

PUBLIC REPORT BY PROMTPRESS

Channel audit

Блог Акушеров



@obgynblog

We are Sergey Mikhalev and Tatyana Prishchep — OB-GYNs. Author blog on women's health, pregnancy, and motherhood.

SUBSCRIBERS

16 036

+42 per month

ERR (% SEE POSTS)

6.0%

last day **2.3%**

REACH/POST

926

ad reach **365**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 16 036 —	 SUBSCRIBER REACH 5.78% avg % subs see post	 VIEWS/POST 926 median 976 · 28 days	 POSTS/WEEK 6.5 for period
 7D TREND -33.5% vs previous week	 REACTIONS/POST 17.1 only 463 reactions, 216 reposts, 5 comments	 POST LENGTH 875 chars median 1000 · 28 days	 POSTS ANALYZED 27 28 days
 AD REACH 365 24h avg	 CHURN / MONTH +42 last month	 CITATION RATE 359 citation index · 792 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 04.01.2020

EDITOR AI SUMMARY

Channel «Blog of Obstetricians» — 16 036 subs. Each post averages 926 people (6% of subs), low reach — need to grow audience. Posts 6 posts/week (~1/day) — rare. Week Jul 6–12 reach dropped -33.5% by week Jun 29 – Jul 5 — worth analyzing.

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 in 28 days.
- 02 Dominant format — Photo (22/27 posts).
- 03 Avg post length — 875 chars (median 1000).
- 04 Peak audience activity — Thursday, 01:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.3K avg for top vs 703 for worst) — among 27 posts in 28 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

№102.07 · 22:50PHOTO	VIEWS	REACTIONS
	1 363	8
Obesity in pregnancy may be linked to higher risk of colorectal cancer in children later in life. US scientists...	REPOSTS	ER
	4	8.5%
№201.07 · 06:25PHOTO	VIEWS	REACTIONS
	1 345	40
Chose wife's childbirth over World Cup match. On June 21, Belgian winger Jérémy Doku missed the match against Iran to be with...	REPOSTS	ER
	10	8.4%
№325.06 · 04:01VIDEO	VIEWS	REACTIONS
	1 250	27
Anne Hathaway expecting third child. The 43-year-old actress confirmed rumors of a new addition after paparazzi caught her with...	REPOSTS	ER
	4	7.8%

Nº4

24.06 • 04:01

PHOTO

💞👩‍❤️‍💋👩 Best way to prep for a date – masturbation. According to sexologist Mindy DeSet (specialist at dating app Hily),...

VIEWS

1 217

REPOSTS

11

REACTIONS

21

ER

7.6%

Nº5

28.06 • 05:38

PHOTO

Missed miscarriage. Part 1. What is it and why does it happen? – is a pathological symptom complex that includes...

VIEWS

1 135

REPOSTS

13

REACTIONS

19

ER

7.1%

WORST 3



13.07 • 04:04

VIDEO

Kombucha underwear. Anna Bezrukova – a craftswoman from St. Petersburg experimenting not only with her art objects but also with...

VIEWS

749

REPOSTS

21

REACTIONS

9

ER

4.7%



14.07 • 02:26

PHOTO

⚽ FIFA supports pregnant footballers and athletes in postpartum period. Scientists from Canada and the UK together with FIFA...

VIEWS

698

REPOSTS

5

REACTIONS

10

ER

4.4%



16.07 • 05:34

PHOTO

Works by Sally Hewett – renowned British artisan from Cambridge, creating textile sculptures and embroidery. Her...

