

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mikeryna.

Childbirth? Call the midwife!



@mikeryna_sashaa

Ob-gyn doctor blog, sharing hospital stories ads inquiries - only
@ella_go channel registered in RKN: <https://gosuslugi.ru/snet/6790e0b0a0ce0051284536ad>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
192 480	23.0%	44.1K
-242 per month 26.06.2026	per day 12.9% HTTPS://PROMTPRESS.COM/AUDIT/MIKERYNA_SASHAA	ad reach 24.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 192 480 —	 SUBSCRIBER REACH 22.93% avg % of subs see post	 VIEWS/POST 44.1K median 43.1K · 28 days	 POSTS/WEEK 18.6 over period
 7D TREND +23.4% vs prev week	 REACTIONS/POST 2035.2 total 156,709 reactions, 1,846 reposts, 7,477 comments	 POST LENGTH 541 chars median 436 · 28 days	 POSTS ANALYZED 77 28 days
 AD REACH 24.9K 24h avg	 CHURN / MONTH -242 last month	 CITATION RATE 43 citation index · 154 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 02.10.2017

AI EDITOR SUMMARY

Channel «Mikerina. Childbirth? Call the midwife!» – 192 480 subs. Each post is viewed on average by 44.1K people (23% from subs), this is average reach – room to grow. Publishes 19 posts per week (~3/day) – regular schedule. For week Jun 15–21 reach grew +23.4% By week Jun 8–14 – positive trend.

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 77 posts over 28 days.
- 02 Dominant format — Text (49/77 posts).
- 03 Avg post length — 541 chars (median 436).
- 04 Peak audience activity — Wednesday, 21:00 MSK.
- 05 Top posts get 2× more views than the weakest (70.9K avg for top vs 36.1K for worst) — among 77 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 18:09 TEXT So many questions for the parents, really. A lone boy, about 11-12, (apparently the main owner) was screaming and crying when the dogs...	VIEWS 71 153 REPOSTS 6	REACTIONS 2 566 ER 37.0%
Nº2 17.06 · 17:37 TEXT I'd already forgotten what it's like to walk a big dog after a year. I picked Tolyka up and there's no conflict. But here you squeeze him as much as...	VIEWS 70 929 REPOSTS 5	REACTIONS 2 573 ER 36.9%
Nº3 17.06 · 17:33 TEXT What a crappy day. Went for a walk with Belyash in the evening, I don't let him off leash, he's a big dog. I hold him easily. Walked, heading back to our...	VIEWS 70 678 REPOSTS 17	REACTIONS 4 309 ER 36.7%

Nº4

17.06 · 15:45

VIDEO

Yesterday Lyonya locked himself in the room. It happened, as expected, completely unexpectedly: he was sleeping in the room, the door was ajar, but...

VIEWS

67 831

REPOSTS

13

REACTIONS

4 445

ER

35.2%

Nº5

17.06 · 20:38

TEXT

During the fight, my dog bit me pretty badly while I was separating them. I treated it, but there's still some oozing and pain...

VIEWS

64 848

REPOSTS

9

REACTIONS

3 726

ER

33.7%

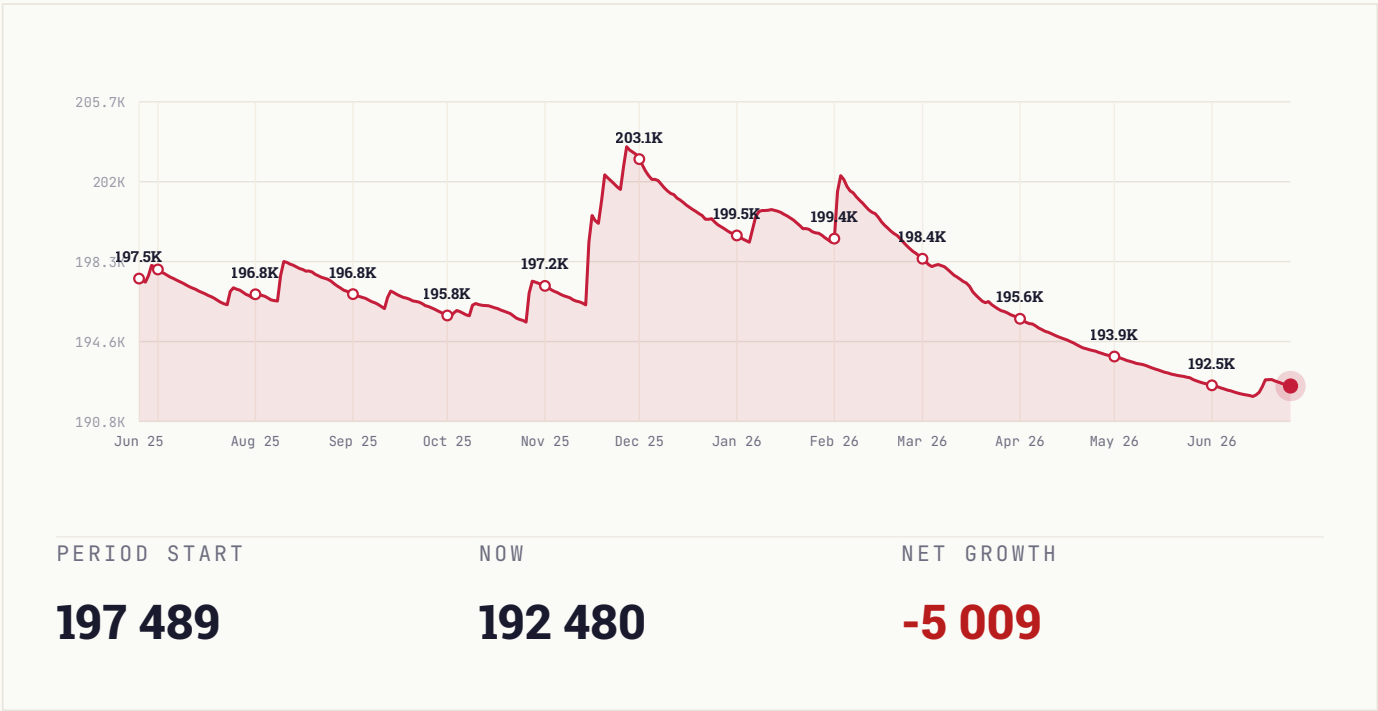
WORST 3

↓ 08.06 · 18:38 TEXT Turns out many live like this now. I work with banks. Mortgages used to be 30 years, now...	VIEWS 38 244 REPOSTS 23 REACTIONS 1 082 ER 19.9%
↓ 22.06 · 17:23 TEXT 85 years ago the war began. Kids who just had prom went to the front in months. 85 years later, British missiles...	VIEWS 36 100 REPOSTS 48 REACTIONS 2 096 ER 18.8%
↓ 23.06 · 14:20 VIDEO - 10,000 RUB and minus 5 years in one go! Took Admiral for a haircut, wash, and teeth cleaning under sedation. Came out clean...	VIEWS 33 937 REPOSTS 16 REACTIONS 3 603 ER 17.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

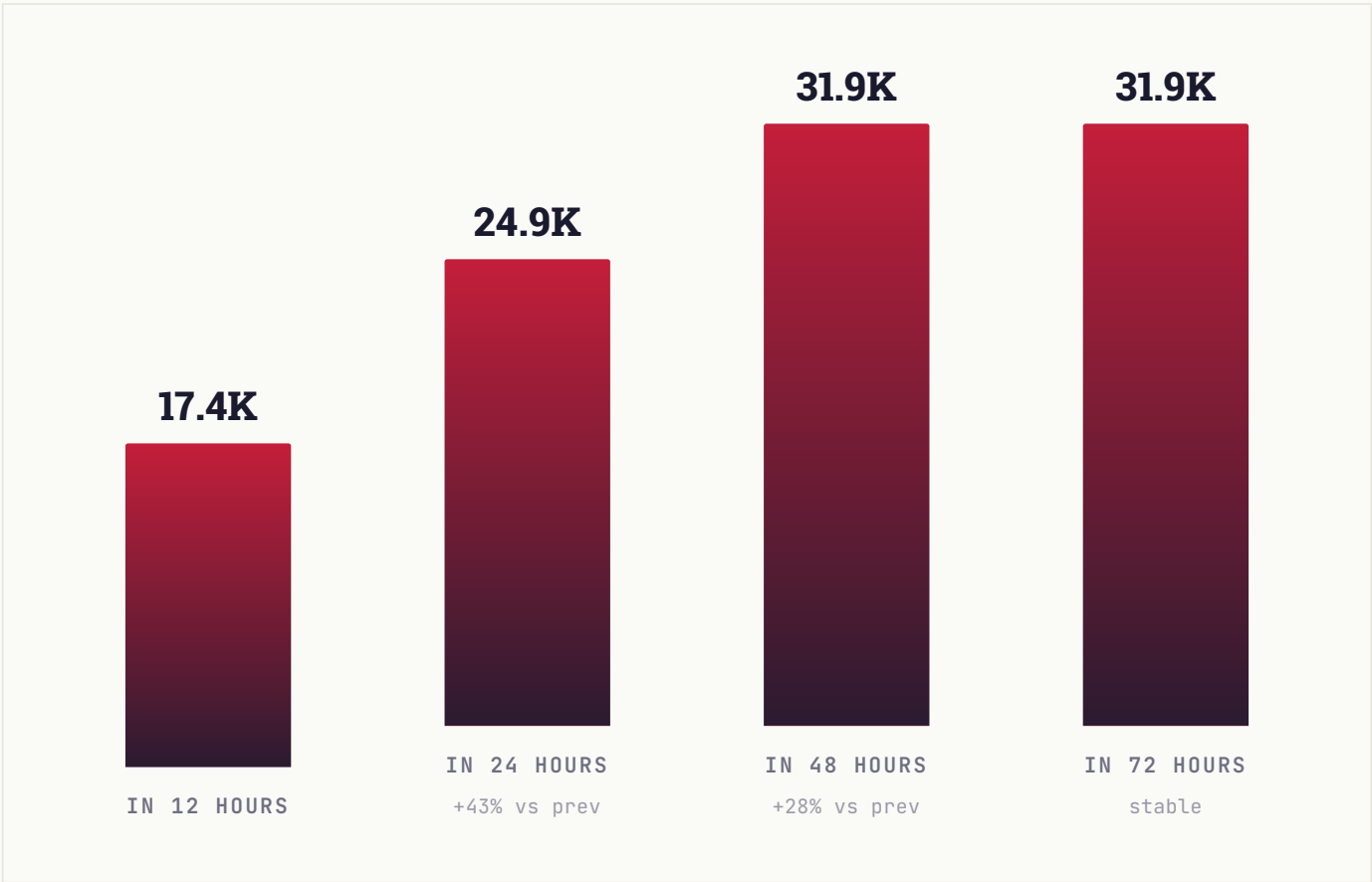
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

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 Mikerina. Childbirth? Call the midwife! YOU	192.5K
DM DOCTOR MYASNIKOV	182.7K
ZS Notes of a forensic expert	171.4K
DS Doctor Sadovskaya	159.1K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#8 of 96). Strong position. Niche leader — **Blog from the morgue** (358.5K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 06 · 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 were **14**, they brought **14 856** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	2	31
November 2025	3	3	8 426
October 2025	4	4	2 780
September 2025	3	2	817
August 2025	1	1	2 011
July 2025	1	1	791

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
14	6	14 856

SECTION 07 · NICHE COMPARISON

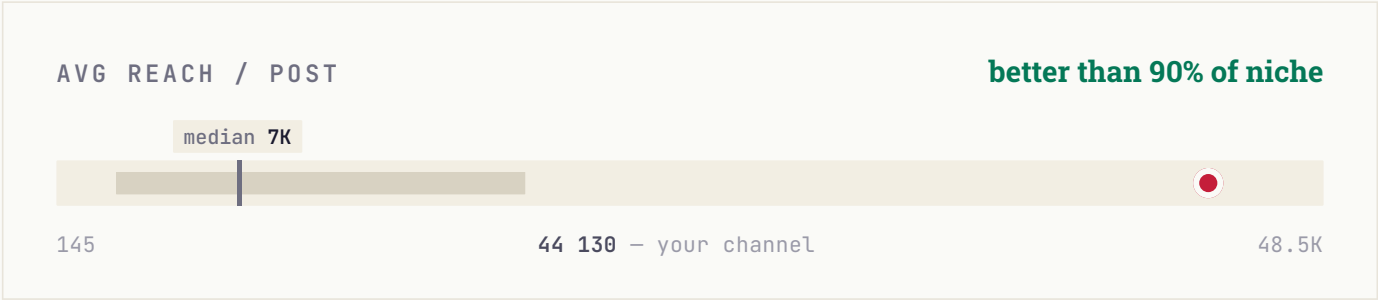
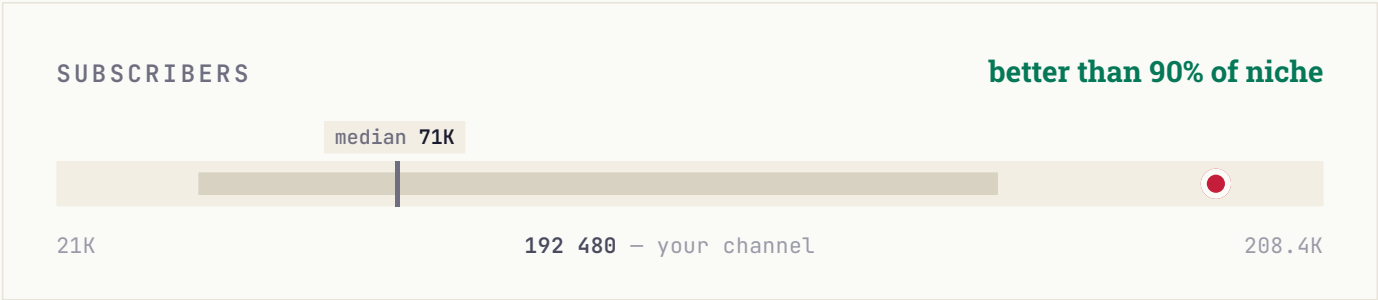
Where channel ranks in its league

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.

#8/100

RANK IN NICHE

Channel in top 8% medicine Russia



— SECTION 08 · STRATEGY

What to Do Right Now

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

- 01

Top post of the week — on Wednesday
Audience most active on this day at 21:00 MSK.

EFFECT
Best window for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Swap posts with channels in the same segment once a quarter. 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 minutes using public data. Want to go further — 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
