

PUBLIC REPORT BY PROMTPRESS

Channel audit

PROMOMED: pharma is love



@promomed_rus

Channel of the leading innovative biopharmaceutical company
PROMOMED Hotline for drug safety and quality:
@hot_line_promomed_bot Channel registered in the
Roskomnadzor registry:...

SUBSCRIBERS

16 207

+161 per month

ERR (% SEE POSTS)

12.0%

in 24 hrs 4.1%

REACH/POST

1.9K

ad reach 667/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Medicine» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 16 207 —	 SUBS REACH 11.67% avg % subs see post	 VIEWS/POST 1.9K median 1.8K · 26 days	 POSTS/WEEK 6.6 for the period
 7D TREND +19.0% vs previous week	 REACTIONS/POST 19.1 only 478 reactions, 138 reposts, 8 comments	 POST LENGTH 756 chars median 988 · 26 days	 POSTS ANALYZED 25 26 days
 AD REACH 667 24h avg	 CHURN / MONTH +161 last month	 CITATION RATE 282 citation index · 336 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 02.11.2020

AI EDITOR SUMMARY

Channel «PROMOMED: pharma is love» – 16 207 subs. Each post averages 1.9K people (12% of subs), reach is low – consider expanding audience. Publishes 7 posts per week (~1/day) – infrequent. Week Jul 6–12 reach grew +19.0% by week Jun 29 – Jul 5 – positive trend.

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** (14/25 posts).
- 03 Avg post length – **756** chars (median 988).
- 04 Peak audience activity – **Friday**, 13:00 MSK.
- 05 Strongest posts get **4×** more views than the weakest (3.4K avg for top vs 902 for worst) – among 25 posts in 26 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 10:30 PHOTO At the II Forum «Russia and the World: Trends in Healthy Longevity», Chairman of the Board of Directors of PROMOMED Pyotr Bely spoke about how...	VIEWS	REACTIONS
	4 407	85
	REPOSTS	ER
	17	27.2%
Nº2 25.06 · 15:40 PHOTO  At the St. Petersburg International Legal Forum, during the session 'Law and Biotech: From Bans to Responsibility Architecture'...	VIEWS	REACTIONS
	3 092	22
	REPOSTS	ER
	6	19.1%
Nº3 22.06 · 15:39 POLL (post without caption – poll)	VIEWS	REACTIONS
	2 602	11
	REPOSTS	ER
	2	16.1%

Nº4 26.06 · 15:40 TEXT  What if production is also music? This track is based on real sounds from the Biokhimik plant. We...	VIEWS 2 580 REPOSTS 7	REACTIONS 37 ER 15.9%
Nº5 02.07 · 14:33 PHOTO  Promomed Corporate Communications Directorate won the 'Info Occasion of the Year' award for a media campaign launching...	VIEWS 2 461 REPOSTS 12	REACTIONS 34 ER 15.2%