VIEWS

662

REPOSTS

4

REACTIONS

16

ER

4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

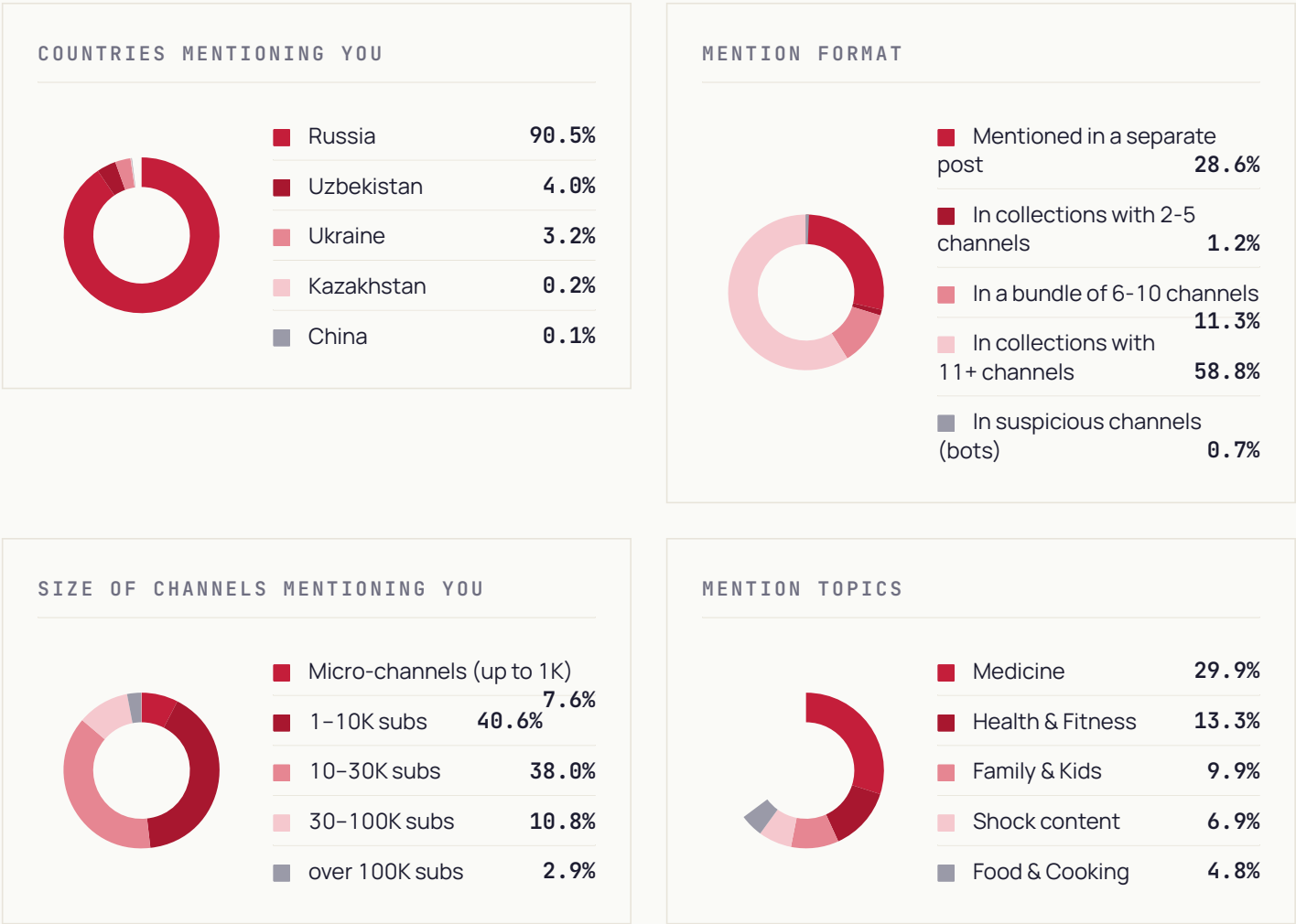
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

