

— PUBLIC REPORT BY PROMTPRESS

Channel audit

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@rulikamed

■ Osteopath/Neurologist 2025 by SberHealth & ProDoctors The one and only Rulikadoc from Instagram with 1 ■ subs 📞 For appointments in Moscow @osteogalkin +7(967)...

SUBSCRIBERS

45 939

ERR (% SEE POSTS)

6.0%

REACH/POST

2.6K

-933 per month

per day 2.6%

ad reach 1.2K/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 was calculated for.

 SUBSCRIBERS 45 939 —	 SUBSCRIBER REACH 5.58% avg % subs see post	 VIEWS/POST 2.6K median 2.6K · 29 days	 POSTS/WEEK 9.9 for the period
 7D TREND -7.0% vs previous week	 REACTIONS/POST 113.0 total 4,634 reactions, 1,893 reposts, 140 comments	 POST LENGTH 985 chars median 1000 · 29 days	 POSTS ANALYZED 41 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -933 last month	 CITATIONS 50 citation index · 135 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 24.02.2022

AI EDITOR SUMMARY

Channel «Andrey Galkin - Osteopath Doctor | Neurocoach» — 45 939 subs. Each post averages 2.6K people (6% from subs), reach is low — need to grow audience. Publishes 10 posts per week (~1/day) — steady pace. For week Jun 15–21, reach dropped -7.0% by week Jun 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts in 29 days.
- 02 Dominant format – Video (30/41 posts).
- 03 Avg post length – 985 chars (median 1000).
- 04 Peak audience activity – Tuesday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (top avg 3.9K vs bottom 1.7K) – among 41 posts in 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 08:17 VIDEO 90% of people stretch their neck wrong. When neck pain starts, most do the same thing. Tilt head to the side. Pull it...	VIEWS 4 641 REPOSTS 126	REACTIONS 101 ER 10.1%
Nº2 13.06 · 09:11 PHOTO Your fridge can be your pharmacy. But there's one problem. Most people eat randomly. Today avocado. Tomorrow...	VIEWS 3 517 REPOSTS 117	REACTIONS 105 ER 7.7%
Nº3 30.05 · 08:35 VIDEO A weird foot fact most doctors don't explain You think the foot is just for walking? Then explain one...	VIEWS 3 393 REPOSTS 59	REACTIONS 154 ER 7.4%

Nº4 31.05 • 10:11 VIDEO If you remove health, everything else becomes zeros. Harsh thought. But most realize it too late. We put off for years...	VIEWS 3 346 REPOSTS 34 REACTIONS 124 ER 7.3%
Nº5 03.06 • 09:34 VIDEO Double chin isn't always fat. And some will be surprised. Most people believe that if a double chin appears...	VIEWS 3 332 REPOSTS 85 REACTIONS 119 ER 7.3%

WORST 3

↓ 24.06 • 10:20 VIDEO Regular hand & finger exercises can be a helpful daily wellness habit. This video shows a simple...	VIEWS 1 799 REPOSTS 104 REACTIONS 95 ER 3.9%
↓ 25.06 • 07:47 VIDEO DOUBLE CHIN ISN'T ALWAYS FAT. Sometimes the problem starts... with the tongue. Many now inject lipolytics, get massages, microcurrents...	VIEWS 1 695 REPOSTS 69 REACTIONS 98 ER 3.7%
↓ 24.06 • 11:40 PHOTO (post without caption – photo)	VIEWS 1 671 REPOSTS 6 REACTIONS 44 ER 3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

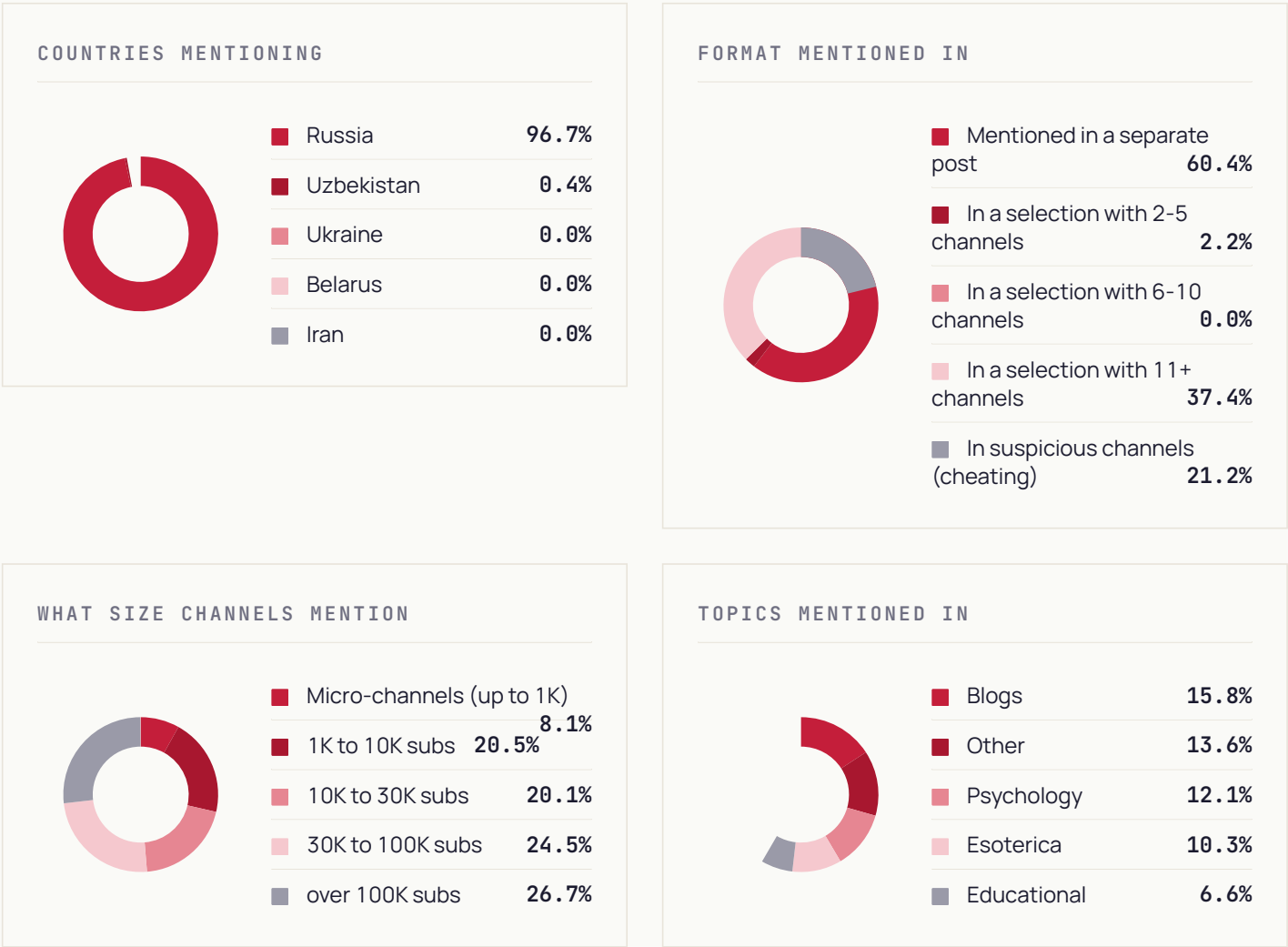
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

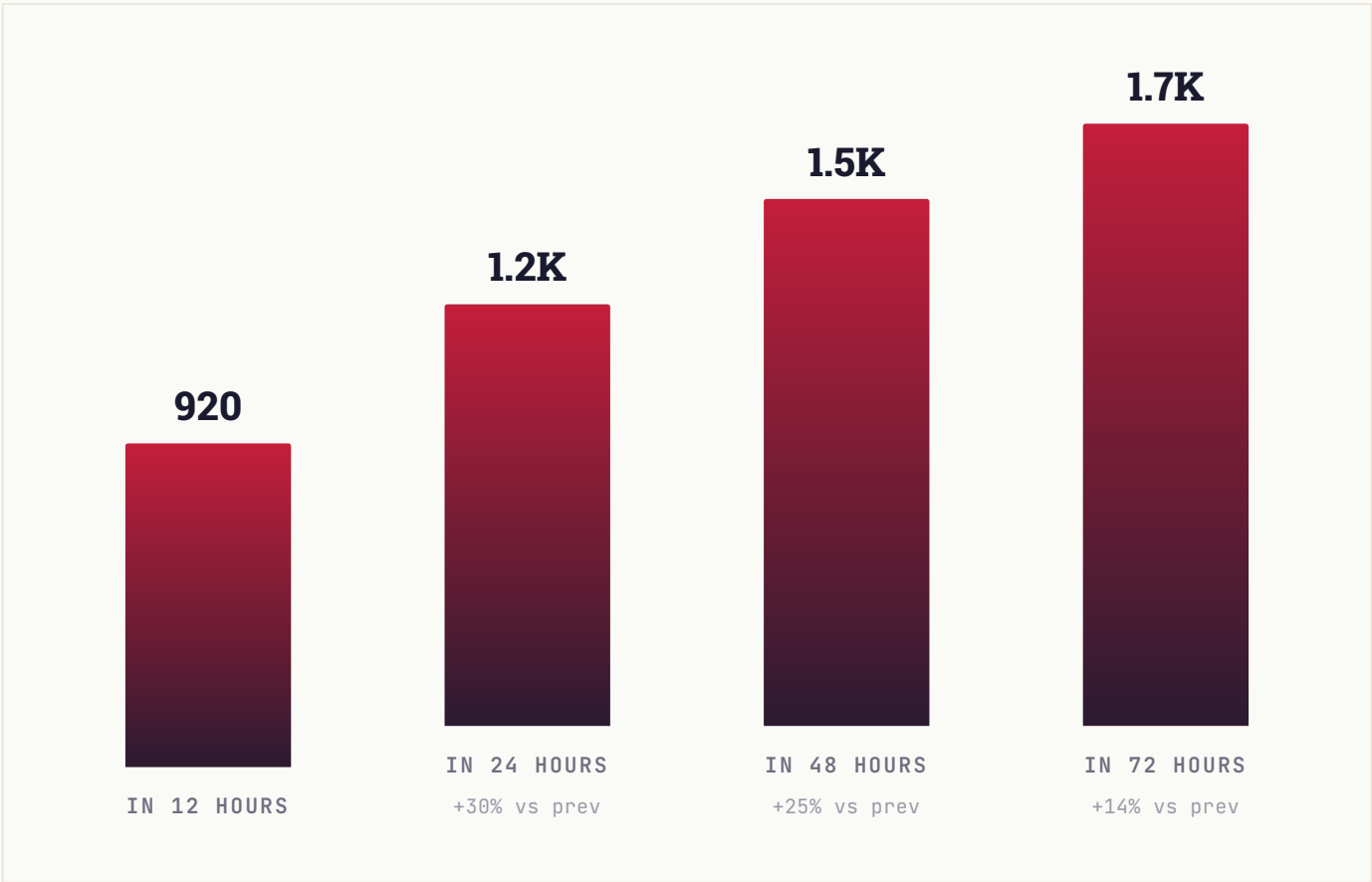
Citation index **50** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **135** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long placement stays effective.



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
AG Андрей Галкин - Врач-Остеопат Нейрокоуч	YOU 45.9K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#82 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** such mentions were **11**, they brought **27 580** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	14 215	
November 2025	1	1	0	
October 2025	4	3	0	
September 2025	0	0	13 365	
August 2025	0	0	0	
July 2025	6	1	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
11		6	27 580	

SECTION 08 · NICHE COMPARISON

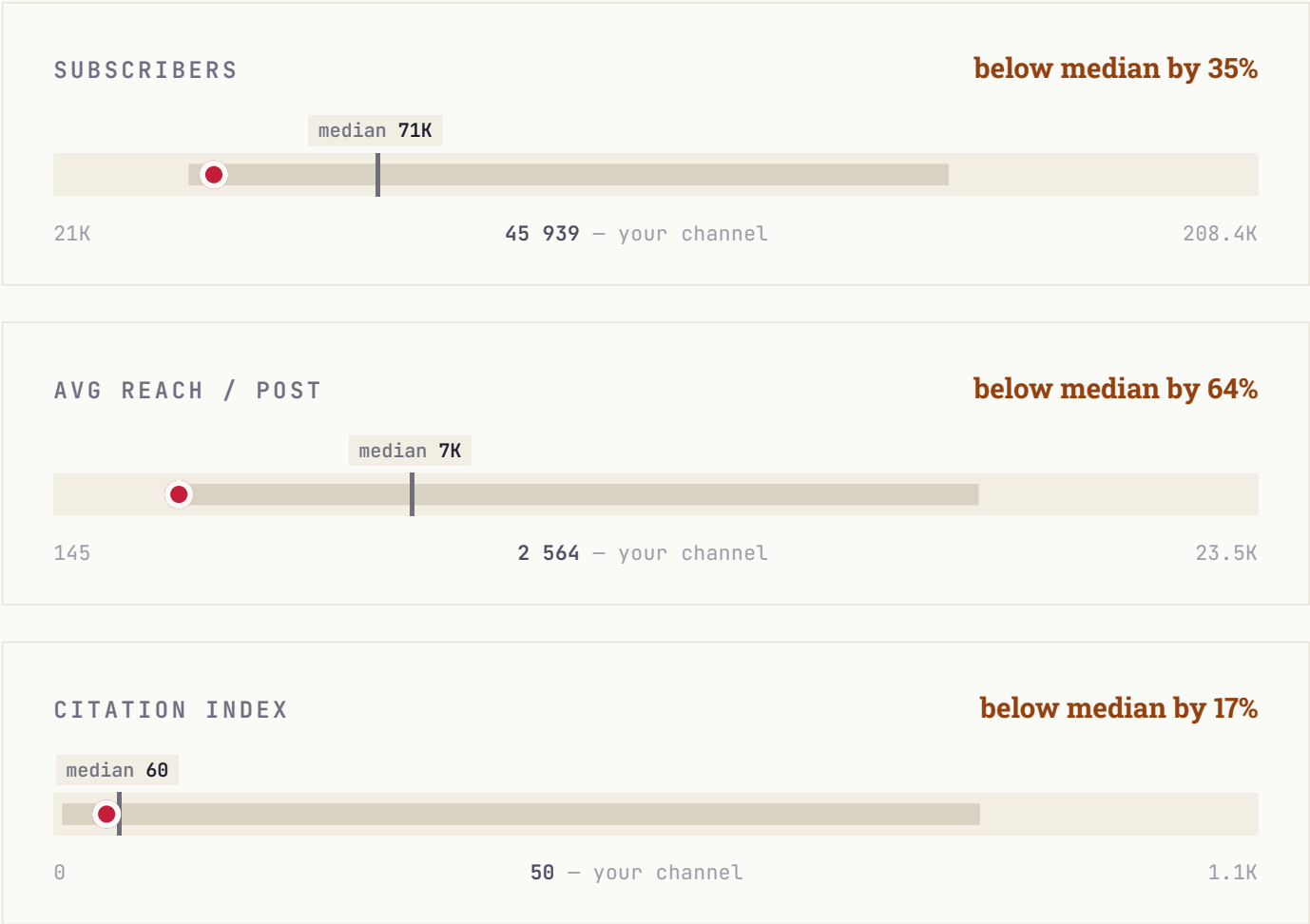
Where the channel stands in its league

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

#82/100

POSITION IN NICHE

Channel in bottom half of rating



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Tuesday

On this day at 08:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 this done by **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
