

PUBLIC REPORT BY PROMTPRESS

Channel audit

Oncology in simple words



@onco1ya

An oncology channel for everyone who wants to know more and fear less. Author: Olga Olegovna Gordeeva, oncologist, chemotherapist, PhD. Registration number in RKN...

SUBSCRIBERS

26 804

+272 per month

ERR (% SEE POSTS)

30.0%

last 24 hours 10.4%

REACH/POST

8K

ad reach 2.8K/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 26 804 —	 SUBSCRIBER REACH 29.7% avg % of subs see post	 VIEWS/POST 8K median 8.5K · 27 days	 POSTS/WEEK 3.9 for the period
 7D TREND -21.9% vs previous week	 REACTIONS/POST 351.8 total 5,277 reactions, 523 reposts, 560 comments	 POST LENGTH 940 chars median 1000 · 27 days	 POSTS ANALYZED 15 27 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH +272 last month	 CITATION RATE 25 citation index · 148 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 29.07.2022

AI EDITOR SUMMARY

Channel «Oncology in Simple Words» — 26 804 subs. Each post averages 8K people (30% of subs), that's good reach. Publishes 4 posts per week (~1/day) — rare posts. For week Jul 6–12 reach dropped by -21.9% by week Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 27 days.
- 02 Dominant format – Text (12/15 posts).
- 03 Avg post length – 940 chars (median 1000).
- 04 Peak audience activity – Saturday, 20:00 MSK.
- 05 Top posts get 2× more views than the weakest (9.9K avg for top vs 6.4K for worst) – among 15 posts over 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 17:13 TEXT Thoughts on personal boundaries At a conference today, personal boundaries were discussed. Something I'll be thinking about...	VIEWS 9 953 REPOSTS 20	REACTIONS 672 ER 37.1%
Nº2 24.06 · 14:45 TEXT Reproductive violence and lies about cancer. I've wanted to write this post for a long time. But I decided now – when no one can...	VIEWS 9 846 REPOSTS 54	REACTIONS 799 ER 36.7%
Nº3 01.07 · 10:01 TEXT Useful materials In almost 4 years, many guides and manuals have been posted. Not all...	VIEWS 9 810 REPOSTS 189	REACTIONS 247 ER 36.6%

Nº4

02.07 · 18:46

TEXT

Analysis of CEC for breast cancer I catch myself answering this question almost daily. Today I got an email with a request for...

VIEWS

9 344

REPOSTS

27

REACTIONS

170

ER

34.9%

Nº5

29.06 · 10:47

TEXT

Gentle treatment: reality or illusion? Sometimes patients ask for a gentler approach. Or, after hearing the diagnosis and plan...

VIEWS

9 193

REPOSTS

16

REACTIONS

314

ER

34.3%

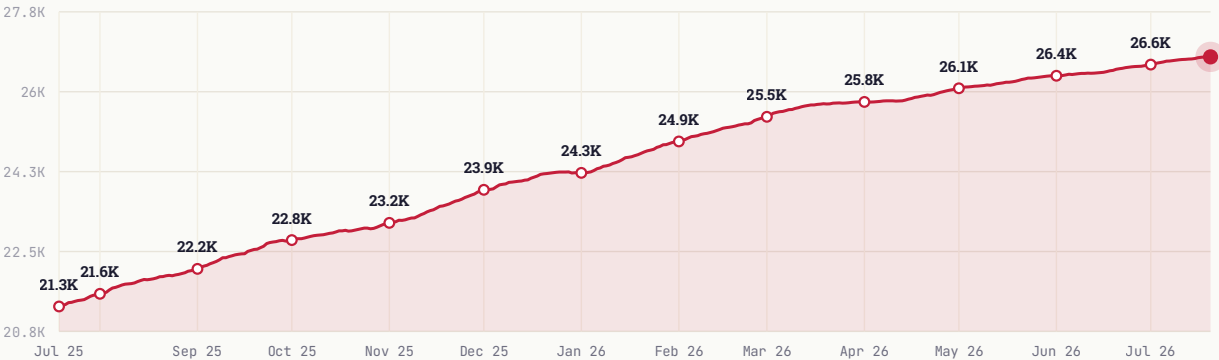
WORST 3

↓ 06.07 · 11:00 PHOTO A few months ago, patients were invited to a survey on breast cancer recurrence risks. Data collected...	VIEWS 6 678 REPOSTS 9 REACTIONS 269 ER 24.9%
↓ 12.07 · 14:42 TEXT What sets a blogger apart? Writing from the most unusual places. Right now, for example, from the operating table...	VIEWS 6 560 REPOSTS 22 REACTIONS 517 ER 24.5%
↓ 15.07 · 10:09 TEXT Every niche expert has a pain point. One that makes them twitch and want to bang their head against the wall...	VIEWS 5 946 REPOSTS 48 REACTIONS 437 ER 22.2%

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 lost subs.



START OF PERIOD

NOW

NET GROWTH

21 342

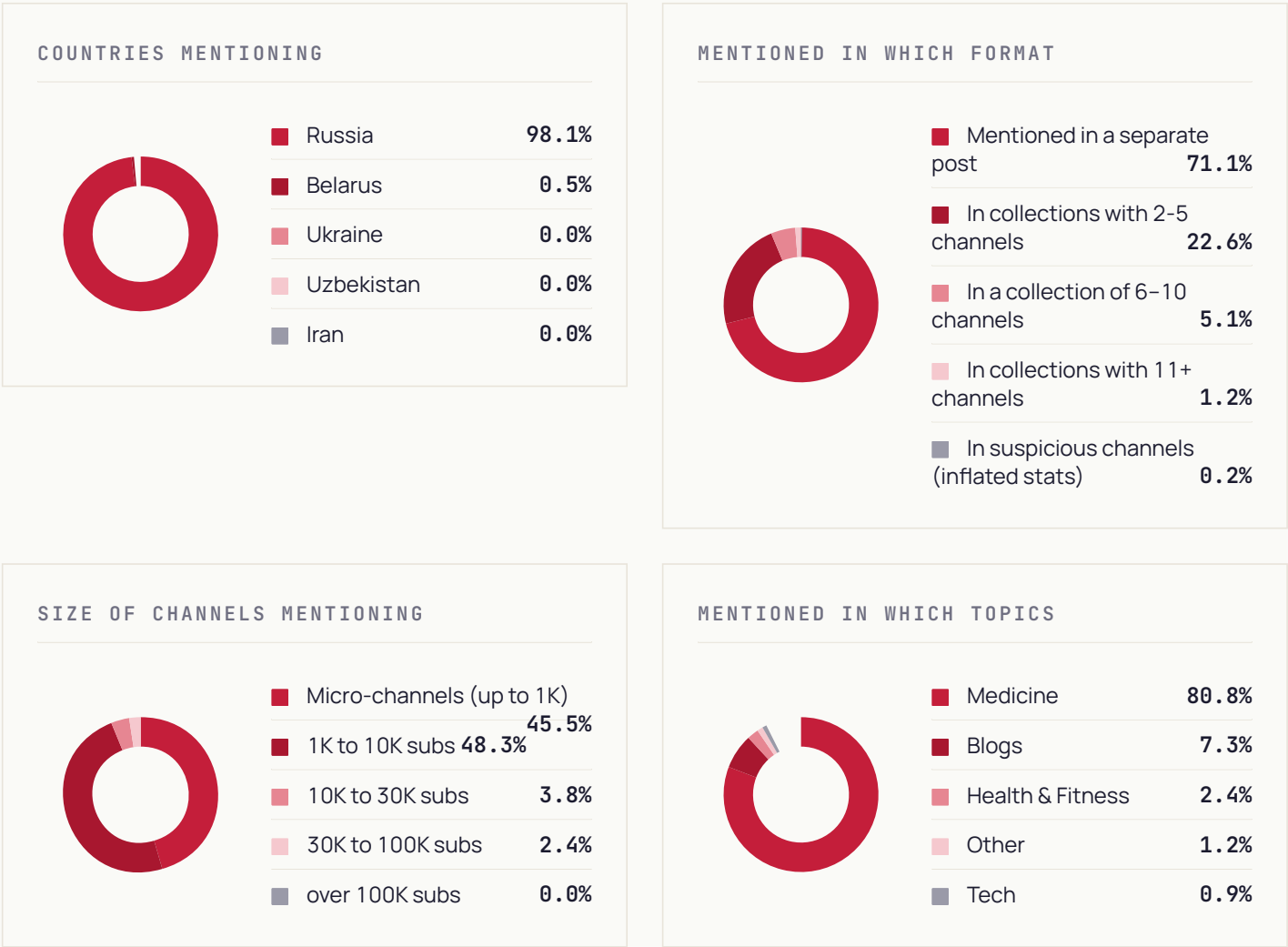
26 801

+5 459

SECTION 04 · CITATIONS

Who mentions the channel and how

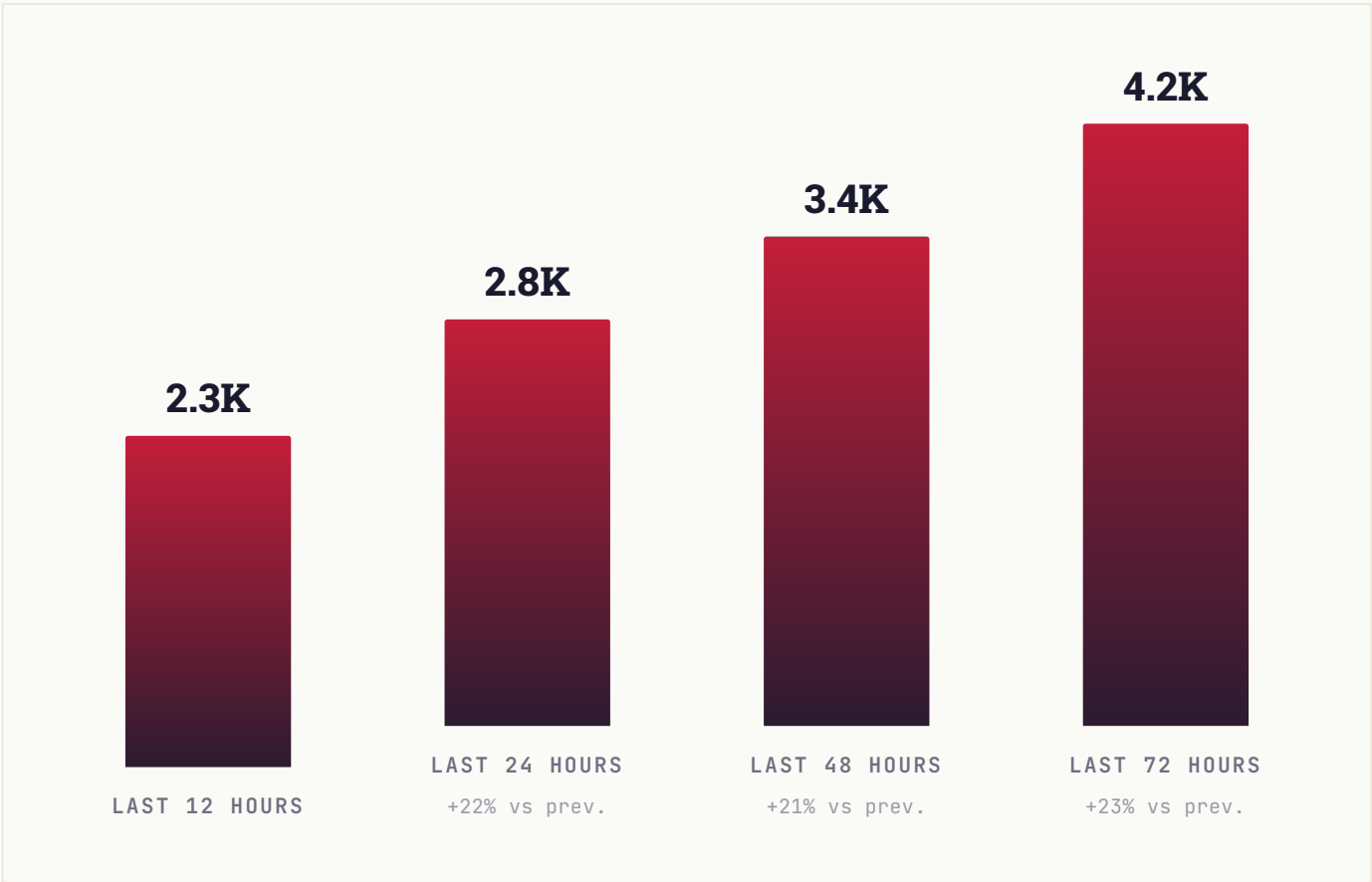
Citation index **25** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **148** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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. Your channel is highlighted — 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
OF EXPERIENCED PHARMACIST	264.6K
AP APTEKA_TV	241.5K
MM Moscow Medicine	237.8K
  Халқ табобати 	235.1K
Health ZdravKontrol	222.2K
OP Oncology in simple words YOU	26.8K

COMPARATIVE CONCLUSION

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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **70**, they brought **3 437** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	11	10	674	
December 2025	10	6	419	
November 2025	13	12	721	
October 2025	9	7	414	
September 2025	11	7	643	
August 2025	16	10	566	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
70	6	3 437

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.



— 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

Increase posting frequency

Currently 3.9 posts/week. Active channels average 7-10. Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Saturday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

03

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 better
retains
audience**

04

System 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**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth target in a month.

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