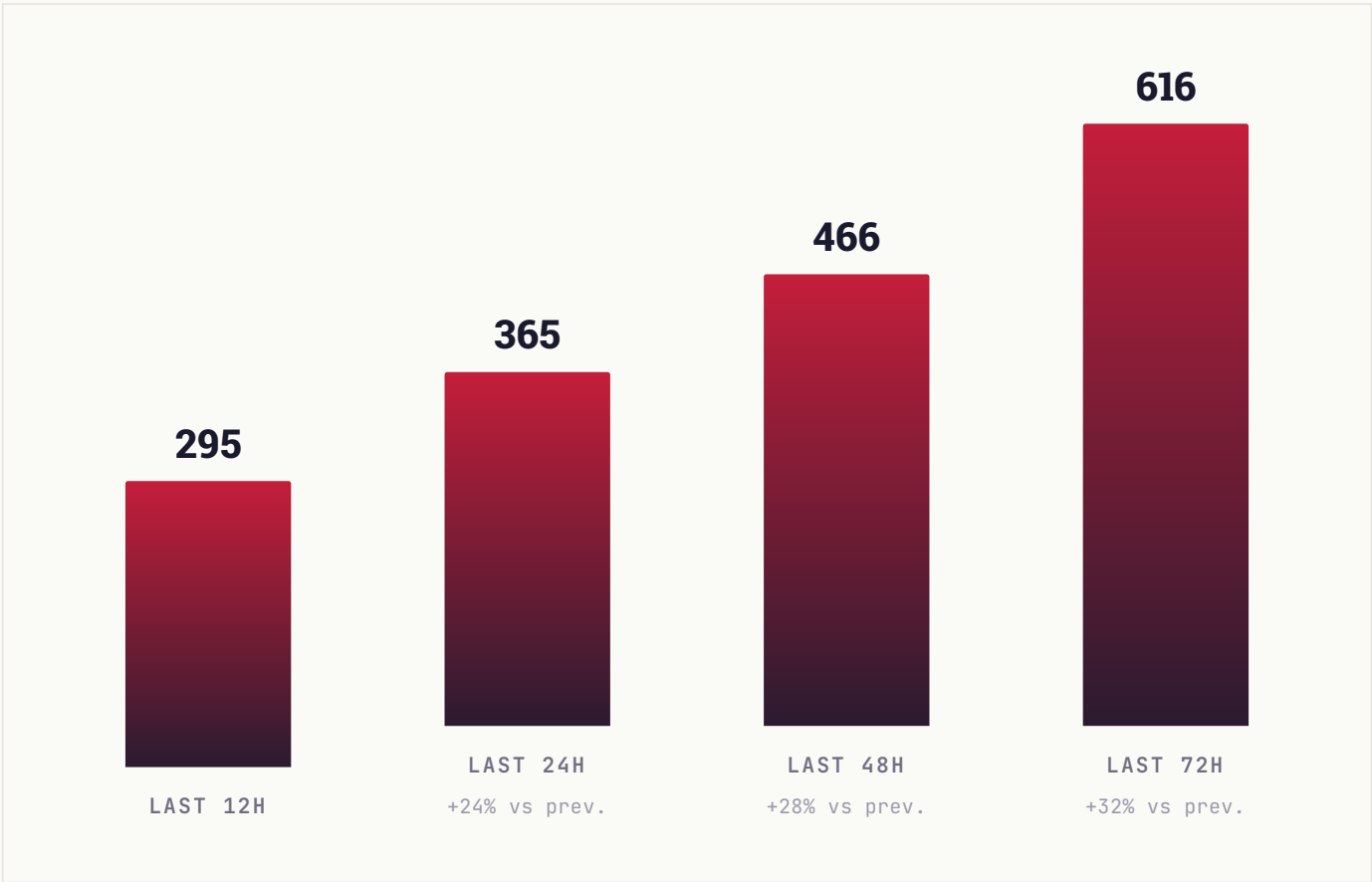
Citation index **359** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **792** different channels.



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 closest channels by topic and audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
DT Dr Tel	755.5K
БИ Блог из морга	354.1K
تا تعليم اللغة الإنجليزية 🧑🏫	328.2K
🩺 الجراحة 🩺 Surgery 🩺 - Crypto currency	318.4K
EM Endocrinologist Magerya	292.5K
OF EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
🌿🍵 Folk medicine 🌿🍵	235.1K
Health HealthControl	222.2K
БА Блог Акушеров YOU	16K

COMPARATIVE SUMMARY

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Dr Tel (755.5K), top-97 median: 103.2K. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **269**, they brought **669** new subs.

