

PROMTPRESS PUBLIC REPORT

Channel audit

Dr. Smirnova



@smirnova_doctor

Endocrinologist-nutritionist Not just tests and vitamins, but also a doctor's life
Pr: @shelSm RKN: <https://knd.gov.ru/license?id=67616d7a8e552d6b54e2dcf2&istryType=bloggersPermission>

SUBSCRIBERS

92 556

-1084 per month

ERR (% SEE POSTS)

8.0%

daily 4.0%

REACH/POST

6.6K

ad reach 3.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

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 spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Health & Fitness» category

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 92 556 —	 SUBSCRIBER REACH 7.14% avg % subs see post	 VIEWS/POST 6.6K median 7.1K · 29 days	 POSTS/WEEK 22.3 over period
 7D TREND -5.4% vs previous week	 REACTIONS/POST 255.6 24,028 reactions, 1,950 reposts, 609 comments	 POST LENGTH 653 chars median 976 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH -1084 last month	 CITATION RATE 210 citation index · 210 channels mentioned all time	 CHANNEL AGE 5 years 29 days created 31.05.2021

AI EDITOR SUMMARY

Channel «Dr. Smirnova» — 92 556 subs. Each post avg views 6.6K people (7% from subs), reach low — should expand audience. Publishes 22 posts/week (~3/day) — active publishing. Week Jun 15–21 reach dropped -5.4% to week Jun 8–14 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **94** posts over 29 days.
- 02 Dominant format – **Photo** (83/94 posts).
- 03 Avg post length – **653** chars (median 976).
- 04 Audience peak activity – **Friday, 20:00 MSK**.
- 05 Top posts get **2×** more views than weakest (8.6K avg top vs 5.1K worst) – among 94 posts over 29 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 16:39 PHOTO VITAMIN D IN SUMMER? "Can I stop vitamin D in summer?" You can. But not everyone. WHERE DOES IT COME FROM? We get some vitamin D from food. But...	VIEWS 9 012 REACTIONS 424 REP. 25 ER 9.7%
Nº2 31.05 · 16:14 PHOTO HEAVINESS IN LOWER ABDOMEN BY EVENING? Heaviness, pressure downward, discomfort after long walking or standing Sometimes it could be...	VIEWS 8 479 REACTIONS 311 REP. 8 ER 9.2%
Nº3 07.06 · 16:34 PHOTO IRON: HOW TO TAKE IT FOR ABSORPTION? You bought iron, take it faithfully But ferritin still won't rise ☹️ Often the problem is how you take it!...	VIEWS 8 207 REACTIONS 404 REP. 117 ER 8.9%

Nº4 06.06 · 16:05 PHOTO SUGAR-FREE BARS: WHAT'S THE HARM? The package says 'no sugar'. And your hand reaches: well, if no sugar, it's okay 🤖 WHERE...	VIEWS 8 203 REP. 33	REACTIONS 286 ER 8.9%
Nº5 12.06 · 17:34 PHOTO HARMFUL SUMMER SHOES In summer you want something light and carefree. Flip-flops, flats, sandals... But not all summer shoes...	VIEWS 8 142 REP. 33	REACTIONS 363 ER 8.8%

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WORST 3

↓ 26.06 · 11:30 PHOTO Ice cream reduces diabetes risk? Scientists observed 41,000 men A headline you'd love to accept without questions...	VIEWS 5 154 REP. 6	REACTIONS 340 ER 5.6%
↓ 25.06 · 11:59 PHOTO Does retinol really reduce wrinkles? We asked to discuss in comments 🗒 Yes, retinol works! It can gradually improve fine...	VIEWS 5 126 REP. 12	REACTIONS 178 ER 5.5%
↓ 26.06 · 06:01 PHOTO Weak — makes excuses Strong — already has them ready 🗒	VIEWS 4 952 REP. 13	REACTIONS 279 ER 5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

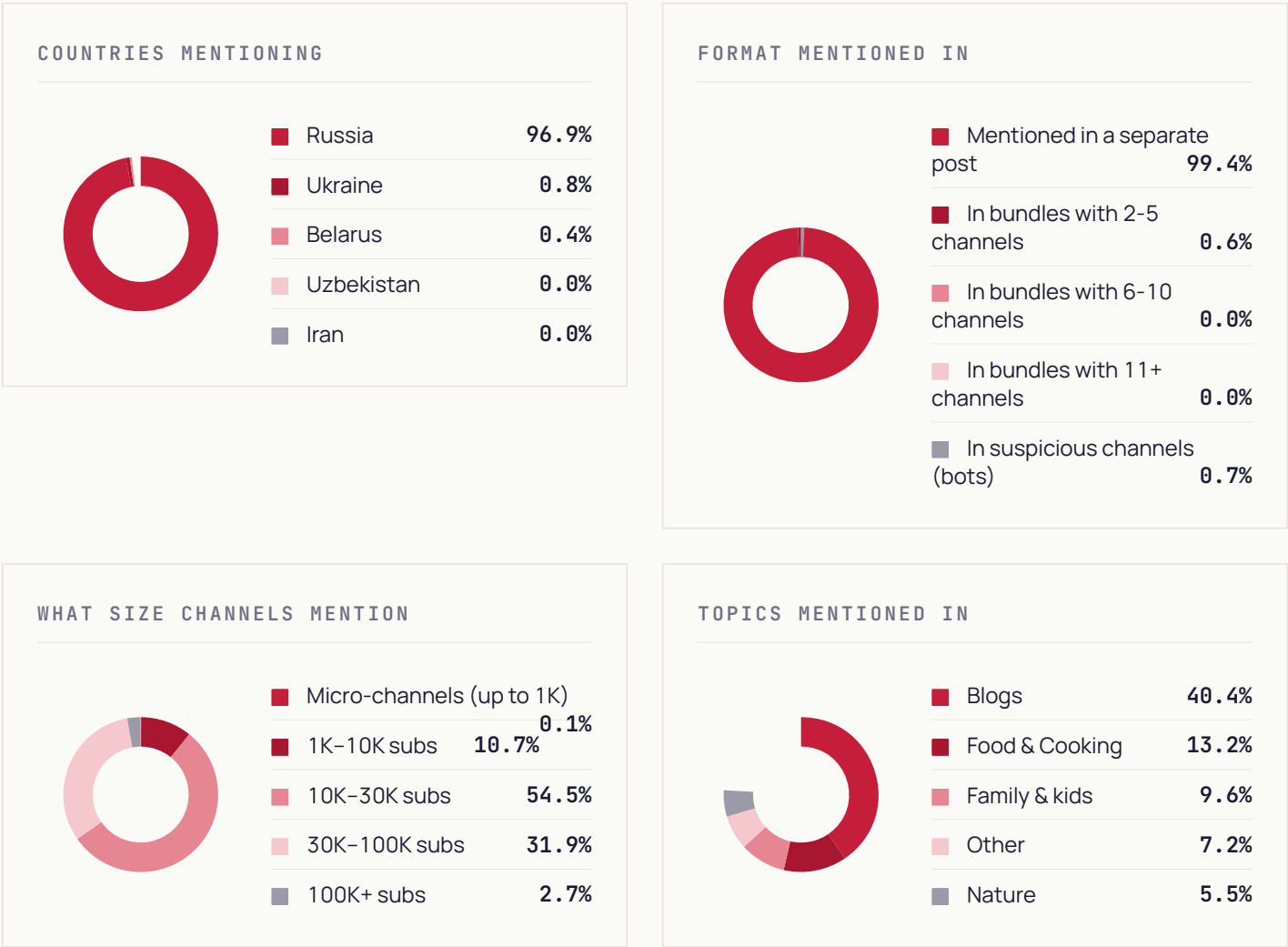
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

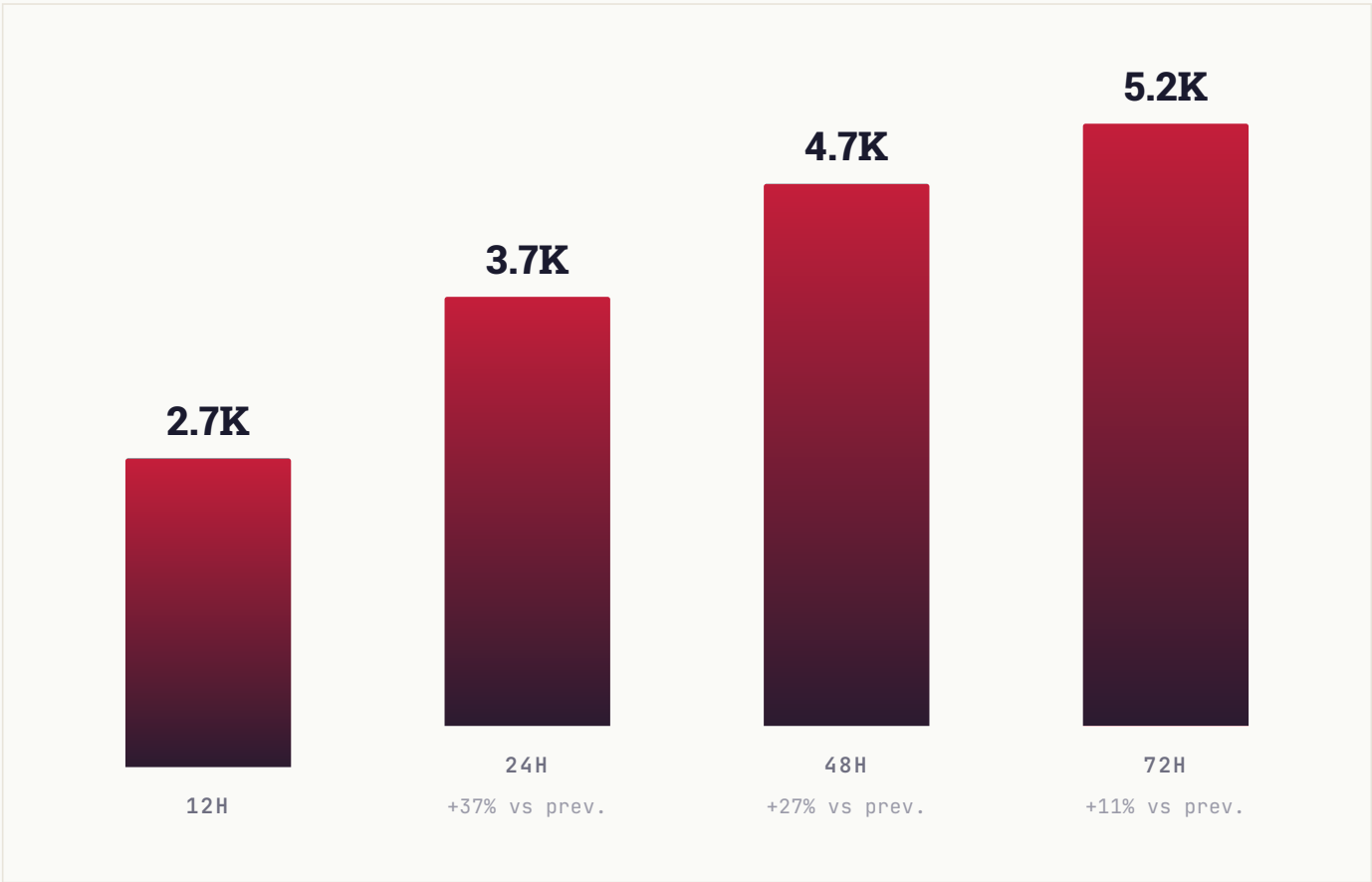
Citation index **210** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **210** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by 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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DIETOLOG DILYA ASLIDDINOVNA RASMIY	1.3M
KZ Test purchase	771.1K
BI Biohackers	584.6K
BI Biohacking	534.6K
GS GymDeals- Supplements & Whey Protein Offers	533.5K
SL Sport Life	526.2K
VN Eternity in Tibet	495.4K
NT Our body	482.5K
AU Ales Ulischenko Osteopath, PhD Author of faceplasty	478.7K
BZ Stay healthy	448.8K
DS Dr. Smirnova YOU	92.6K

COMPARATIVE INSIGHT

Channel yet outside niche top 96 — early growth stage. Niche leader — DIETOLOG DILYA ASLIDDINOVNA RASMIY (1.3M), top-96 median: 163.3K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **44**, they brought **11 151** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	10	10	1 987
Nov 2025	16	16	6 190
Oct 2025	16	16	2 314
Sep 2025	2	2	585
August 2025	0	0	0
July 2025	0	0	75

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
44	6	11 151

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the median, a darker beige bar representing the peer group, and a red dot representing the channel's performance. A vertical line marks the channel's position relative to the median.

SUBSCRIBERS

45% below median

median 167.7K

53.5K 92 556 — your channel 547.9K

AVG REACH / POST

39% below median

median 10.8K

897 6 606 — your channel 48.7K

CITATION INDEX

9% below median

median 232

0 210 — your channel 2.7K

Metric	Channel Value	Median	Peer Group Range	Performance Gap
Subscribers	92,556	167.7K	53.5K - 547.9K	45% below median
Avg Reach / Post	6,606	10.8K	897 - 48.7K	39% below median
Citation Index	210	232	0 - 2.7K	9% below median

— 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

Audience is most active on this day at 20:00 MSK.

EFFECT

Best time for important post
- 02

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 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 picks sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with nearby channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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