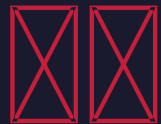


PUBLIC REPORT BY PROMTPRESS

Channel audit

MOSSUDMED



@reshetunalexey

■ The only official channel of Alexey Reshetun, forensic medical expert, writer, introvert, and just a good person. «Let no one die today!» #5TDZB RKN.N:...

SUBSCRIBERS

40 054

-162 per month

ERR (% SEE POSTS)

15.0%

per day **8.3%**

REACH/POST

6K

ad reach **3.3K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in category «Medicine»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 40 054 —	 SUBSCRIBER REACH 14.95% avg % of subs see post	 VIEWS/POST 6K median 6.2K · 29 days	 POSTS/WEEK 16.0 for the period
 7D TREND -12.2% vs previous week	 REACTIONS/POST 139.4 total 9,342 reactions, 701 reposts, 357 comments	 POST LENGTH 378 chars median 108 · 29 days	 POSTS ANALYZED 67 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -162 last month	 CITATION RATE 50 citation index · 271 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel 'MOSSUDMED' — 40 054 subs. Each post averages 6K people (15% of subs), reach is low — need to grow audience. Publishes 16 posts per week (~2/day) — consistent. For week 15–21 Jun, reach dropped -12.2% to week 8–14 Jun — worth analyzing why.

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 TOP POSTS SHARE

- 01 Analysis based on 67 posts in 29 days.
- 02 Dominant format — Photo (36/67 posts).
- 03 Avg post length — 378 characters (median 108).
- 04 Peak audience activity — Wed, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.2K avg for top vs 4.4K for bottom) — across 67 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 06:43 PHOTO Good bike morning! 🚲	VIEWS 8 925 REPOSTS 4	REACTIONS 217 ER 22.3%
Nº2 03.06 · 10:30 PHOTO Friends, on Tuesday, June 23 at 19:00 we invite you to the presentation of Vladimir Legoyda's book 'Knowledgeable People. About Science and Beyond'. This...	VIEWS 7 902 REPOSTS 7	REACTIONS 58 ER 19.7%
Nº3 12.06 · 18:41 PHOTO Thanks to everyone who was at VDNKh))	VIEWS 7 812 REPOSTS 8	REACTIONS 101 ER 19.5%

Nº4 07.06 • 06:47 TEXT Check out the photos: vk.com/album-101555956_312718291 On May 30 in St. Petersburg, Alexey Reshetun gave a lecture 'Brain Structure...	VIEWS 7 614 REPOSTS — REACTIONS 74 ER 19.0%
Nº5 06.06 • 14:06 TEXT I wanted to say thank you again, in more detail, to everyone who was at Red Square book festival yesterday. It's a great honor for me to...	VIEWS 7 555 REPOSTS 7 REACTIONS 294 ER 18.9%

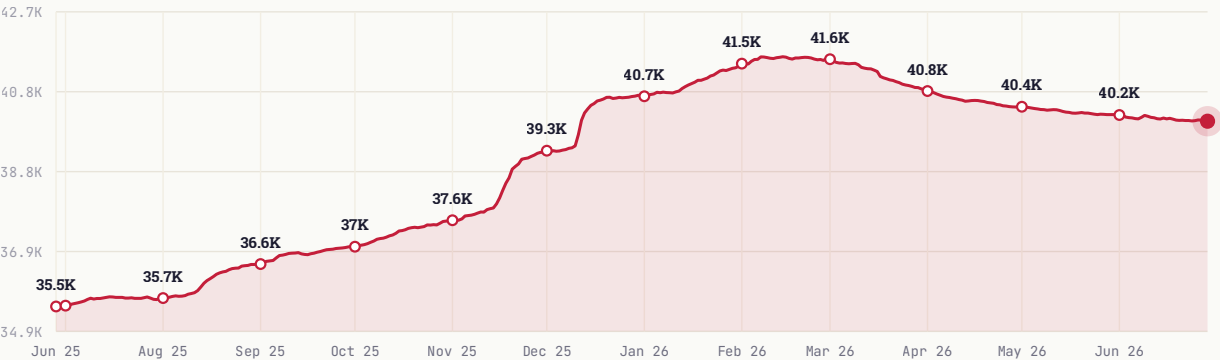
WORST 3

↓ 24.06 • 19:39 PHOTO Coming soon!!! Lecture premiere) https://mediomodo.ru/tanatohod-spb	VIEWS 4 560 REPOSTS 1 REACTIONS 52 ER 11.4%
↓ 24.06 • 05:00 VIDEO (captionless post — video)	VIEWS 4 380 REPOSTS 7 REACTIONS 79 ER 10.9%
↓ 25.06 • 17:04 VIDEO (captionless post — video)	VIEWS 4 237 REPOSTS 2 REACTIONS 96 ER 10.6%

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 lost subs.

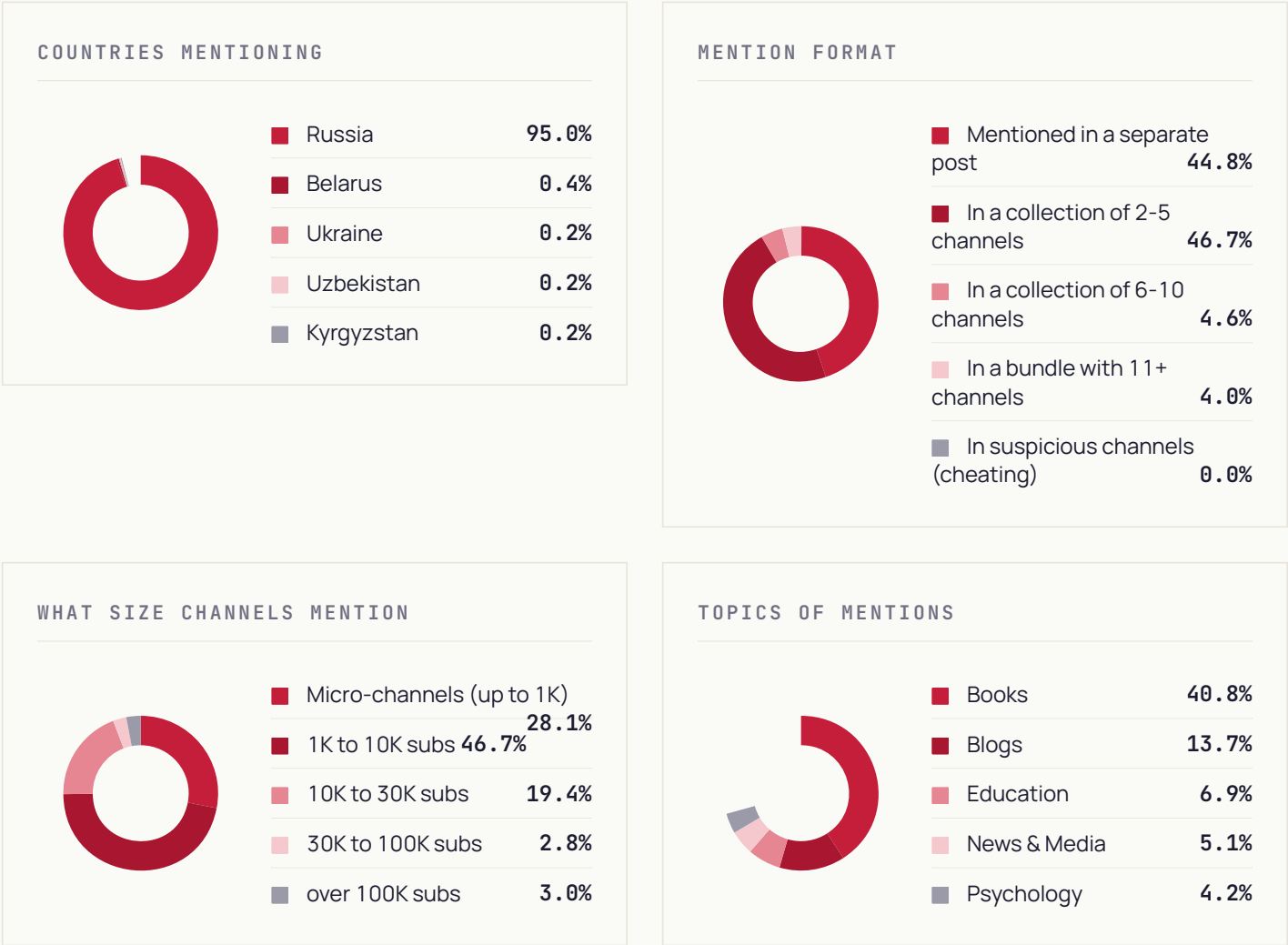


START OF PERIOD	NOW	NET GROWTH
35 521	40 054	+4 533

SECTION 04 · MENTIONS

Who mentions the channel and how

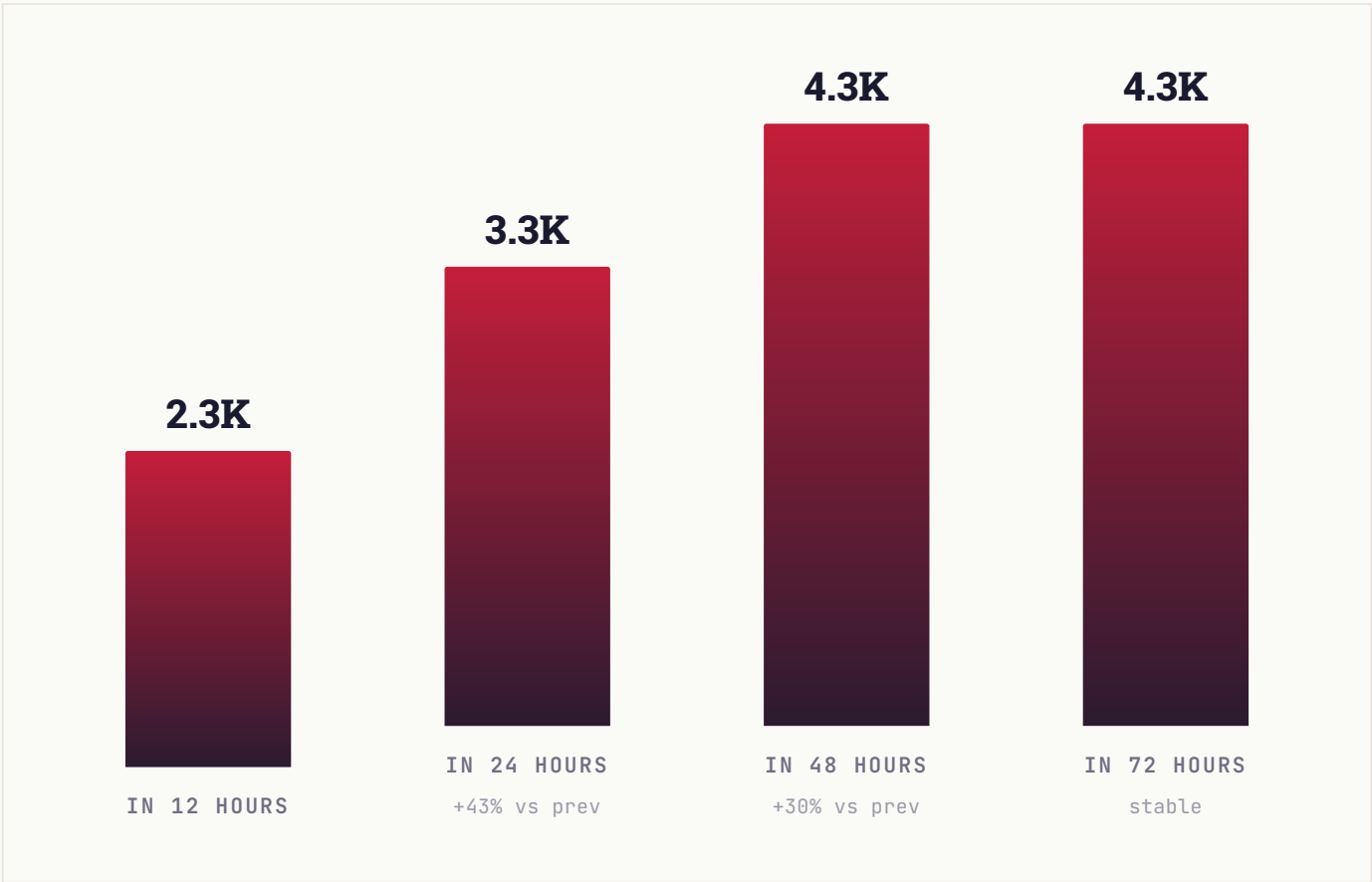
Citation index **50** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **271** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest 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
EF EXPERIENCED PHARMACIST	266.7K
MM Moscow medicine	240.6K
Health HealthControl	223.5K
CD 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 Forensic expert notes	171.4K
M MOSSUDMED YOU	40.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#99 of 96). Niche median — 70.8K subs.
First growth KPI — reach median. Leader: Blog from the morgue (358.5K).

SECTION 07 · MENTION TRENDS

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 **132**, they brought **5 461** new subs.

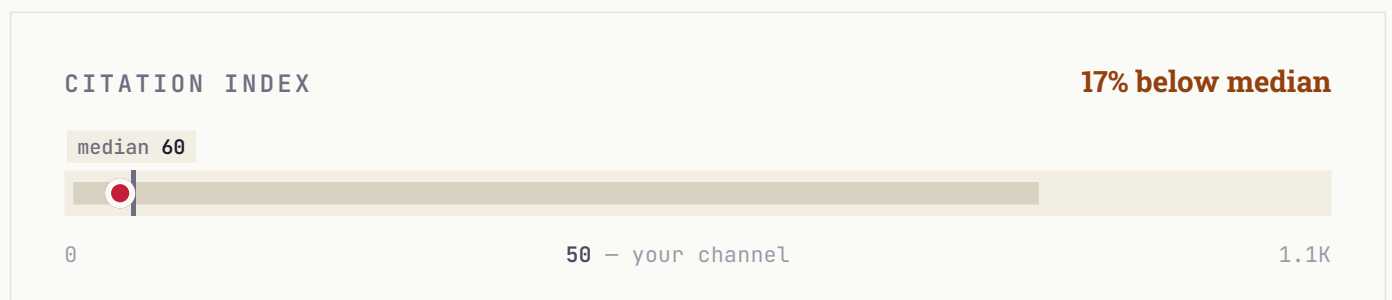
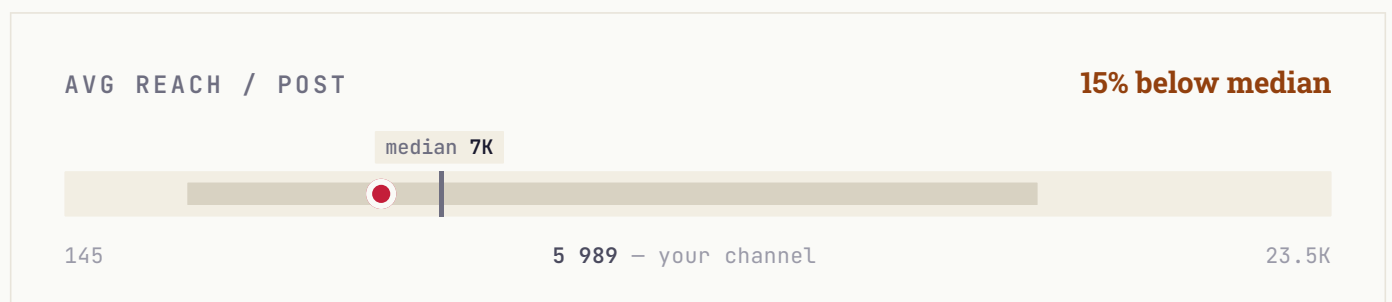
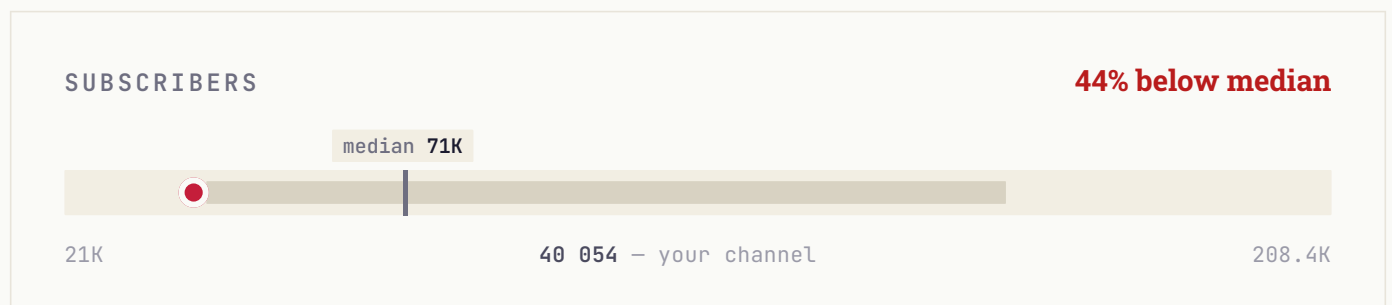
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	36	19	1 478	
November 2025	21	11	1 692	
October 2025	15	10	650	
September 2025	18	10	479	
August 2025	16	10	841	
July 2025	26	22	321	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
132	6	5 461

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 of 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit in a month.

01**Top post of the week — on Wednesday**

On this day at 09:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with nearby channels**

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want 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>

02

Contact manager

t.me/PromptPress_manager