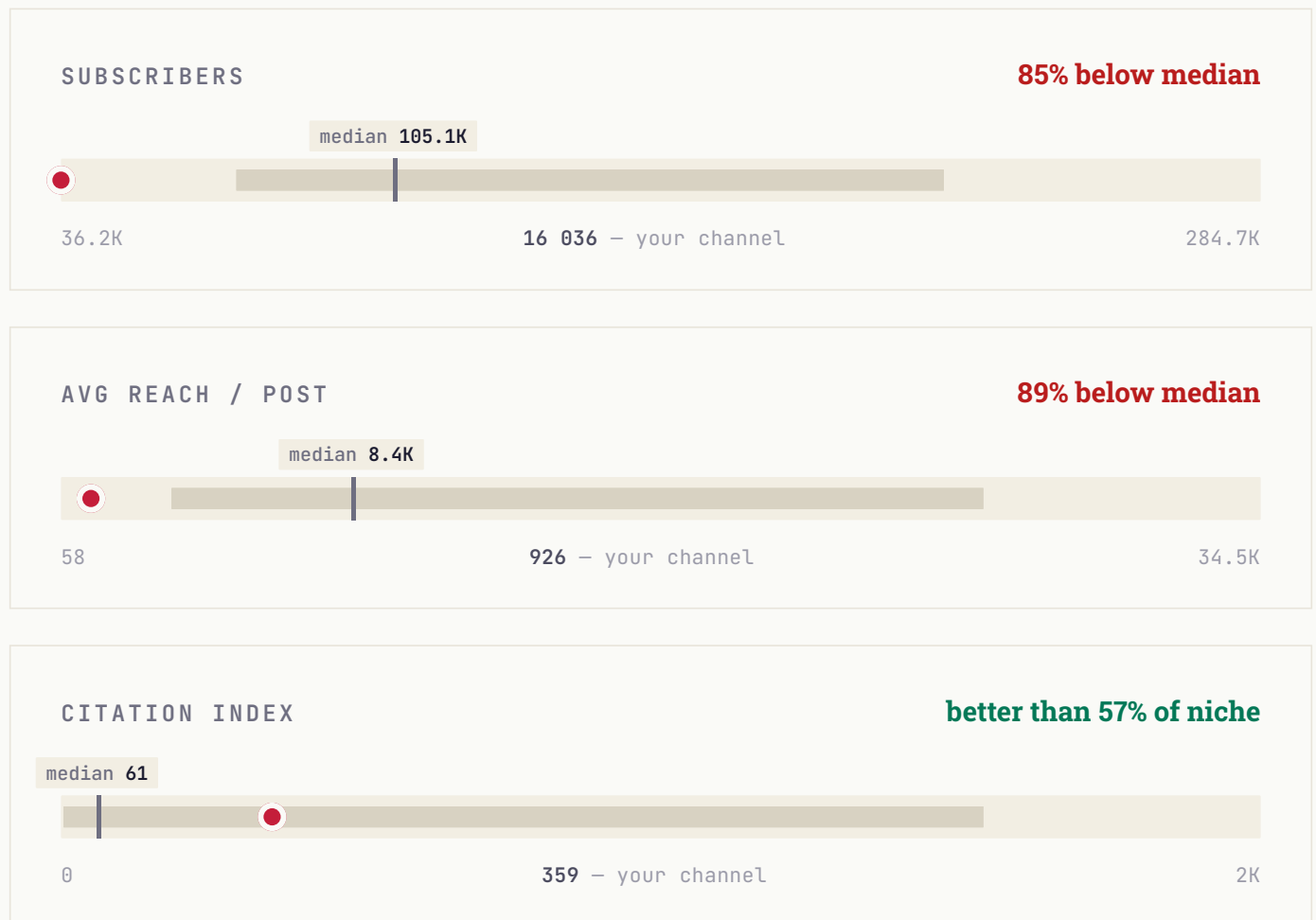
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	42	21	161
December 2025	11	11	39
November 2025	48	28	109
October 2025	69	32	168
Sep 2025	61	24	118
August 2025	38	13	74

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
269	6	669

— 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.



— 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**Main post of the week — on Thursday**

Audience is most active on this day at 01:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase share of video posts**

Video in Telegram retains audience longer and is favored by the algorithm. 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% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager