

PROMTPRESS PUBLIC REPORT

Channel audit

Ruslan Masgutov



@rusmasgutov

PhD, orthopedist, integrative medicine doctor, chiropractor My store of beneficial supplements and nutraceuticals with ideal composition: ruslanmasgutov.com Any questions:...

SUBSCRIBERS

146 420

-751 per month

ERR (% SEE POSTS)

5.0%

per day 2.5%

REACH/POST

7.3K

ad reach 3.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 146 420 —	 SUBS REACH 5.01% avg % subs see post	 VIEWS/POST 7.3K median 7.4K · 28 days	 POSTS/WEEK 13.1 for period
 7D TREND -8.5% vs previous week	 REACTIONS/POST 83.8 total 4,526 reactions, 1,303 reposts, 185 comments	 POST LENGTH 889 chars. median 1000 · 28 days	 POSTS ANALYZED 54 28 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -751 last month	 CITATION RATE 31 citation index · 250 channels mentioned all time	 CHANNEL AGE 5 years 6 months created 27.12.2020

AI EDITOR SUMMARY

Channel «Ruslan Masgutov» — 146 420 subs. Each post averages 7.3K people (5% from subs), reach is low — need to grow audience. Posts 13 posts per week (~2/day) — regular pace. For week 15–21 Jun reach dropped -8.5% by week 8–14 Jun — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **54** posts in 28 days.
- 02 Dominant format — **Photo** (30/54 posts).
- 03 Avg post length — **889** chars (median 1000).
- 04 Audience peak activity — **Wed**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (10.5K avg for top vs 5K for bottom) — across 54 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 15:13 PHOTO The laziest way to track health we've come up with I hate boring tables, checklists, and apps where you have to manually...	VIEWS	REACTIONS
	11 487	44
	REPOSTS	ER
	7	7.8%
Nº2 07.06 · 12:34 VIDEO When at 45 your body doesn't just work, it flies 🤖 Saturday night – dance floor, not couch. With my dance coach Max we decided...	VIEWS	REACTIONS
	10 215	506
	REPOSTS	ER
	42	7.0%
Nº3 03.06 · 16:06 PHOTO 🤖 Neural nets lie. Here's my secret 10-sec method to catch AI mistakes. I promised to share my AI fact-checking technique...	VIEWS	REACTIONS
	9 928	52
	REPOSTS	ER
	29	6.8%

Nº4 12.06 • 16:50 PHOTO MUSHROOM OF IMMORTALITY: WHY WAS IT VALUED MORE THAN GOLD? In the new episode, we visited a farm where the legendary Reishi (Lingzhi) mushroom is grown...	VIEWS 9 716 REPOSTS 57 REACTIONS 77 ER 6.6%
Nº5 06.06 • 11:19 VIDEO Saturday greetings, friends! A bit of life content for your feed ✨ I never tire of repeating: take care of your health! We fuss over everyone...	VIEWS 9 673 REPOSTS 9 REACTIONS 166 ER 6.6%

