

PUBLIC REPORT BY PROMTPRESS

Channel audit

ObObraz



@ob_obraz

United Education School and university together again: for those who teach and those who learn. We are on MAX: https://max.ru/ob_obraz Telegram bot: @ob_obraz_bot Email:...

SUBSCRIBERS

30 183

+68 per month

ERR (% SEE POSTS)

20.0%

daily **13.6%**

REACH/POST

5.8K

ad reach **4.1K/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 tells the period it was calculated for.

 SUBSCRIBERS 30 183 —	 SUBSCRIBER REACH 19.23% avg % subs see post	 VIEWS/POST 5.8K median 5K · 29 days	 POSTS/WEEK 22.1 over period
 7D TREND -0.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 752 chars median 806 · 29 days	 POSTS ANALYZED 92 29 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH +68 last month	 CITATION RATE 627 citation index · 1,580 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 09.04.2021

AI EDITOR SUMMARY

Channel «ObObraz» — 30 183 subs. Each post avg views 5.8K people (19% of subs), avg reach — room to grow. Publishes 22 posts/week (~3/day) — active posting. Week Jun 29 – Jul 5 reach stable (-0.3% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **92** posts over 29 days.
- 02 Dominant format — **Text** (59/92 posts).
- 03 Avg post length — **752** chars (median 806).
- 04 Peak audience activity — **Wednesday**, 15:00 MSK.
- 05 Top posts get **3x** more views than weakest (top avg 11.8K vs worst 4.4K) — across 92 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 12:06 PHOTO And yet Moscow this year does not remain without a graduate who scored the maximum on four #USE at once. Telling about the 400-point student from...	VIEWS 12 195 REPOSTS 44	REACTIONS — ER 40.4%
Nº2 18.06 · 12:03 VIDEO #Quote_no_comment Russian PM Mikhail Mishustin: "Fundamental Soviet education — no one will ever cancel it or...	VIEWS 11 711 REPOSTS 55	REACTIONS — ER 38.8%
Nº3 20.06 · 08:04 PHOTO The opportunity to give children a quality education has become in Russia the main sign of prestige, high status. Such a picture...	VIEWS 11 548 REPOSTS 85	REACTIONS — ER 38.3%

Nº4 07.07 • 11:11 PHOTO The first and only 500-point scorer in Unified State Exam history has decided where to continue her studies. She previously said she was choosing between biophysics...	VIEWS 11 268 REACTIONS — REPOSTS 62 ER 37.3%
Nº5 30.06 • 12:20 TEXT So, this year at #USE phenomenal results were recorded: 8 people got the maximum on four exams, and Muscovite Ekaterina...	VIEWS 11 212 REACTIONS — REPOSTS 57 ER 37.1%