|

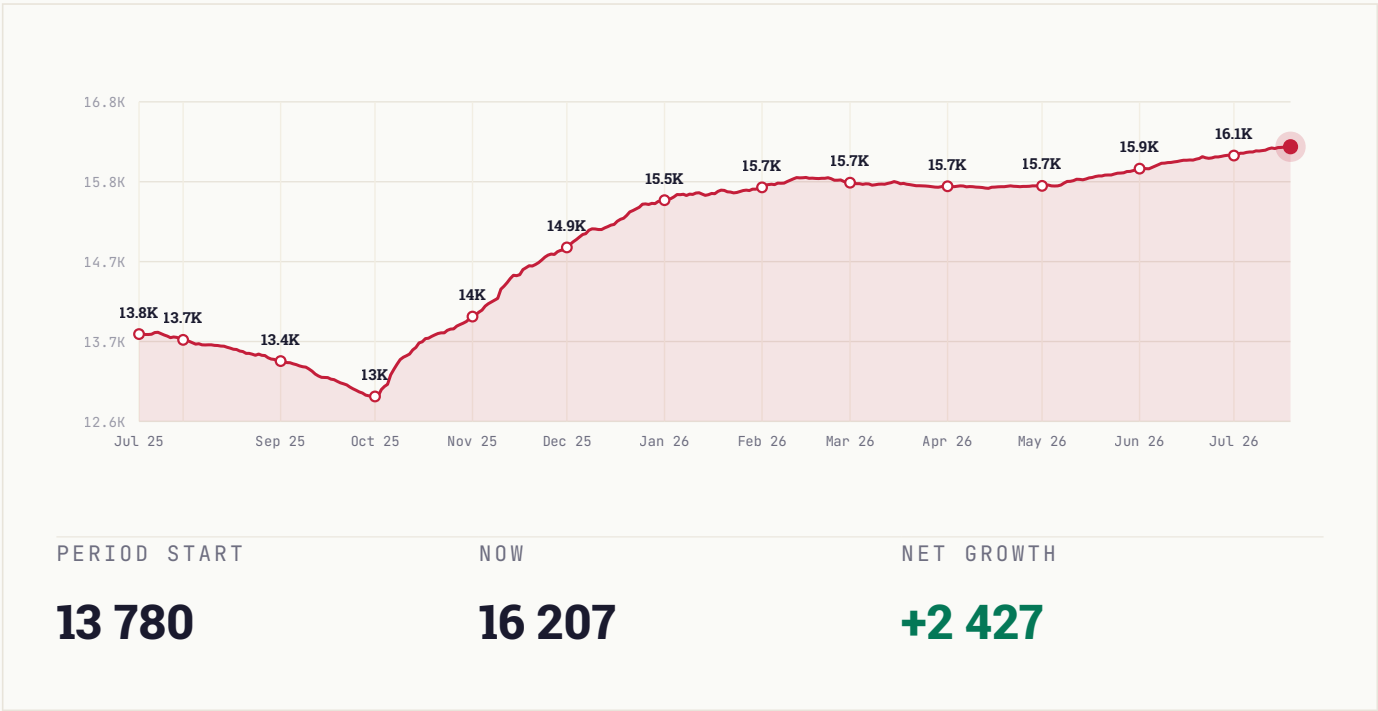
WORST 3

↓ 15.07 · 15:34 POLL What do you think – fact or myth?	VIEWS 926 REPOSTS 1	REACTIONS — ER 5.7%
↓ 15.07 · 15:35 POLL (post without caption – poll)	VIEWS 904 REPOSTS 1	REACTIONS — ER 5.6%
↓ 15.07 · 15:34 POLL (post without caption – poll)	VIEWS 878 REPOSTS 1	REACTIONS 2 ER 5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

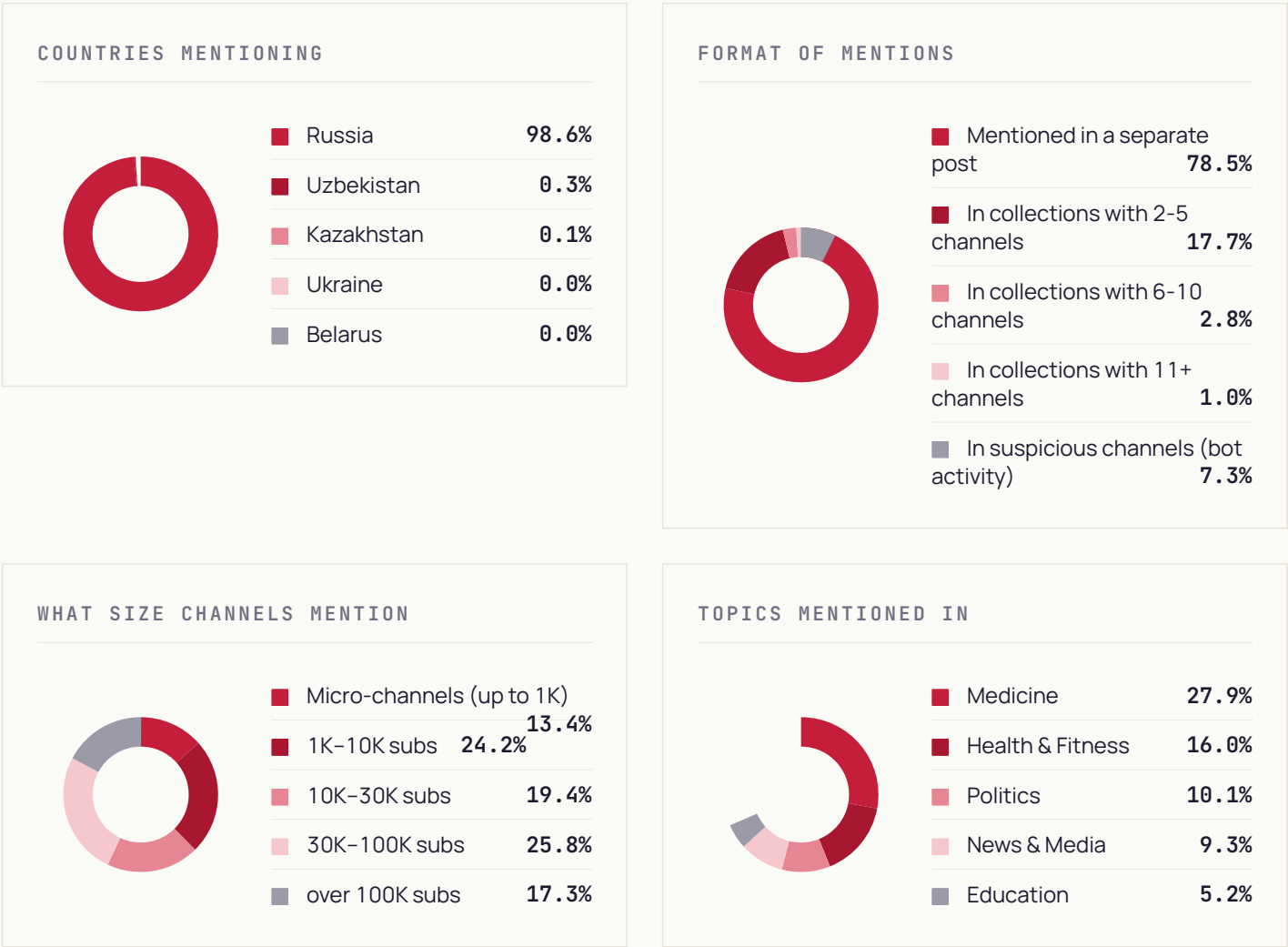
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

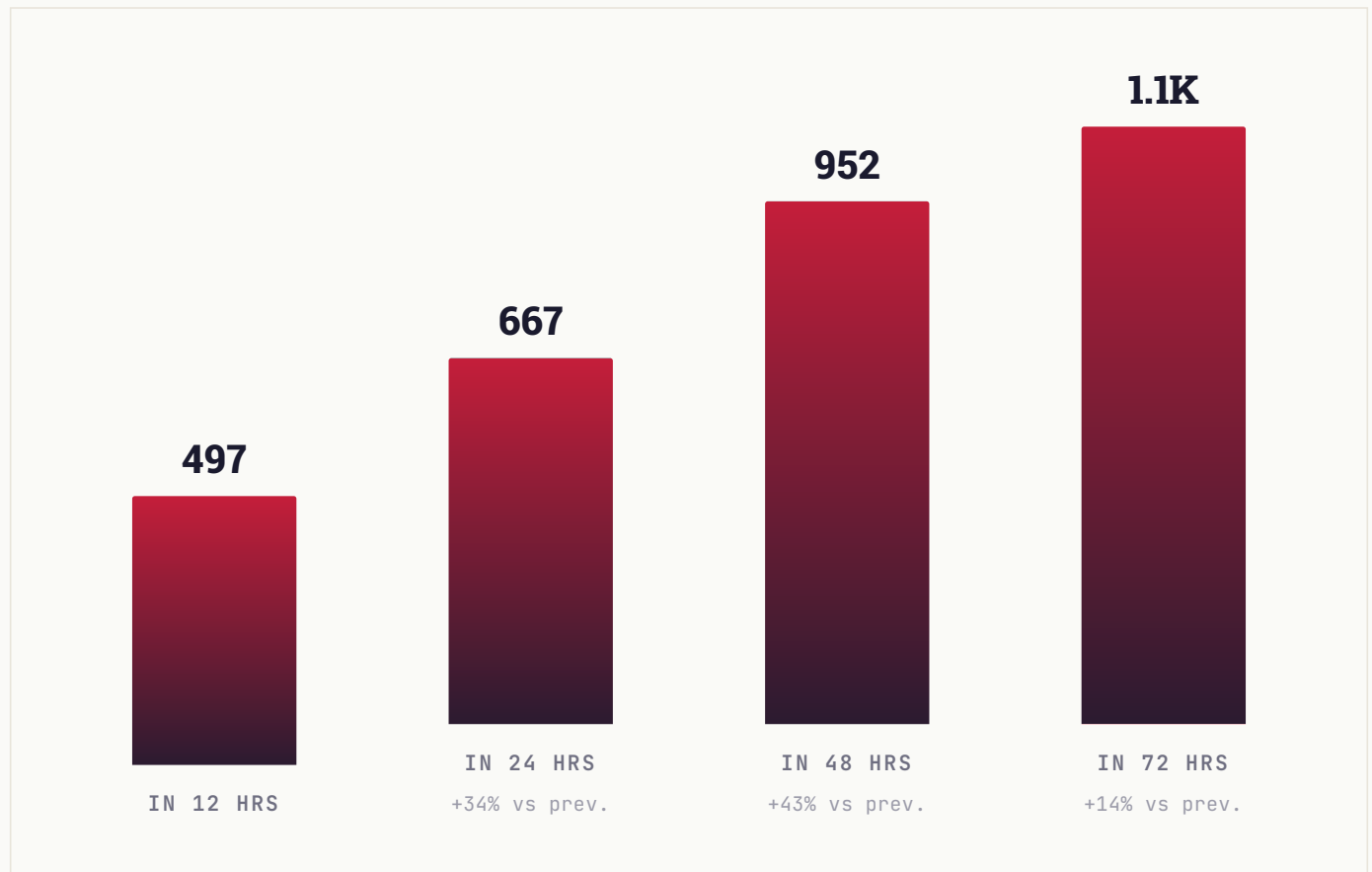
Citation index **282** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **336** different channels.



— SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — 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
🌿 X 🌿 Folk Medicine 🌿	235.1K
Health ZdravKontrol	222.2K
PM PROMOMED: pharma is love YOU	16.2K

COMPARATIVE INSIGHT

Channel is still 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **55**, they brought **2 857** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	7	7	269
December 2025	5	5	654
Nov 2025	11	7	905
Oct 2025	9	4	1 005
Sep 2025	13	7	0
August 2025	10	8	24

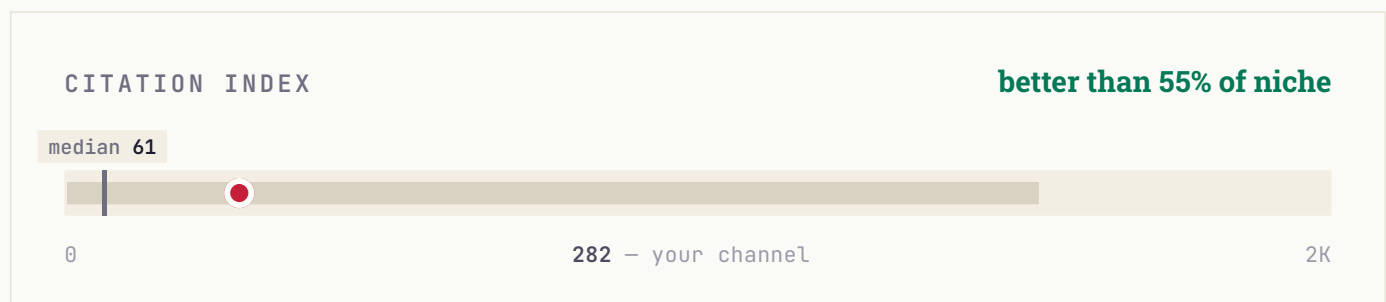
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
55	6	2 857

Where the channel stands in its league

SUBSCRIBERS 85% below median

median 105.1K

36.2K 16 207 — your channel 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

Main post of the week — on Friday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **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 hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