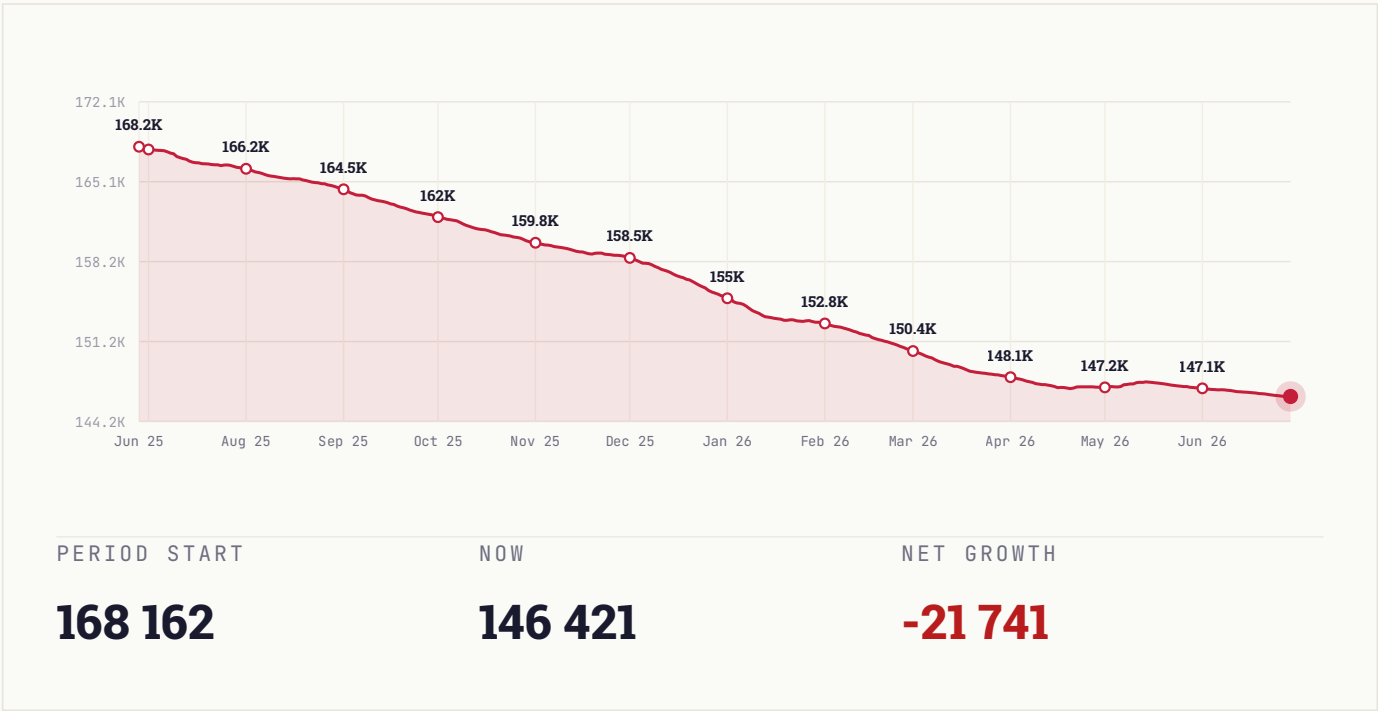
WORST 3

↓ 23.06 • 14:18 VIDEO (post without caption – video)	VIEWS 5 250 REPOSTS 2 REACTIONS 19 ER 3.6%
↓ 25.06 • 15:09 VIDEO How to get rid of heartburn, lose 7 kg, and regain energy in 2 months. Read Ramil's story Ramil, 23, power engineer. This...	VIEWS 4 995 REPOSTS 10 REACTIONS 54 ER 3.4%
↓ 23.06 • 14:19 PHOTO ☑ Promo code for vacation & dacha season Vacation, dacha, trips, long drives, BBQ & sun are coming. Your body works overtime...	VIEWS 4 804 REPOSTS 6 REACTIONS 16 ER 3.3%

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 or lost subs.



SECTION 04 • MENTIONS

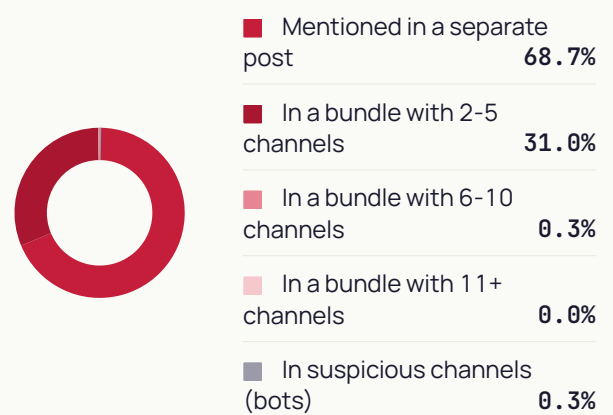
Who mentions the channel & how

Citation index **31** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **250** different channels.

COUNTRIES MENTIONING



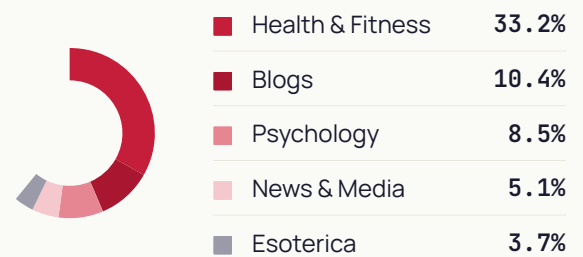
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



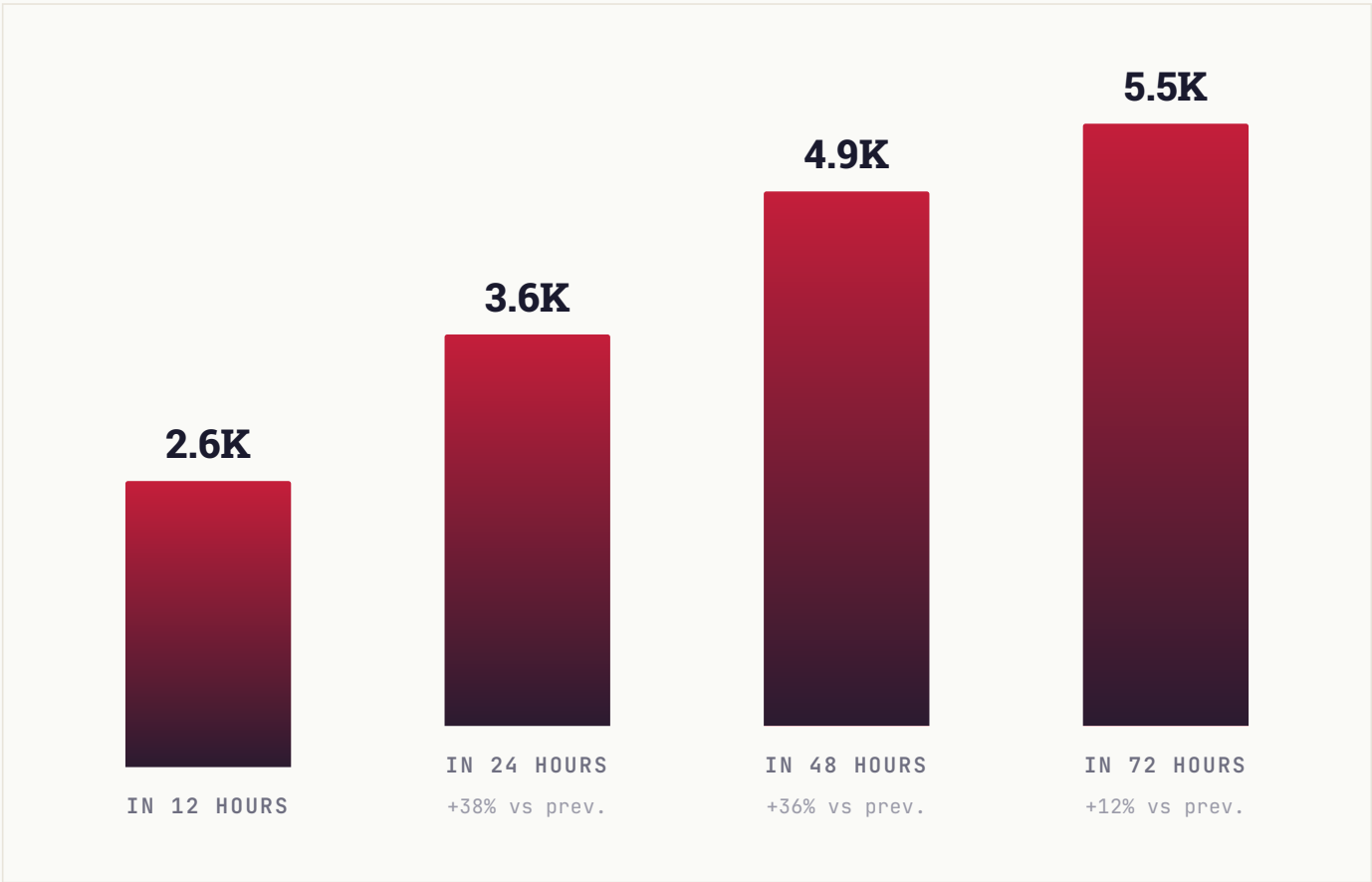
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo 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
OF EXPERIENCED PHARMACIST	266.7K
MM Moscow Medicine	240.6K
ZD 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
RM Ruslan Masgutov YOU	146.4K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#14 of 96). Leader — **Blog from the morgue** (358.5K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 found **30**, they brought **151** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2	2	0	
Nov 2025	5	5	80	
Oct 2025	5	5	0	
September 2025	5	5	0	
August 2025	5	5	7	
July 2025	8	7	64	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
30	6	151

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 where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#14/100

RANK IN NICHE

Channel in top 14% – strong position



— 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 Wednesday**

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for
important
posts****02****ER below niche benchmark — rethink formats**

Current ER 5.01% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.5pp ER**03****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****04****Test polls and interactive formats**

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with similar channels**

Swap posts 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 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 an ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
