

PUBLIC PROMTPRESS REPORT

Channel audit

Doctor Shishonin's Channel



@shishonindoc

World expert in hypertension, neck & spine. Neck is the source of health! Dr. Shishonin's course "Life without hypertension": ■ shishonin-academy.ru/bezgiper Book an appointment: ■ shishonin.ru No...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
215 076 29.06.2026 -1263 per month	9.0% Per day 4.0%	18.2K Ad reach 8.6K/24h

HTTPS://PROMTPRESS.COM/AUDIT/SHISHONINDOC

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 215 076 —	 SUBSCRIBER REACH 8.48% Avg % subs see post	 VIEWS/POST 18.2K Median 19.7K · 29 days	 POSTS/WEEK 9.4 For period
 7D TREND -12.9% vs previous week	 REACTIONS/POST 250.1 9,754 reactions, 4,160 reposts, 388 comments	 POST LENGTH 969 chars Median 1000 · 29 days	 POSTS ANALYZED 39 29 days
 AD REACH 8.6K Avg per 24h	 CHURN / MONTH -1263 Last month	 CITATION RATE 73 Citation index · 144 channels mentioned ever	 CHANNEL AGE 5 years 5 months Created 19.01.2021

AI EDITOR SUMMARY

Channel «Doctor Shishonin's Channel» — 215 076 subs. Each post avg views 18.2K people (8% from subs), reach is low — should expand audience. Publishes 9 posts/week (~1/day) — regular schedule. For week Jun 15–21, reach dropped -12.9% vs week Jun 8–14 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **39** posts over 29 days.
- 02 Dominant format — **Video** (32/39 posts).
- 03 Avg post length — **969** chars (median 1000).
- 04 Peak audience activity — **Friday**, 12:00 MSK.
- 05 Top posts get **2×** More views than the weakest (24.8K avg top vs 12.6K worst) — among 39 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 09:00 VIDEO ☒ Suffering from lower back pain? Try this simple trick ➡ Chronic lower back pain is one of the most common issues...	VIEWS	REACTIONS
	25 358	304
	REPOSTS	ER
	300	11.8%
Nº2 06.06 · 09:10 VIDEO ☒ Release neck tension in 30 seconds People often come to me with neck strain, shoulder tightness, fatigue, and even...	VIEWS	REACTIONS
	24 677	608
	REPOSTS	ER
	513	11.5%
Nº3 01.06 · 14:42 VIDEO ☒ Friends, I'm thrilled to invite you to an event that will be one of the brightest and most significant this year. ☒ 27...	VIEWS	REACTIONS
	24 371	247
	REPOSTS	ER
	17	11.3%

Nº4 31.05 • 09:08 VIDEO ☒ This movement can trigger the most dangerous type of stroke ☒ There's one habitual head movement most people do...	VIEWS 24 340 REPOSTS 220 REACTIONS 639 ER 11.3%
Nº5 04.06 • 11:05 VIDEO ☒ Why is the scale stuck? I often see this: someone tries hard, watches their diet, sometimes quite strictly...	VIEWS 23 528 REPOSTS 103 REACTIONS 244 ER 10.9%

WORST 3

↓ 24.06 • 15:03 VIDEO 🌀 Tired of living from pill to pill? Time to tackle hypertension for real If your blood pressure spikes, pills become a constant...	VIEWS 12 969 REPOSTS 19 REACTIONS 102 ER 6.0%
↓ 25.06 • 14:10 VIDEO 🧠 Why do hypertension patients constantly feel tired and weak, even after full rest? Typically, people with hypertension...	VIEWS 12 533 REPOSTS 25 REACTIONS 141 ER 5.8%
↓ 25.06 • 06:02 PHOTO 😴 Quality sleep is key to your child's health and development Elementary school kids are growing, learning, and daily...	VIEWS 12 445 REPOSTS 17 REACTIONS 87 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

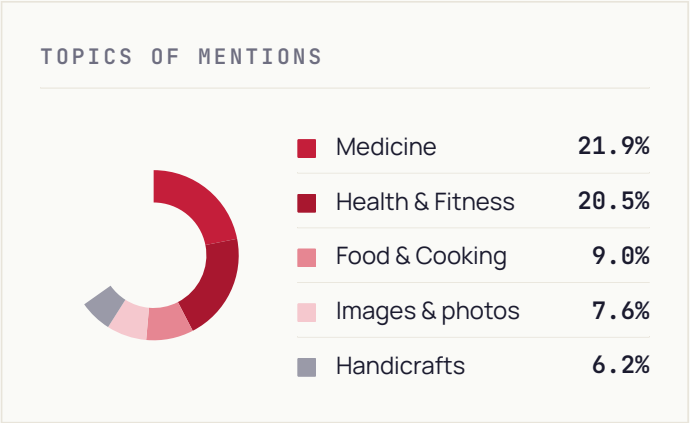
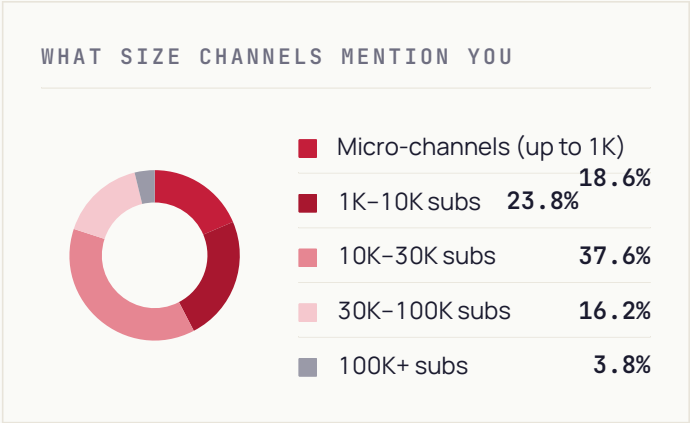
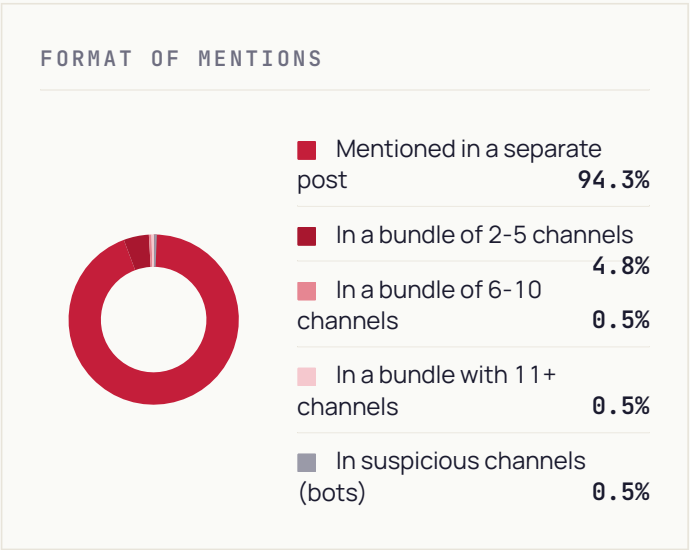
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel & how

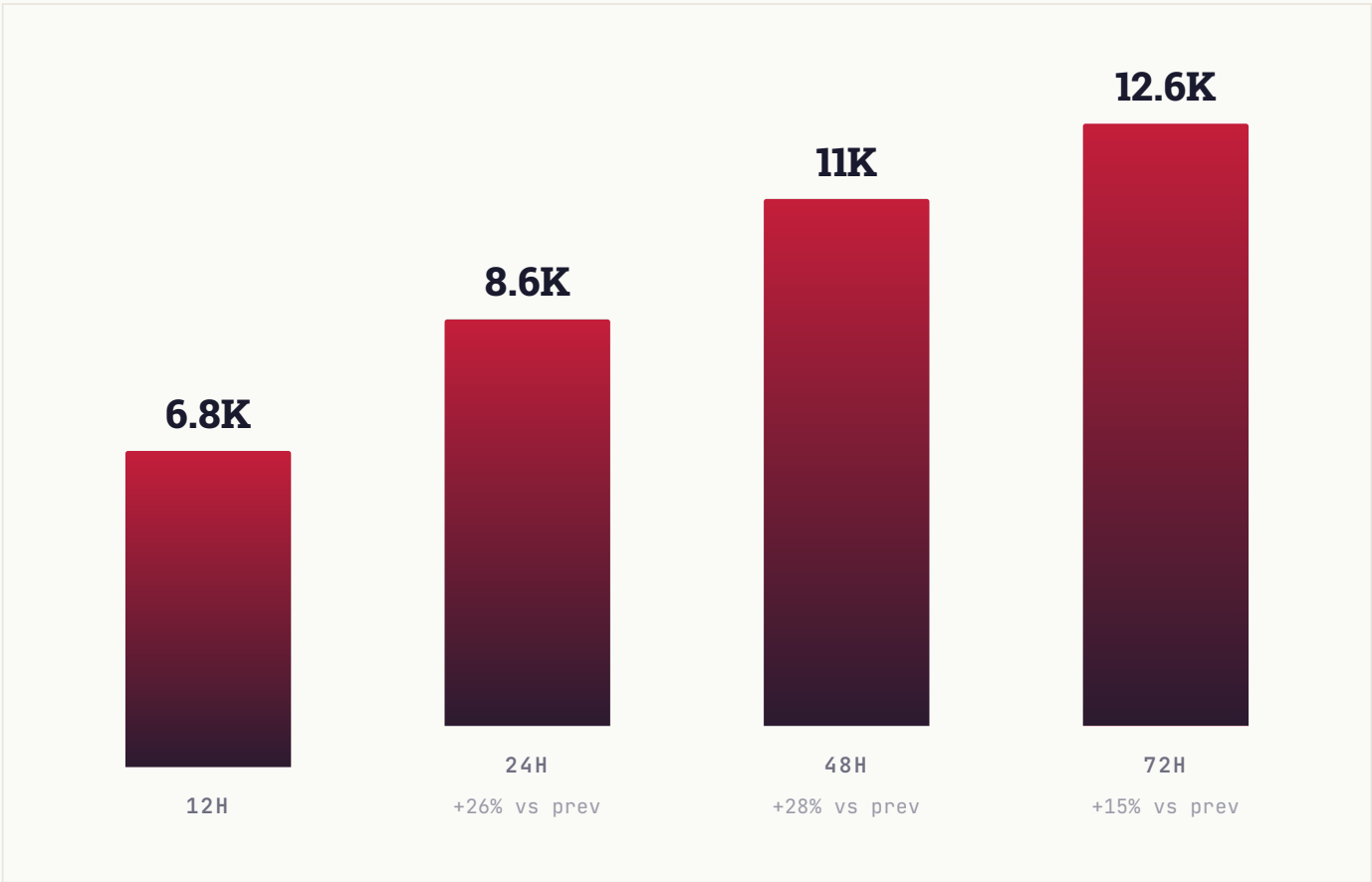
Citation index **73** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **144** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	358.5K
EM Endocrinologist Magerya	293.7K
EP EXPERIENCED PHARMACIST	266.7K
MM Moscow Medicine	240.6K
ZD ZdravKontrol	223.5K
KD Doctor Shishonin's Channel YOU	215.1K
AT Anatomical Theater	201.3K
MR Mikerina. Giving birth? Call a midwife!	192.5K
DM DOCTOR MYASNIKOV	182.7K
ZS Forensic expert's notes	171.4K
DS Doctor Sadovskaya	159.1K

COMPARATIVE INSIGHT

Channel in Top 10 of niche (#6 of 96). Strong position. Niche leader — **Blog from the morgue** (358.5K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** Such mentions were **7**, they brought **13 675** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	479
November 2025	1	1	3 473
October 2025	1	1	2 427
September 2025	3	3	2 237
August 2025	1	1	3 285
July 2025	0	0	1 774

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
7	6	13 675

SECTION 08 · NICHE COMPARISON

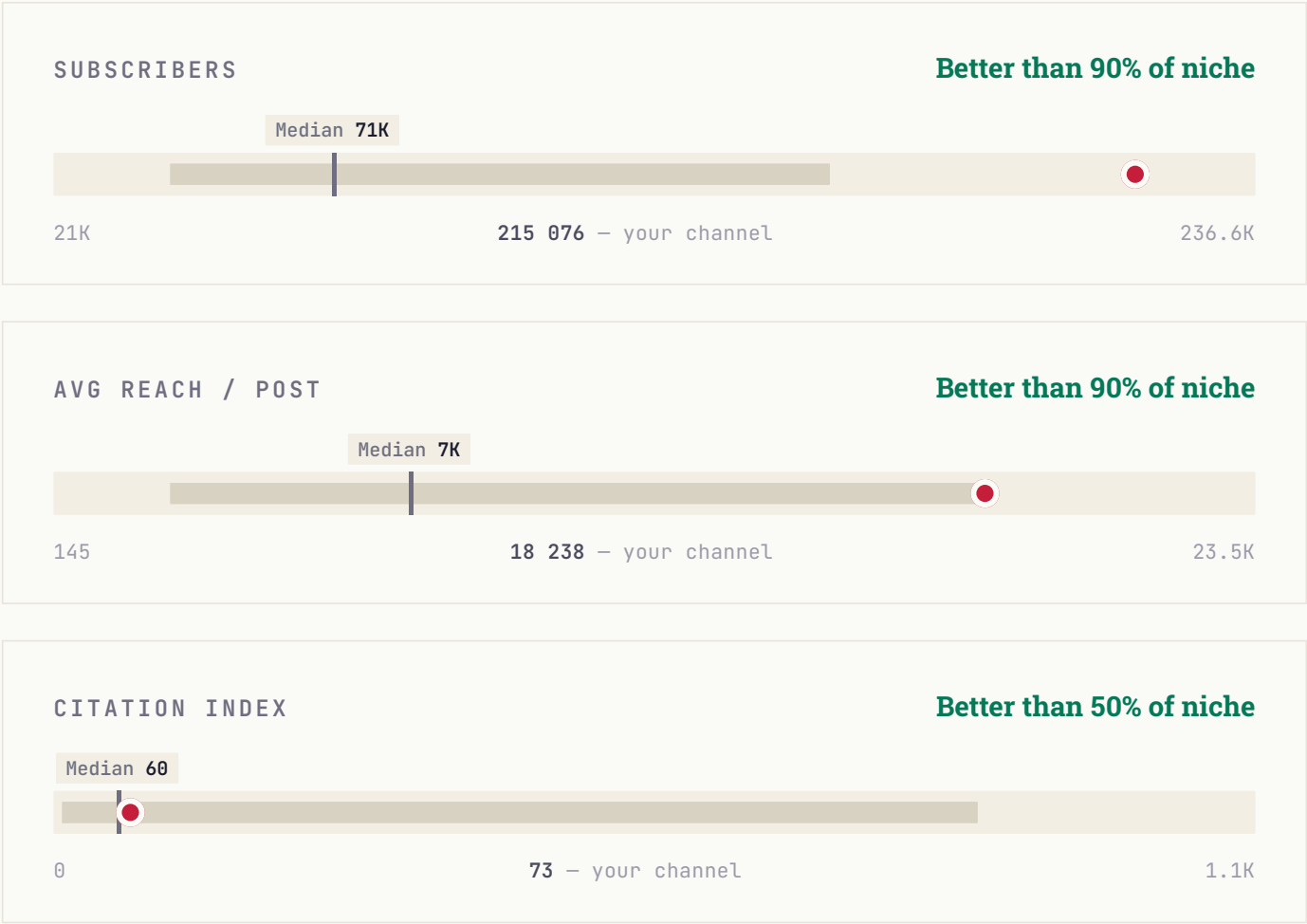
Where channel ranks in its league

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

#6/100

RANK IN NICHE

Channel in top 6% medicine Russia



— 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**

On this day at 12:00 MSK audience is most active.

EFFECT

**Best time for
important
posts****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 growth lever.

EFFECT

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

Exchange posts with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

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 a few minutes from public data.
To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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