

PUBLIC REPORT BY PROMTPRESS

Channel audit

Можем объяснить



@mozhemobyasnit

The most emotional channel Email - mozhemobyasnit@proton.me
 Feedback - @mozobbot Ads & PR - @politmanagertg
 @voprosyreklamy Instagram - www.instagram.com/mopolitics/
 Backup YouTube...

SUBSCRIBERS

459 003

+521 per month

ERR (% SEE POSTS)

21.0%

daily 9.3%

REACH/POST

97.7K

ad reach 42.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 459 003 —	 SUBS REACH 21.29% avg % subs see post	 VIEWS/POST 97.7K median 86.8K · 29 days	 POSTS/WEEK 26.1 over period
 7D TREND -16.4% vs previous week	 REACTIONS/POST 403.7 44K reactions, 28.9K reposts, 0 comments	 POST LENGTH 951 chars median 1K · 29 days	 POSTS ANALYZED 109 29 days
 AD REACH 42.7K avg 24h	 CHURN / MONTH +521 last month	 CITATION RATE 2 605 citation index · 5,894 channels mentioned ever	 CHANNEL AGE 9 years 7 months created 17.10.2016

AI EDITOR SUMMARY

Channel «Можем объяснить» — 459 003 subs. Each post avg views 97.7K people (21% from subs), avg reach — room to grow. Publishes 26 posts/week (~4/day) — active. Week May 25–31 reach dropped -16.4% to week May 18–24 — worth analyzing.

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 **109** posts over 29 days.
- 02 Dominant format — **Photo** (54/109 posts).
- 03 Avg post length — **951** chars (median 1K).
- 04 Peak audience activity — **Sun**, 11:00 MSK.
- 05 Strongest posts get **6x** more views than the weakest (292.9K avg for top vs 53K for worst) — among 109 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 08:03 TEXT 📄 'Only Sadists Can Be in the Russian Elite.' Nevzorov on What's Wrong with the Opposition in Exile, Why the Russian Army Is Engaged in Crime...	VIEWS 512 129 REPOSTS 798	REACTIONS 412 ER 111.6%
Nº2 29.05 · 13:23 PHOTO 📄 Ukrainian Drones Paralyze Crimea's Supply Routes — the Land Corridor from Russia, One of Moscow's Success Symbols, Is Under Constant Fire...	VIEWS 186 726 REPOSTS 989	REACTIONS 408 ER 40.7%
Nº3 04.06 · 12:44 PHOTO 📄 'The Forum Is Dead.' Escorts Massively Refuse to Go to SPIEF-2026: Prices for Their Services Halved On the first day of the St. Petersburg Forum...	VIEWS 179 990 REPOSTS 1 564	REACTIONS 504 ER 39.2%

Nº4

21.05 · 08:45

TEXT

⚡⚡⚡Propaganda Spreads Fake That Pentagon Accused Zelensky of Derailing Negotiations and Embezzling Military Aid. Russians Are Trying...

VIEWS

167 696

REPOSTS

385

REACTIONS

369

ER

36.5%

Nº5

14.05 · 11:05

PHOTO

⚡⚡ Russians Fell Out of Love with the Victory Parade. The TV Broadcast of the Shortened Show Without Military Hardware Drew the Lowest Audience in All Years of the War...

VIEWS

163 111

REPOSTS

286

REACTIONS

457

ER

35.5%

WORST 3

↓ 12.05 · 15:53 PHOTO ⚡⚡⚡Russia Supported LGBT, But There's a Catch The state provided informational and educational support to Moscow LLC 'LGBT' – 'Pouring dirt...	VIEWS 54 638 REPOSTS 98	REACTIONS 284 ER 11.9%
↓ 15.05 · 13:01 VIDEO ⚡⚡Vologda Governor Filimonov Doubted That Surviving WWII Veterans Deserve the Same Reverence as 'Heroes...	VIEWS 53 526 REPOSTS 190	REACTIONS 926 ER 11.7%
↓ 26.05 · 15:33 VIDEO ⚡⚡⚡Armenian Authorities Call Simonyan a 'Fantastic Creature.' Armenian Parliament Speaker Alen Simonyan reacted to the speech...	VIEWS 50 769 REPOSTS 130	REACTIONS 555 ER 11.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

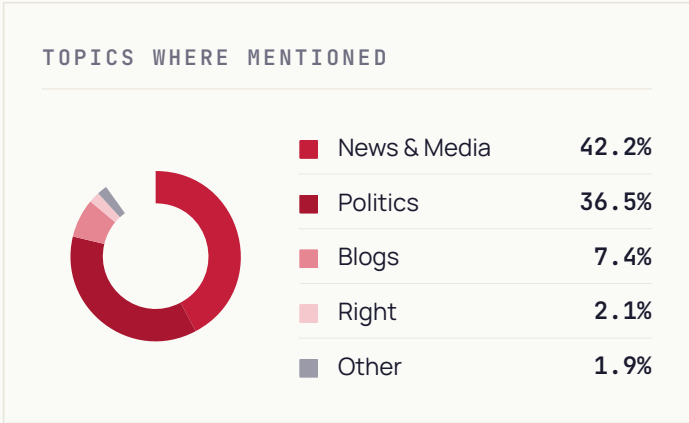
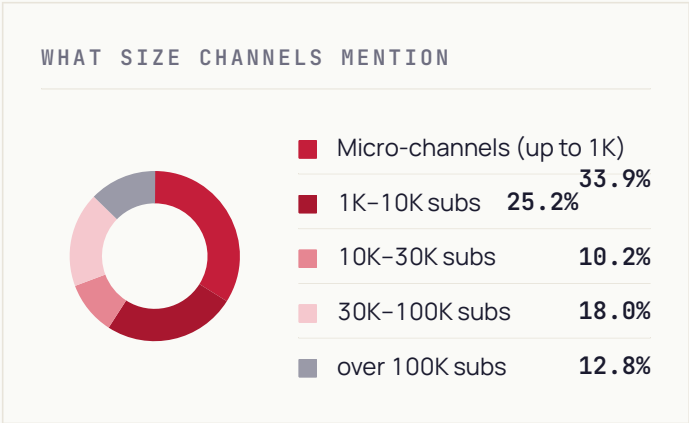
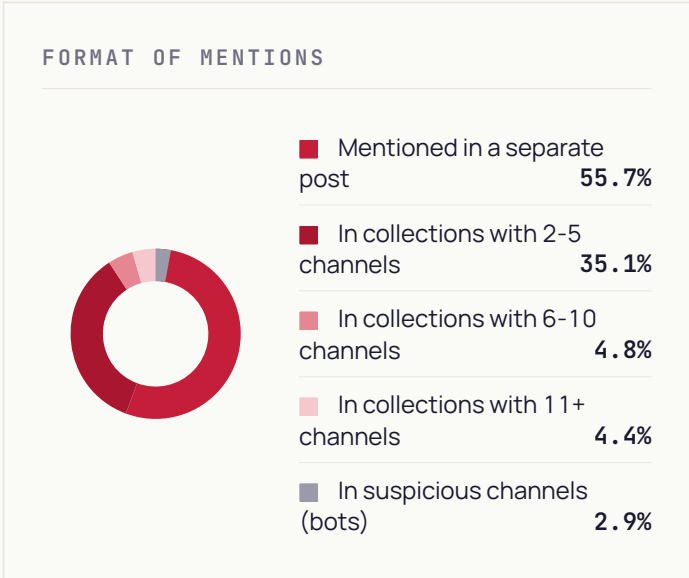
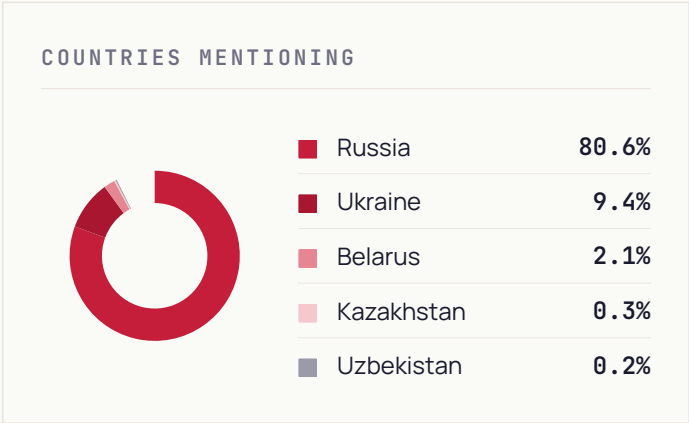
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

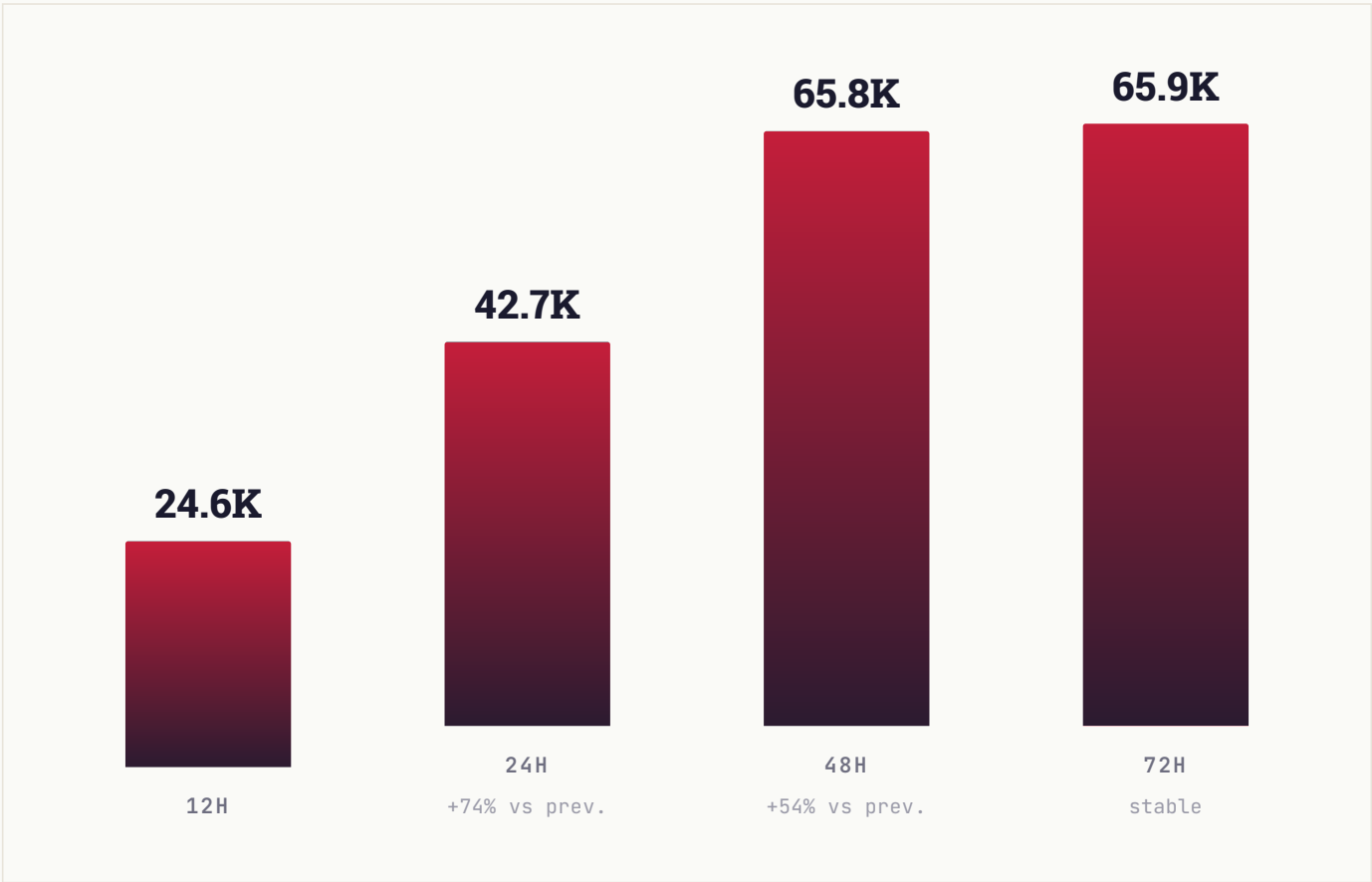
Citation index **2 605** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **5 894** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Москвач • Moscow News	3.9M
M- Москва - это интересно	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Москва сегодня	2.7M
MO Можем объяснить YOU	459K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#92 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 727**, they brought **43 080** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Dec 2025	367	146	10 260	
Nov 2025	242	109	1 010	
Oct 2025	285	121	1 673	
September 2025	319	133	12 594	
August 2025	239	112	1 948	
Jul 2025	275	118	15 595	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
1 727		6	43 080	

SECTION 08 · NICHE COMPARISON

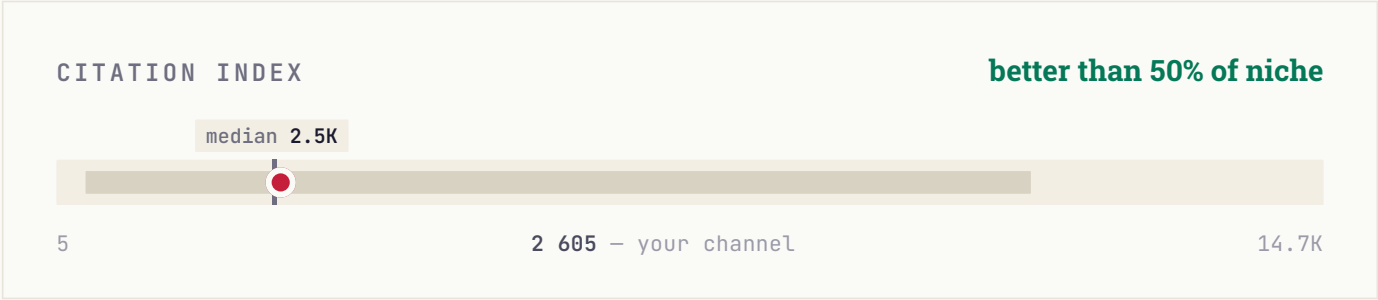
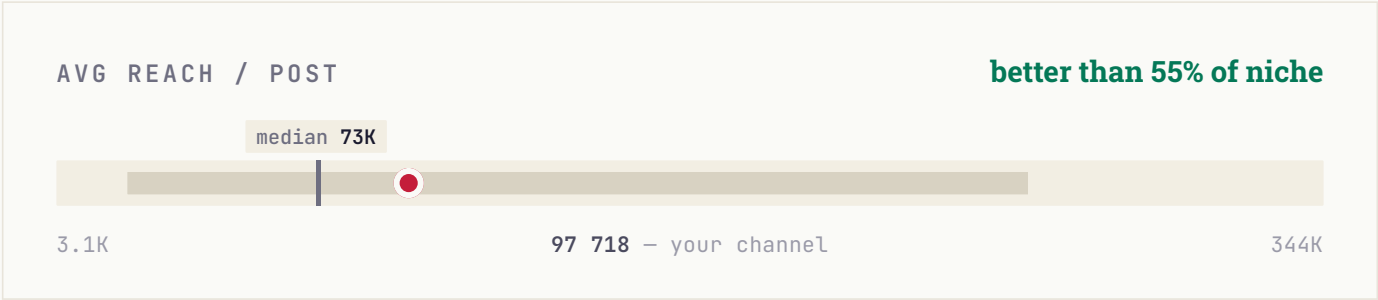
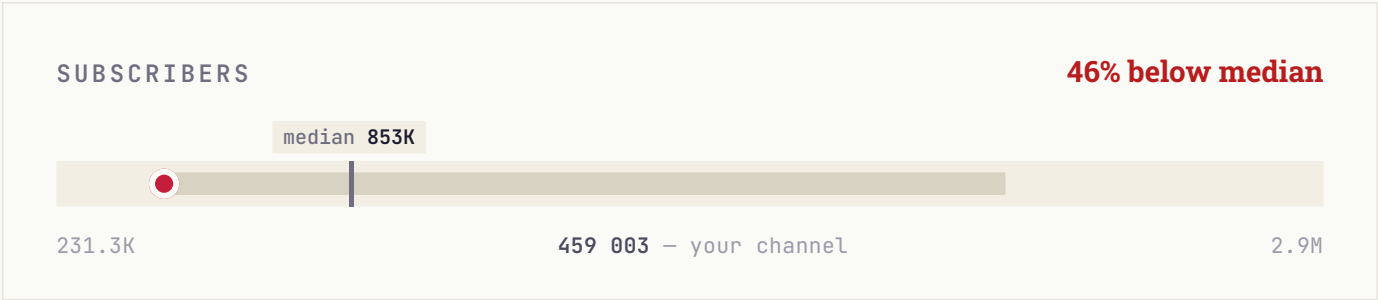
Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

RANK IN NICHE

Channel in the lower half of the ranking



— 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 — Sunday
Audience most active on this day at 11:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%.

EFFECT
Video holds audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Cross-post with same-niche channels quarterly. Not daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
