top half of the ranking

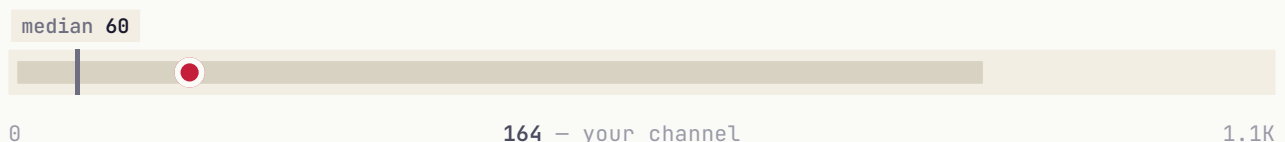
SUBSCRIBERS

better than 50% of niche


AVG REACH / POST

49% below median


CITATION INDEX

better than 55% of niche


— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday
 Audience is most active on this day at 14:00 MSK.

EFFECT
Best time for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 5.06% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+0.4pp ER
- 03

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
- 04

Test polls and interactive formats
 Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with similar channels
 Swap posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

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

01	Launch Telegram Ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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