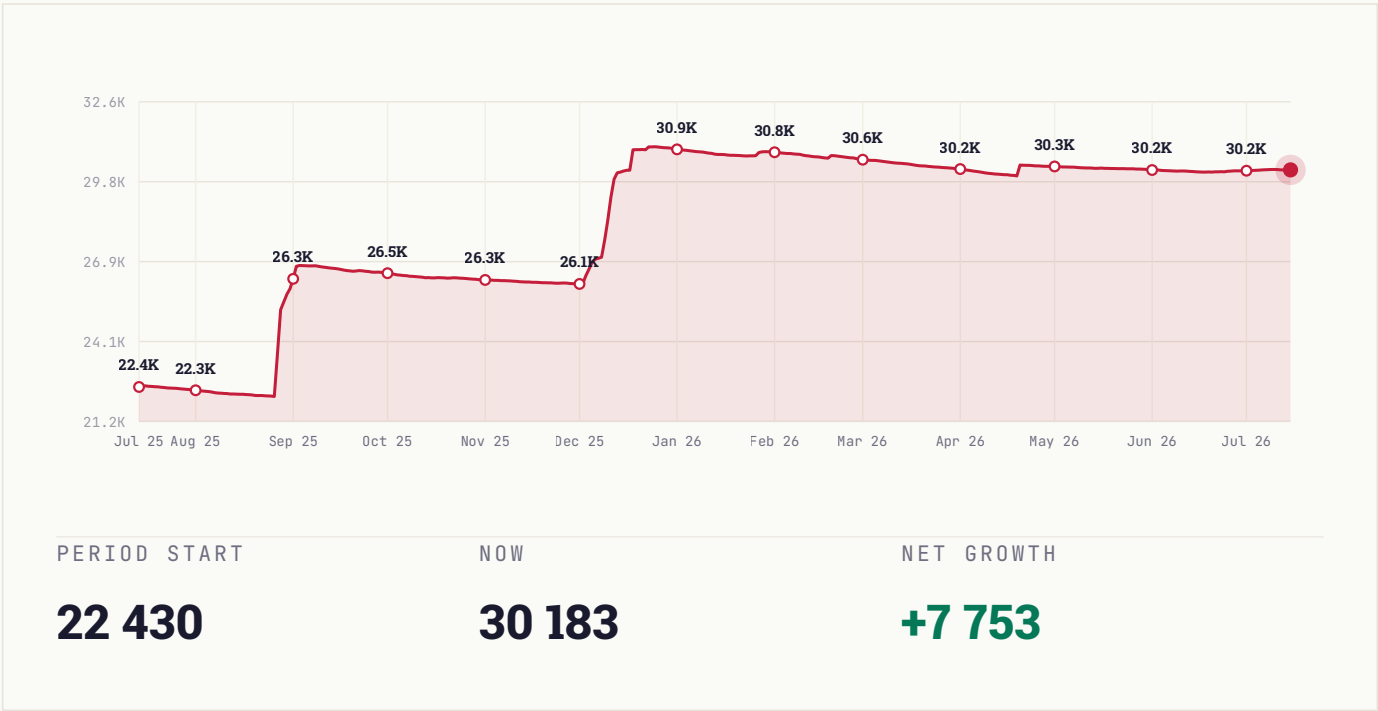
WORST 3

↓ 11.07 • 11:09 PHOTO The number of applications submitted in the first weeks of the admission campaign becomes for the Government of the Russian Federation a criterion of «interest» in the specialty. According to...	VIEWS 4 463 REACTIONS — REPOSTS 9 ER 14.8%
↓ 11.07 • 07:42 TEXT We continue to monitor the admission campaign. In two and a half weeks, the «Online University Admission» service has processed, according to data...	VIEWS 4 457 REACTIONS — REPOSTS 10 ER 14.8%
↓ 10.07 • 06:15 PHOTO Inclusion of the discipline (module) «Russian as a state language» in the updated FSES of higher education (socio-humanitarian part...	VIEWS 4 413 REACTIONS — REPOSTS 12 ER 14.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

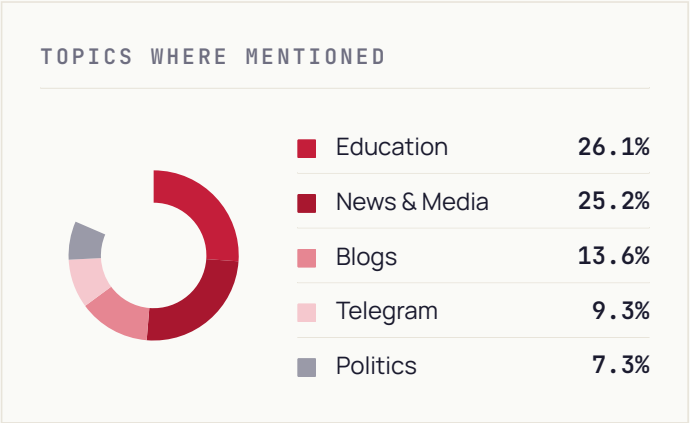
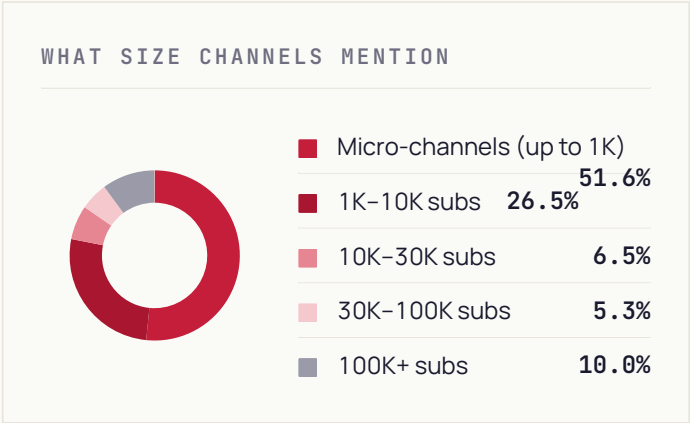
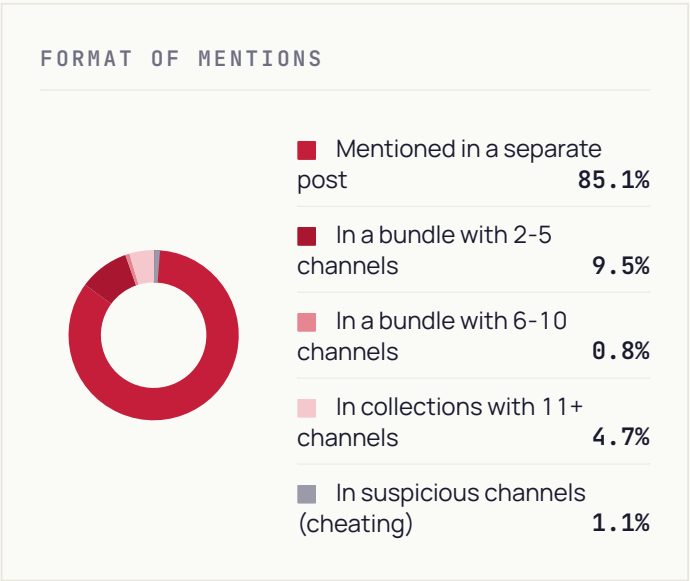
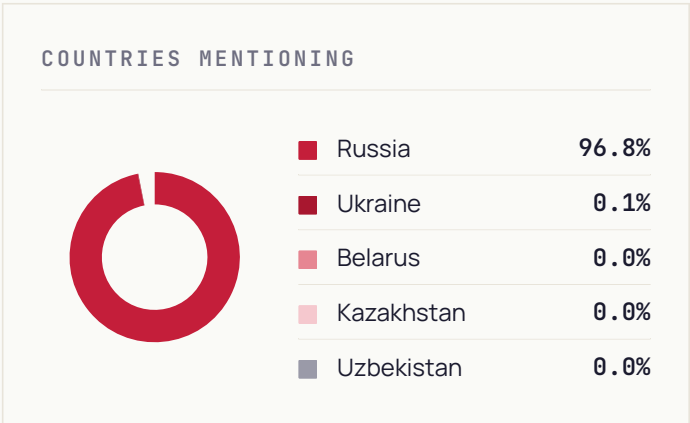
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

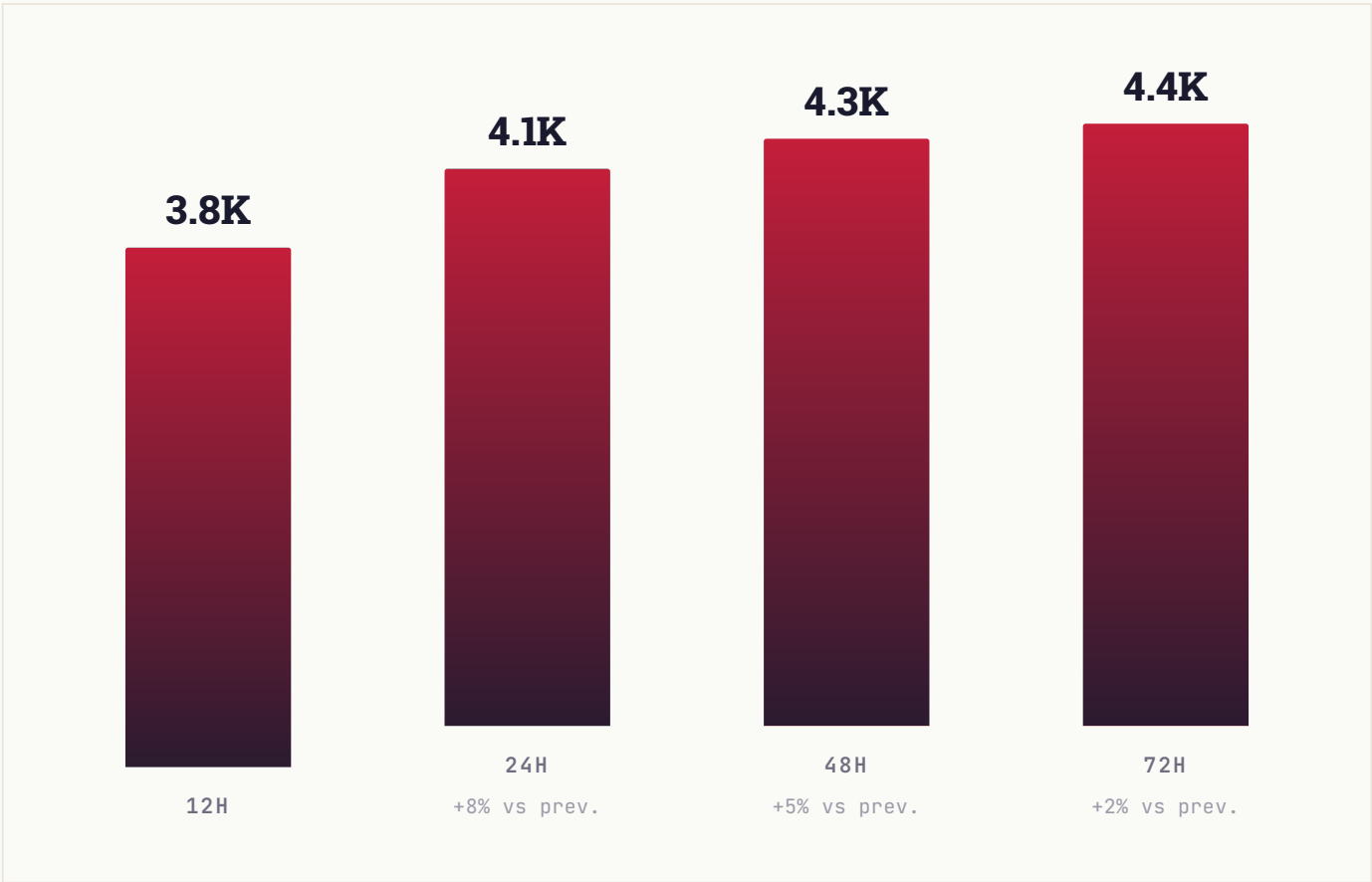
Citation index **627** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **1 580** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
OT ANSWERS	578.2K
OT ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
OB ObObraz YOU	30.2K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 through systematic work on traffic and content.

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 **731**, they brought **9 821** new subs.

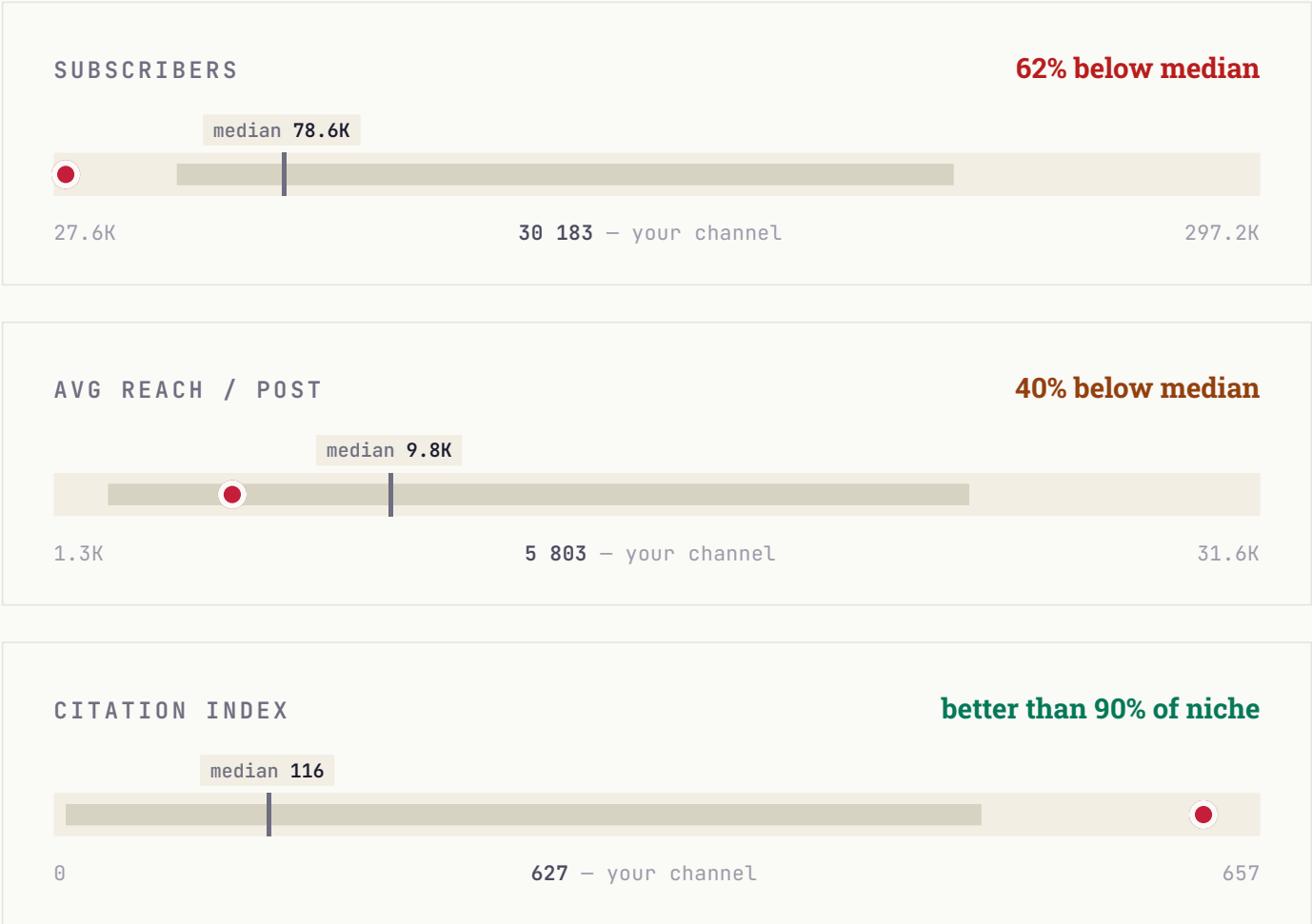
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	86	28	158
December 2025	176	86	4 907
November 2025	109	34	10
October 2025	145	39	28
Sep 2025	108	42	866
August 2025	107	52	3 852

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
731	6	9 821

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Education» (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.



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Wednesday

On this day at 15:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing the share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 give +5-15% to ER.
One poll per week on a "hot" topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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. Want to go further? Run ads with us & close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager