

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Nephrologist I

Danila Pyrikov



@pyrikov

Pyrikov Danila Yurievich ■After subscribing — access to video «How to save kidneys»: a step-by-step plan from a nephrologist. ✉

Questions & support: @pyrikov_helper RKN:...

SUBSCRIBERS

67 784

-258 per month

ERR (% SEE POSTS)

13.0%

per day 5.1%

REACH/POST

8.2K

ad reach 3.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 67 784 —	 SUBSCRIBER REACH 12.11% avg % subs see post	 VIEWS/POST 8.2K median 8.4K · 27 days	 POSTS/WEEK 7.9 for the period
 7D TREND -18.5% vs prev week	 REACTIONS/POST 273.5 total 8,477 reactions, 635 reposts, 816 comments	 POST LENGTH 565 chars. median 514 · 27 days	 POSTS ANALYZED 31 27 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH -258 last month	 CITATION RATE 99 citation index · 254 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 03/11/2022

AI EDITOR SUMMARY

Channel «Nephrologist I Danila Pyrikov» – 67 784 subs. Each post averages 8.2K people (12% from subs), reach is low – consider expanding audience. Publishes 8 posts per week (~1/day) – consistent schedule. For the week of June 15–21, reach dropped -18.5% to the week of June 8–14 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 31 posts over 27 days.
- 02 Dominant format — Text (15/31 posts).
- 03 Avg post length — 565 characters (median 514).
- 04 Peak audience activity — Wed, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (11.3K avg for top vs 5.7K for bottom) — among 31 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 08:18 TEXT Blogging greatly boosts patient trust and saves lives Three very illustrative cases from the current CKD stream...	VIEWS 11 692 REPOSTS 17	REACTIONS 449 ER 17.2%
Nº2 10.06 · 05:49 TEXT Fried potatoes with onions and mushrooms ≠ vegetable salad	VIEWS 11 560 REPOSTS 15	REACTIONS 309 ER 17.1%
Nº3 10.06 · 14:02 TEXT Today was a very interesting outpatient visit. I still don't understand how you can schedule 15 minutes per patient First live...	VIEWS 10 575 REPOSTS 3	REACTIONS 279 ER 15.6%

Nº4 01.06 • 04:20 PHOTO If blood pressure rises, it means it's needed for something, and you shouldn't interfere. Such statements are often heard about...	VIEWS 10 069 REACTIONS 266 REPOSTS 9 ER 14.9%
Nº5 14.06 • 04:14 TEXT Eledon cured type 1 diabetes in 100% of subjects. How might this affect nephrology? In a pilot...	VIEWS 9 975 REACTIONS 351 REPOSTS 118 ER 14.7%

WORST 3

↓ 24.06 • 06:54 TEXT Already in the office today. And again specialists send me to approve or reject contrast studies that they...	VIEWS 6 206 REACTIONS 222 REPOSTS 13 ER 9.2%
↓ 23.06 • 08:00 PHOTO Therapy should be convenient to take. If possible. Always, if possible, prescribe a therapy that can be taken...	VIEWS 5 583 REACTIONS 194 REPOSTS 6 ER 8.2%
↓ 24.06 • 05:29 PHOTO Yesterday my brother and I went to our parents for one day In Bryansk only McDonald's works, everything else only via Wi-Fi. Sad	VIEWS 5 363 REACTIONS 180 REPOSTS 5 ER 7.9%

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 which months subscribers left.



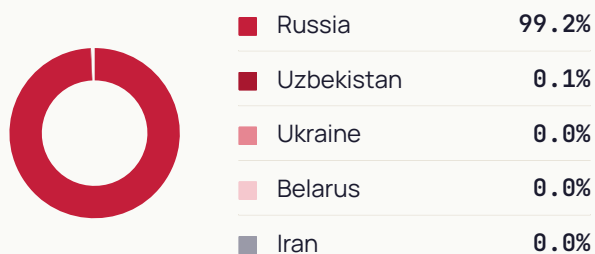
START OF PERIOD	NOW	NET GROWTH
44 091	67 784	+23 693

SECTION 04 • MENTIONS

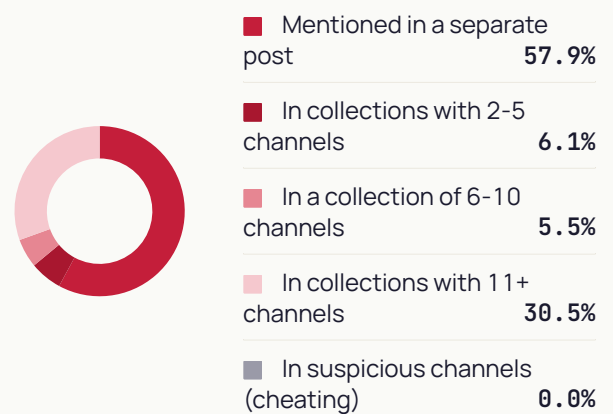
Who mentions the channel & how

Citation index **99** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **254** different channels.

COUNTRIES MENTIONING



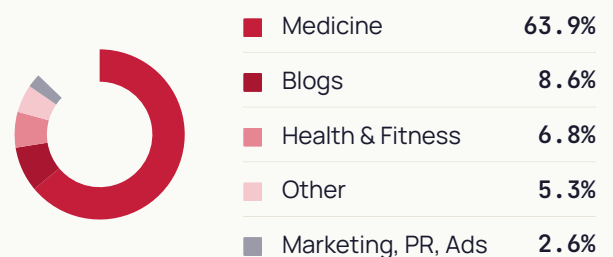
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



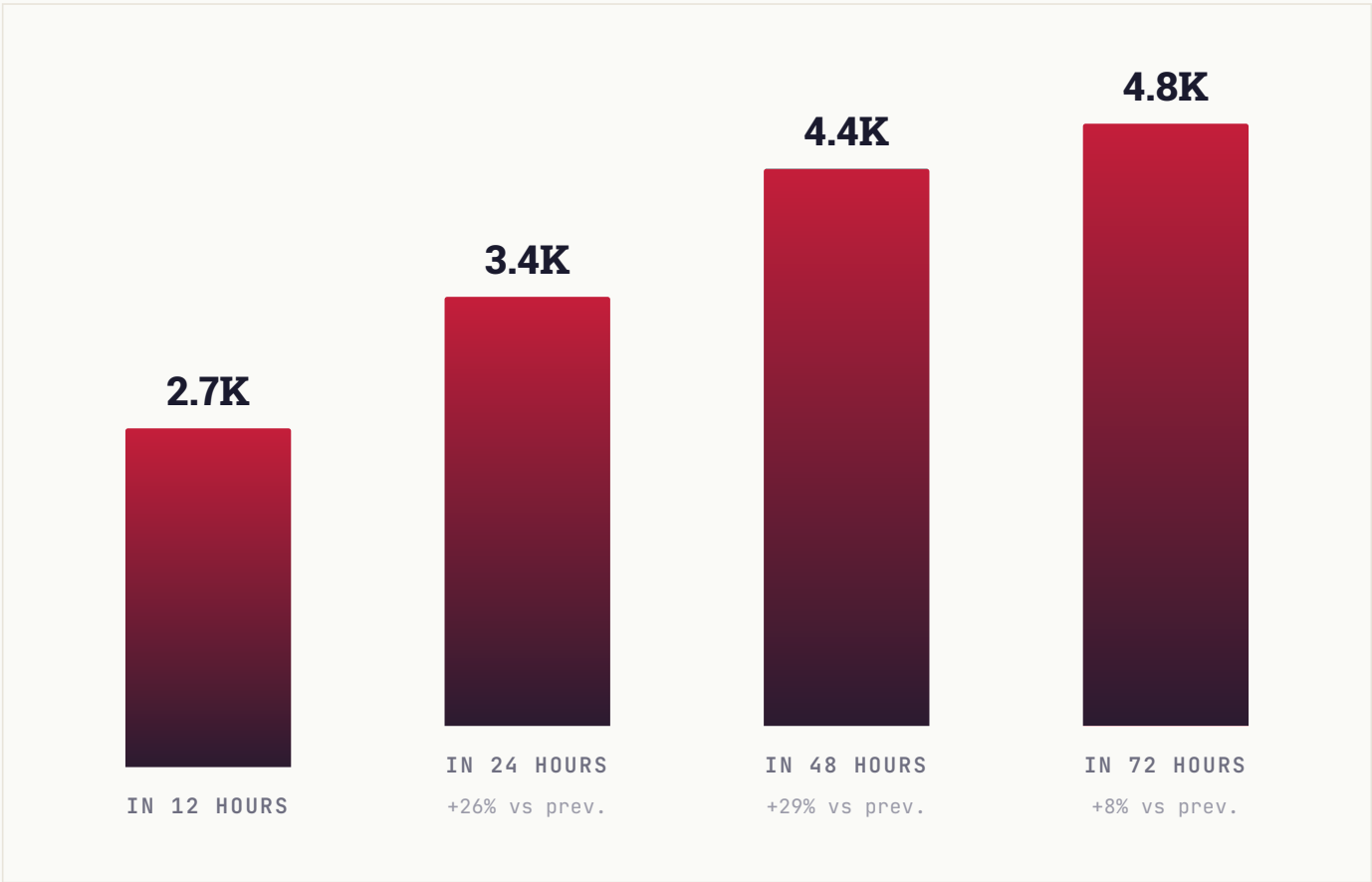
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
BI Blog from the Morgue	358.5K
EM Endocrinologist Magerya	293.7K
EP EXPERIENCED PHARMACIST	266.7K
MM Moscow Medicine	240.6K
ZH ZdravKontrol	223.5K
KD Dr. Shishonin's channel	215.2K
AT Anatomical Theater	201.3K
MR Mikerina. Giving birth? Call the midwife!	192.5K
DM DOCTOR MYASNIKOV	182.7K
ZS Notes of a forensic expert	171.4K
HI Nephrologist I Danila Pyrikov YOU	67.8K

COMPARATIVE INSIGHT

Channel in lower half of niche top-100 (#54 of 96). Niche median — 70.8K subs.
First growth KPI — reach the median. Leader: **Blog from the Morgue (358.5K)**.

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** mentions found **119**, they brought **21 705** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	11	9	1 661	
November 2025	39	31	2 500	
October 2025	11	11	3 276	
September 2025	25	22	3 692	
August 2025	4	4	7 135	
July 2025	29	27	3 441	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
119	6	21 705

SECTION 08 · NICHE COMPARISON

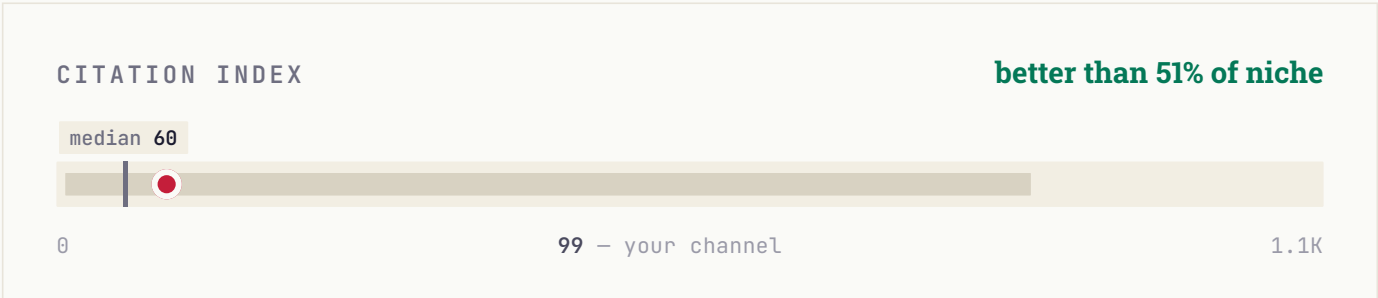
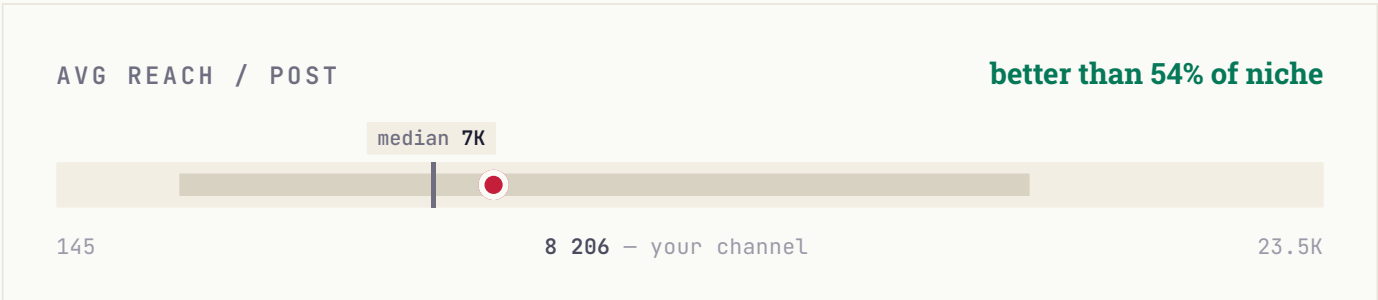
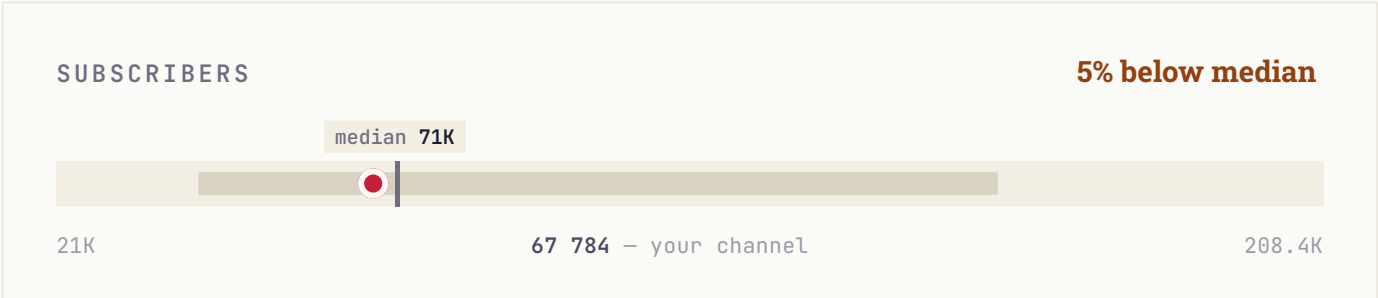
Where the channel stands in its league

Took top-100 channels in category «Medicine» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#54/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 Wednesday
 Audience is most active on this day at 5:00 PM MSK.

EFFECT
Best time for an important post

02

Increase share of video posts
 Video in Telegram retains 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 finds sources for your niche.

EFFECT
+1000-3000 subs

04

Test polls and interactive formats
 Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic is an easy growth point.

EFFECT
+5-15% ER

05

Cross-promo with neighbor channels
 Exchange posts with channels in the same segment 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 — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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