

PUBLIC REPORT BY PROMTPRESS

Channel audit

NaPopravku



@napopravkuru

Health channel for those who care about themselves and loved ones ❤️ Posts from experienced doctors and evidence-based medicine. 💬 Our chat: @napopravku_chat 💬 Chat for parents: @napopravku_kids Collaboration:...

SUBSCRIBERS

19 156

-294 per month

ERR (% SEE POSTS)

8.0%

in 24 hrs 2.7%

REACH/POST

1.4K

ad reach 517/24h

— CONTENT · 2026

What's inside the report

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Top-5 posts · worst 3 · insights

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Who mentions the channel and how

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6 months · monthly

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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 19 156 —	 SUBSCRIBER REACH 7.22% avg % subs see post	 VIEWS/POST 1.4K median 1.3K · 26 days	 POSTS/WEEK 6.7 for the period
 7D TREND -24.4% vs previous week	 REACTIONS/POST 27.3 total 682 reactions, 144 reposts, 19 comments	 POST LENGTH 787 chars median 1K · 26 days	 POSTS ANALYZED 25 26 days
 AD REACH 517 24h avg	 CHURN / MONTH -294 for the last month	 QUOTABILITY 171 citation index · 320 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 03.04.2020

AI EDITOR SUMMARY

Channel «NaPopravku» – 19 156 subs. Avg views per post: 1.4K people (7% of subs), reach is low – consider expanding audience. Publishes 7 posts/week (~1/day) – infrequent. For week Jul 6–12 reach dropped -24.4% by week Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **25** posts over 26 days.
- 02 Dominant format – **Photo** (13/25 posts).
- 03 Avg post length – **787** chars (median 1K).
- 04 Peak audience activity – **Tuesday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2K avg for top vs 844 for worst) – among 25 posts in 26 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 12:01 PHOTO ⚡Live with a pediatrician in an hour! 👉Save the link to join: Here it is You still have time to ask the doctor your question...	VIEWS 2 147 REPOSTS 2	REACTIONS 14 ER 11.2%
Nº2 22.06 · 16:34 TEXT 🔍Hidden sources of sugar you might not know about Check your diet with therapist Snezhana Brovkina. 👁️At the end – rules...	VIEWS 2 069 REPOSTS 15	REACTIONS 45 ER 10.8%
Nº3 25.06 · 16:34 PHOTO 🧐Dark armpits – a sign of diabetes?! Endocrinologist Ekaterina Aleshina explained what non-obvious causes may be behind darkened...	VIEWS 1 898 REPOSTS 7	REACTIONS 20 ER 9.9%

Nº4

23.06 • 14:47

TEXT

🎁 Discount from a pediatrician! 77% off a year of online consultations with NaPopravku doctors! 👉 Your promo code: LORDOC77 Enter it when...

VIEWS

1 883

REPOSTS

2

REACTIONS

16

ER

9.8%

Nº5

26.06 • 16:33

TEXT

✈️ Do you need compression socks on a plane? (Check before traveling) Therapist Ksenia Kosheva explains. A long flight is...

VIEWS

1 881

REPOSTS

8

REACTIONS

28

ER

9.8%

WORST 3



15.07 • 16:00

TEXT

Are statins more dangerous than high cholesterol? Let's figure it out with a cardiologist "I'll ruin my liver", "my muscles will ache", "I'll get diabetes", "I'll have to take pills for life"...

VIEWS

890

REPOSTS

16

REACTIONS

20

ER

4.6%



15.07 • 08:00

PHOTO

🫀 Cardiologists will answer in the comments today! Ask your question about cholesterol, statins, blood pressure, heart issues, etc. under ➡...

VIEWS

848

REPOSTS

—

REACTIONS

15

ER

4.4%



16.07 • 16:00

PHOTO

🥛 Is it true that everyone develops lactose intolerance with age? Therapist Leysan Makhmutova answers: No. With age, the activity...

VIEWS

795

REPOSTS

4

REACTIONS

18

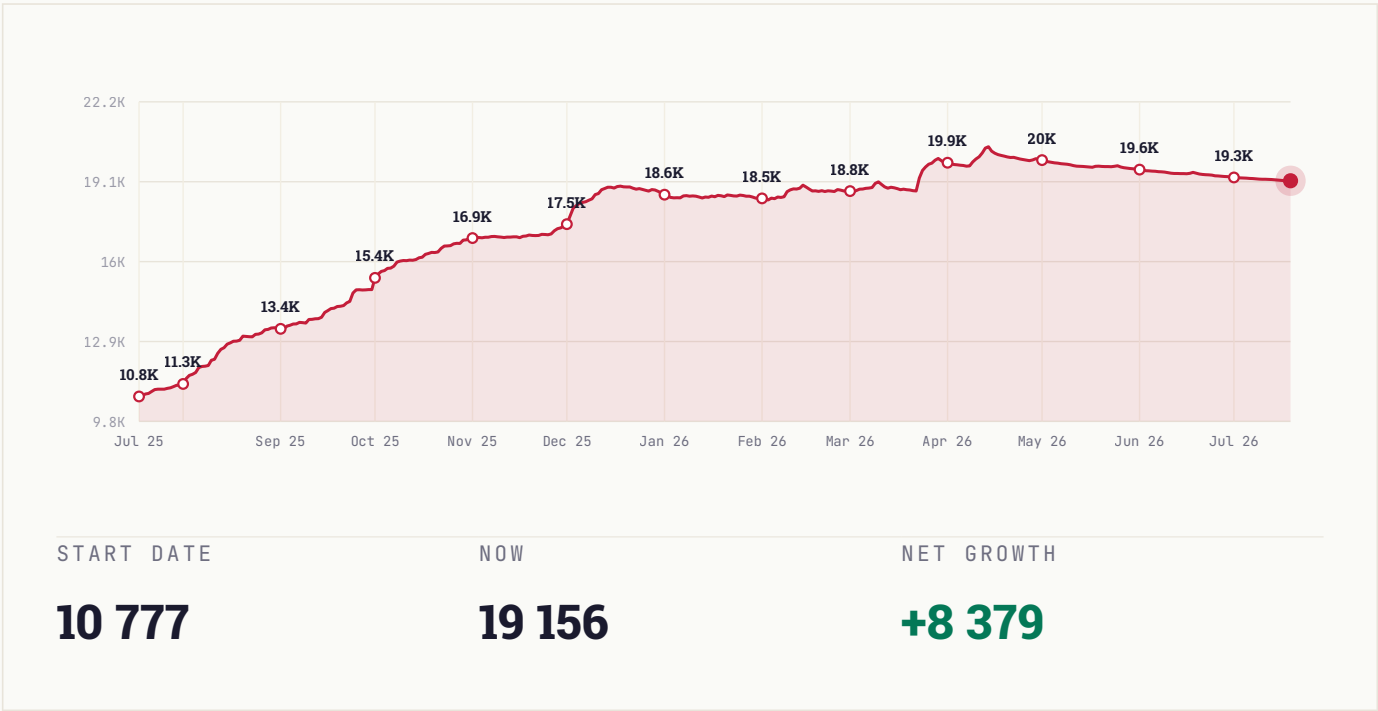
ER

4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

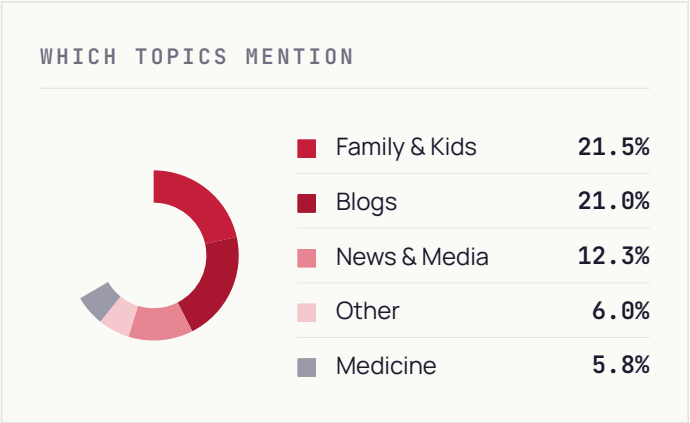
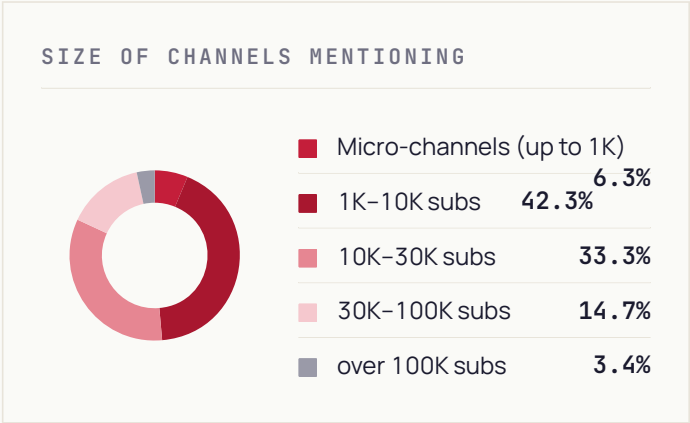
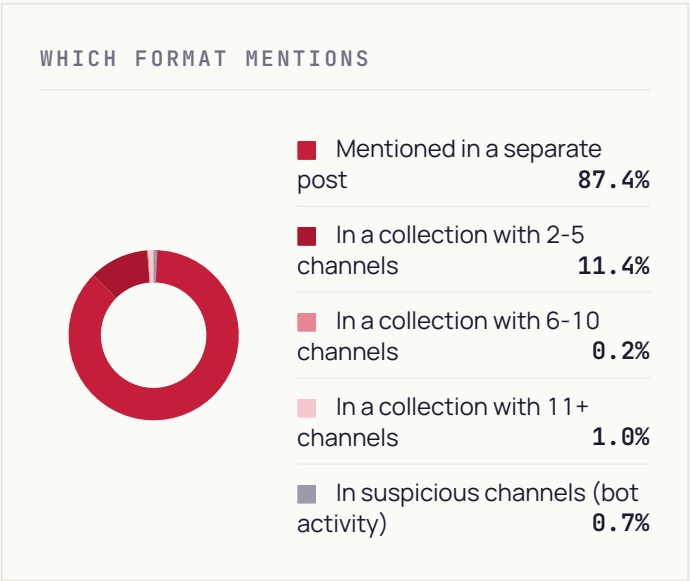
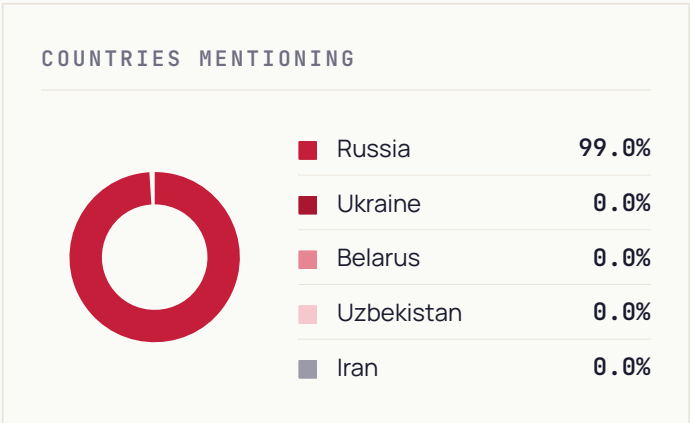
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. churn.



SECTION 04 · MENTIONS

Who and how mentions the channel

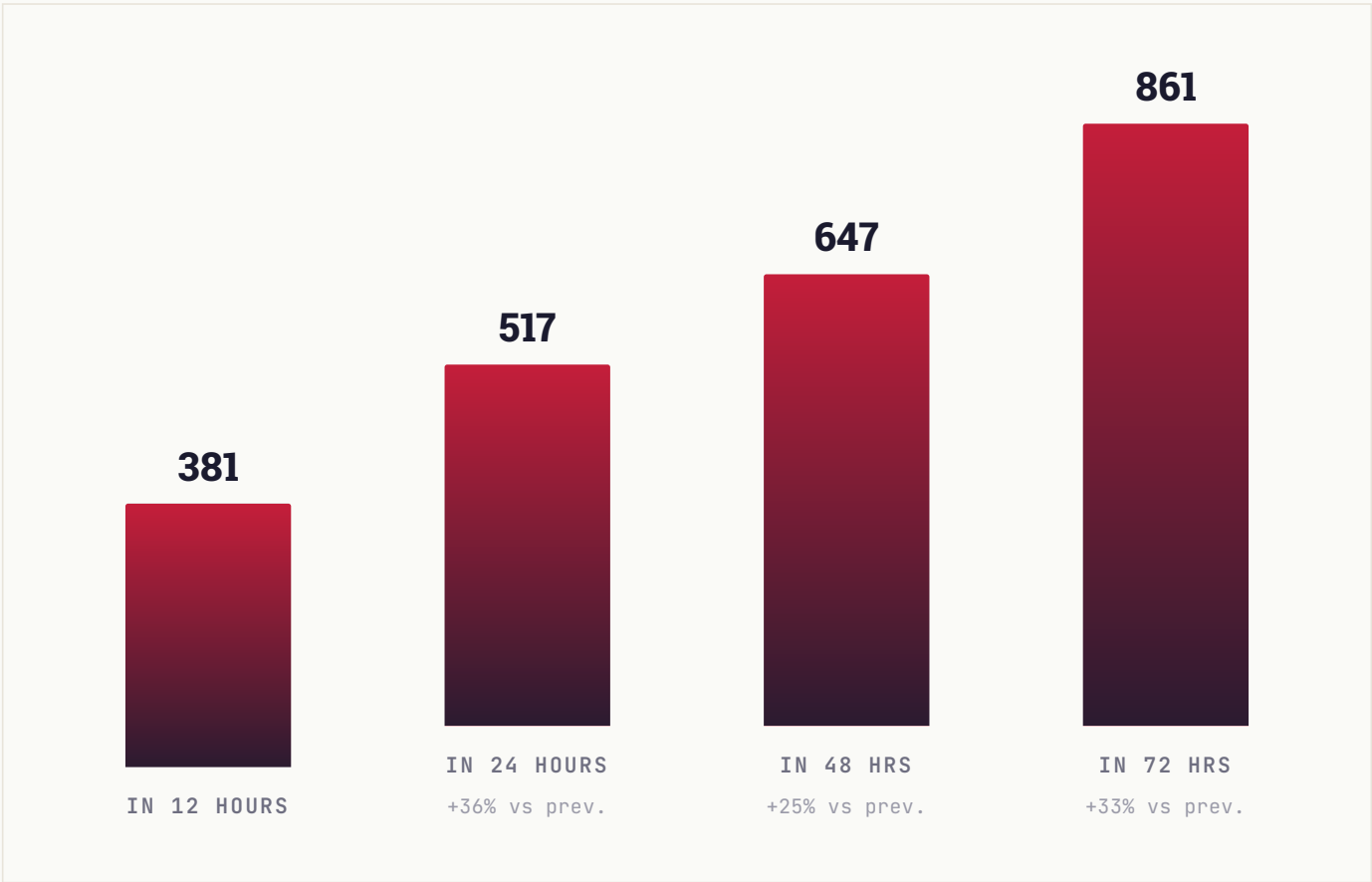
Citation index **171** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **320** different channels.



SECTION 05 · 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 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DT Dr Tel	755.5K
BI Blog from the morgue	354.1K
تا تعليم اللغة الإنجليزية 🧑🏫	328.2K
🩸 الجراحة 🩸 Surgery 🩸 - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
EP EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿 F 🌿 Folk Medicine 🌿	235.1K
ZD ZdravKontrol	222.2K
NA NaPopravku YOU	19.2K

COMPARATIVE INSIGHT

Channel is still outside top-97 of niche — early growth stage. Niche leader — Dr Tel (755.5K), median top-97: 103.2K. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **194**, they brought **8 476** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	13	12	355
December 2025	34	34	1 660
Nov 2025	35	35	610
Oct 2025	47	47	2 013
Sep 2025	43	41	1 567
August 2025	22	21	2 271

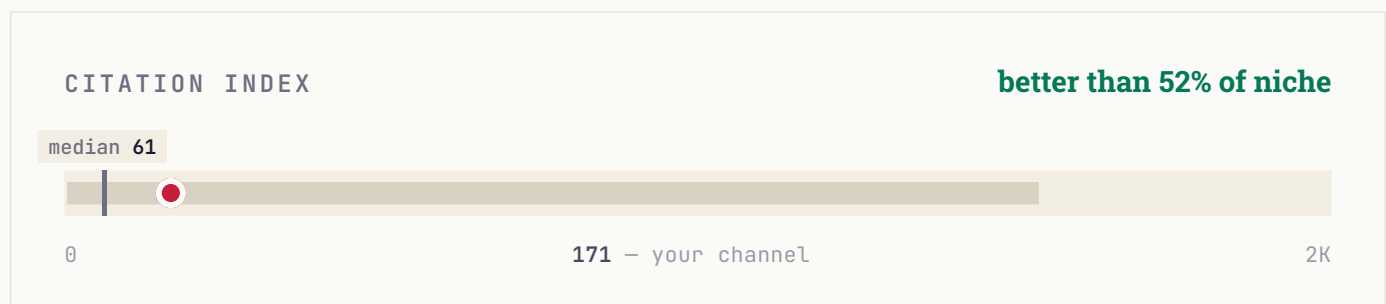
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
194	6	8 476

Where the channel stands in its league

SUBSCRIBERS 82% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 105.1K. The channel's count is 36.2K, which is 82% below the median. The range from 36.2K to 284.7K is labeled '19 156 - your channel'.

Metric	Value
Channel Subscribers	36.2K
Median	105.1K
Range (19 156 - your channel)	36.2K - 284.7K



— 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 Tuesday

Audience is most active on this day at 15:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

EFFECT

Video retains audience better
- 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 & 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
- 05

Cross-promo with neighboring channels

Cross-post with same-niche channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan 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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