

PUBLIC REPORT BY PROMTPRESS

Channel audit

Planet of Health



@planetazdorovo

#ZJWWY Pharmacies "Planeta Zdorovya" — with love for people!

Registration in RKN: [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=673b26859d804a279bbc31ce&istryType=bloggersPermission)

[id=673b26859d804a279bbc31ce&istryType=bloggersPermission](https://knd.gov.ru/license?id=673b26859d804a279bbc31ce&istryType=bloggersPermission)

SUBSCRIBERS

27 611

-699 per month

ERR (% SEE POSTS)

6.0%

last 24 hours **2.1%**

REACH/POST

1.6K

ad reach **580**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 27 611 —	 SUBSCRIBER REACH 5.97% avg % subs see post	 VIEWS/POST 1.6K median 1.7K · 28 days	 POSTS/WEEK 6.5 for period
 7D TREND -16.5% vs previous week	 REACTIONS/POST 42.9 1,158 reactions, 205 reposts, 41 comments	 POST LENGTH 613 chars median 648 · 28 days	 POSTS ANALYZED 27 28 days
 AD REACH 580 24h avg	 CHURN / MONTH -699 last month	 CITATION RATE 303 citation index · 570 channels mentioned all time	 CHANNEL AGE 9 years 1 month created 02.06.2017

AI EDITOR SUMMARY

Channel "Planet Health" — 27 611 subs. Avg views per post 1.6K people (6% of subs), low reach — expand audience. Posts 6 posts/week (~1/day) — rare. Week Jul 6–12 reach dropped -16.5% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 27 posts in 28 days.
- 02 Dominant format — Photo (24/27 posts).
- 03 Avg post length — 613 chars (median 648).
- 04 Peak audience activity — Sunday, 23:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.2K avg for top vs 1.3K for worst) — among 27 posts in 28 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 27.06 · 20:51 PHOTO Tasty disease prevention 🍓 Strawberries delight with taste and aroma, shape and color. But there are more serious reasons...	VIEWS 2 364 REPOSTS 9	REACTIONS 56 ER 8.6%
Nº2 26.06 · 20:47 PHOTO Erid 2SDnjd16Mkv "Roklis": power of diosmin and hesperidin for your veins! Strengthens vessel walls Improves microcirculation Relieves swelling...	VIEWS 2 234 REPOSTS 4	REACTIONS 28 ER 8.1%
Nº3 04.07 · 19:58 PHOTO Erid 2SDnjbq22RG 🧩 Introducing an exciting game to dive into the pharmacist profession — "Young Pharmacist"! 🧪💊🔍 Kids can...	VIEWS 2 144 REPOSTS 15	REACTIONS 17 ER 7.8%

Nº4 25.06 • 20:56 PHOTO Erid 2SDnjboq87L Contest from GORKI - win diaper cream - we'll pick 3 winners!♥ Zinc cream protects and promotes...	VIEWS 2 120 REPOSTS 28 REACTIONS 144 ER 7.7%
Nº5 21.06 • 20:15 PHOTO Summer Must-Have: what must be in your bag* To always be at your best and feel comfortable, it's important to...	VIEWS 2 041 REPOSTS 3 REACTIONS 23 ER 7.4%
WORST 3	
↓ 10.07 • 14:00 PHOTO Erid 2SDnjd48QY2 Used to think brightness is about makeup or a loud outfit. But real brightness starts with care rituals. With...	VIEWS 1 404 REPOSTS 2 REACTIONS 26 ER 5.1%
↓ 13.07 • 20:36 PHOTO Erid 2SDnjdfinGA Vivacia Coenzyme Q10. In anticipation of the long-awaited summer vacation – trips to the sea, active walks or just...	VIEWS 1 206 REPOSTS 5 REACTIONS 25 ER 4.4%
↓ 14.07 • 17:31 PHOTO Erid 2SDnje2TGHG Summer is scorching sun, sea salt, pool chlorine that mercilessly destroy hair structure. UV...	VIEWS 1 145 REPOSTS 2 REACTIONS 24 ER 4.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

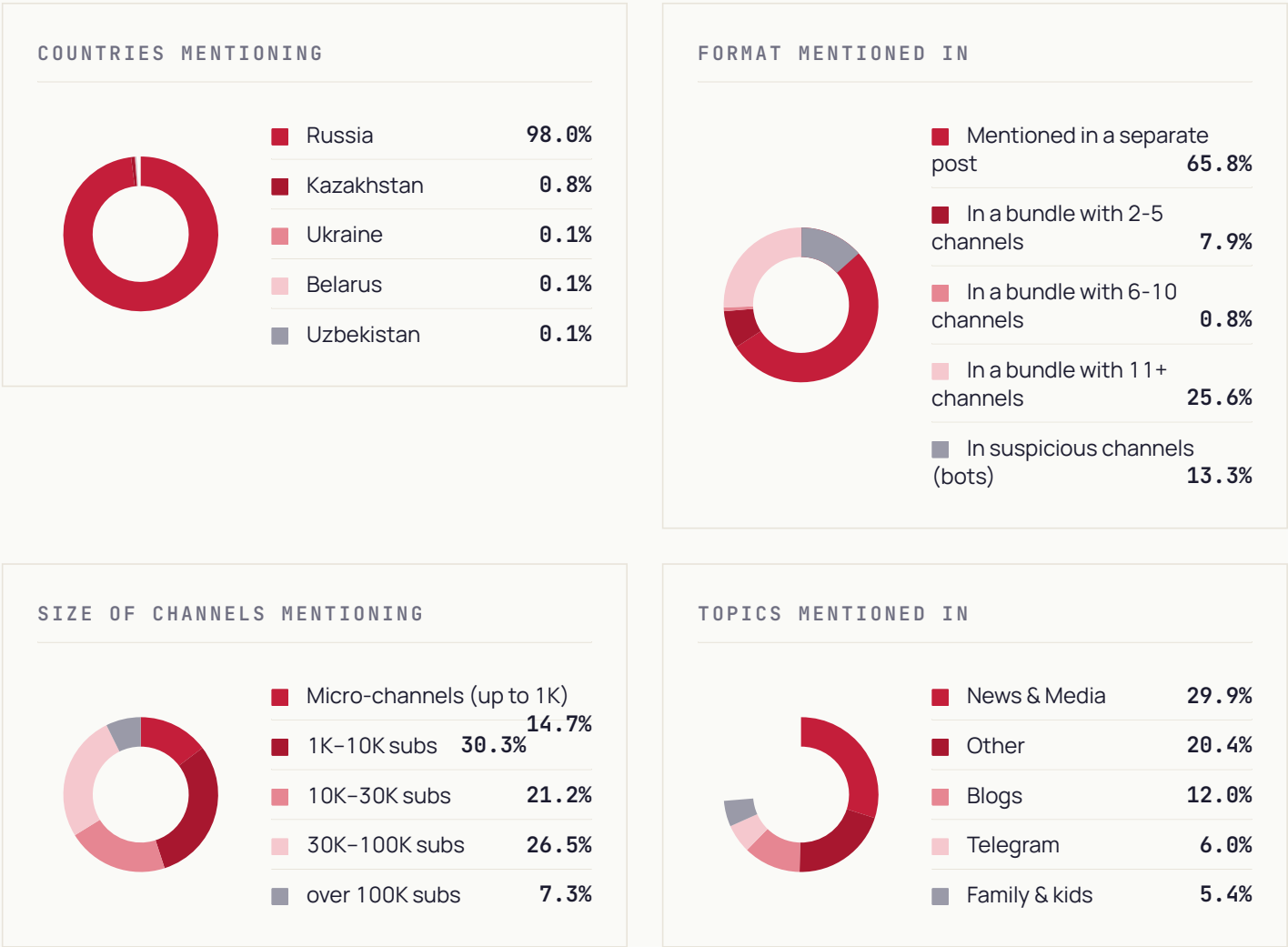
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

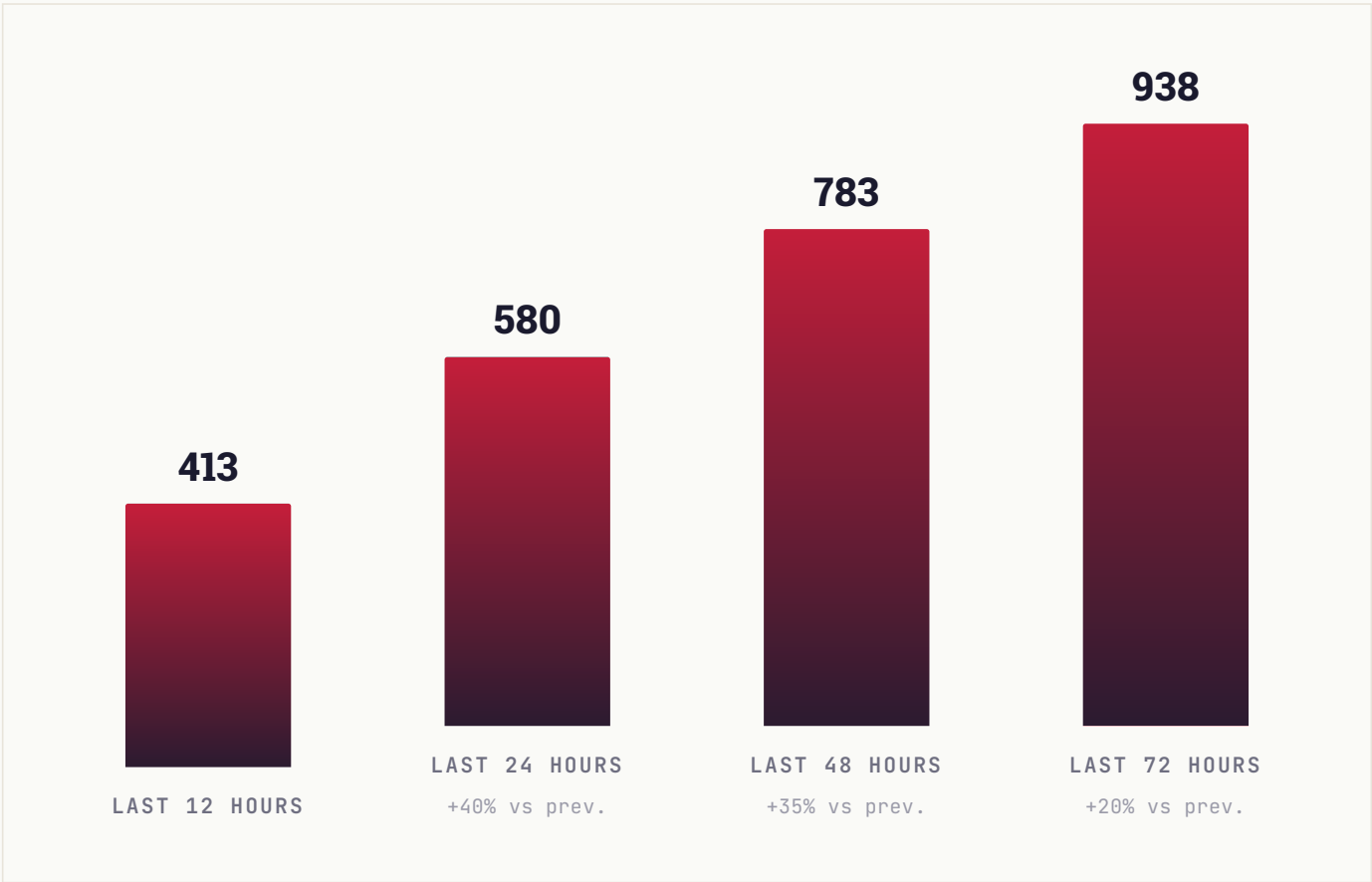
Citation index **303** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **570** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publish. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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
🌿 X 🌿 Folk Medicine 🌿	235.1K
HC HealthControl	222.2K
PZ Planet of Health YOU	27.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Dr Tel (755.5K), median of 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **190**, they brought **7 226** new subs.

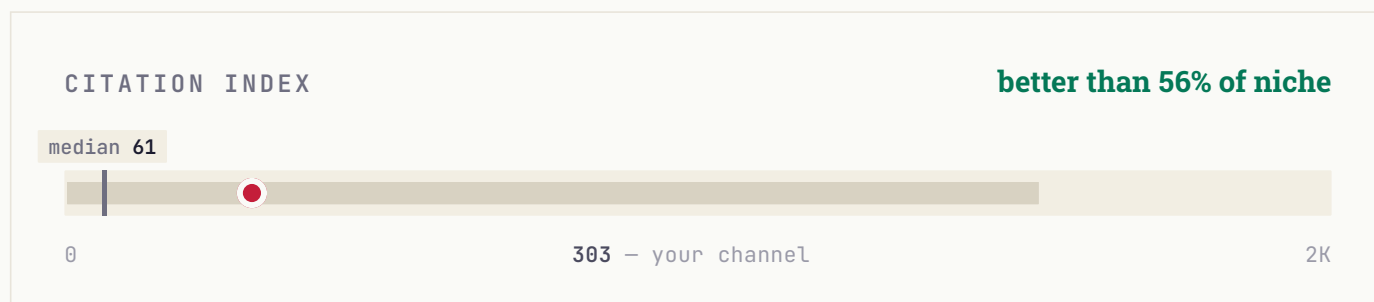
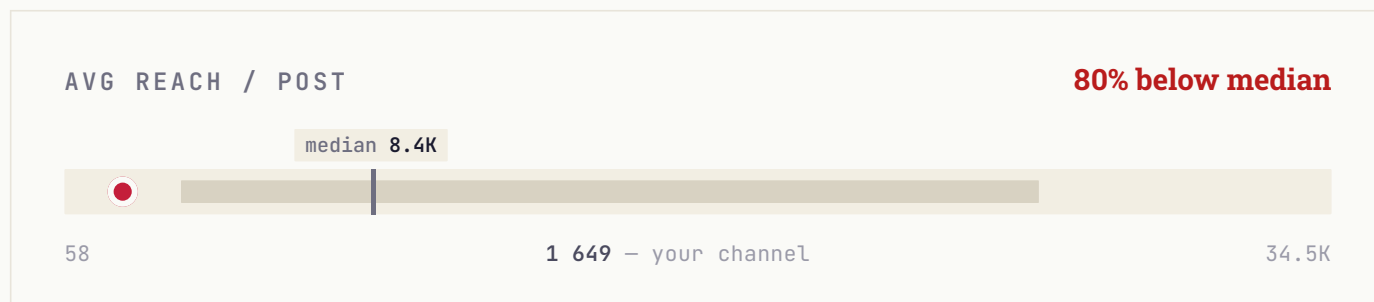
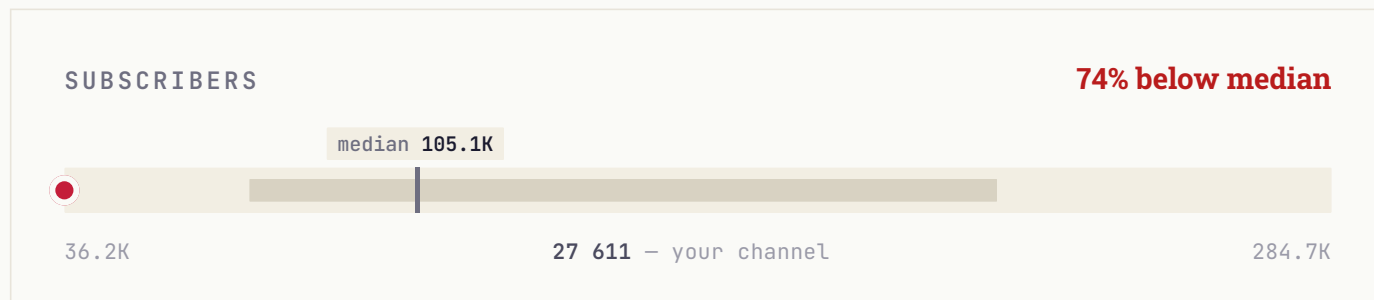
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	15	13	2 417
December 2025	62	59	1 041
November 2025	56	51	2 154
October 2025	43	30	1 537
Sep 2025	11	10	41
August 2025	3	3	36

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
190	6	7 226

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**Medicine**» (Russia) and looked at how your channel compares. Gray bar – range where 80% of niche channels fall (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 them off and come back in a month.

01

Main post of the week — on Sunday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for a key post**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video holds
audience
better**

03

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**

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 similar channels once a quarter. 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 from 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