

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ob'yasnyaem.rf



@obyasnayemrf

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SUBSCRIBERS

289 506

-1990 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 1.8%

REACH/POST

8.9K

ad reach 5.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 289 506 —	 SUBSCRIBER REACH 3.09% avg % subs see post	 VIEWS/POST 8.9K median 7.2K · 29 days	 POSTS/DAY 7.7 ~54 per week
 7D TREND +18.6% vs previous week	 REACTIONS/POST 50.4 only 11,501 reactions, 7,515 reposts, 0 comments	 POST LENGTH 699 chars median 716 · 29 days	 POSTS ANALYZED 228 29 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH -1990 last month	 CITATION RATE 3 803 citation index · 14,844 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Ob'yasnyaem.rf» — 289 506 subs. Each post averages 8.9K people (3% of subs), reach is low — consider expanding audience. Posts 54 posts per week (~8/day) — active posting. For week Jun 29 — Jul 5 reach grew +18.6% to week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **228** posts over 29 days.
- 02 Dominant format — **Photo** (168/228 posts).
- 03 Avg post length — **699** chars (median 716).
- 04 Audience peak — **Thursday**, 11:00 MSK.
- 05 Top posts get **10x** more views than the weakest (48.2K avg for top vs 5K for worst) — among 228 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 29.06 · 05:31 PHOTO Cards that can save a lot of money and nerves What mistakes scam victims most often make, read in the special...	VIEWS 63 218 REPOSTS 203	REACTIONS 35 ER 21.8%
Nº2 29.06 · 15:28 PHOTO Which laws take effect in July When issuing loans, banks will assess income and debt burden; real estate transactions can...	VIEWS 46 967 REPOSTS 132	REACTIONS 24 ER 16.2%
Nº3 25.06 · 13:34 PHOTO Gas without queues or coupons—amid news about the fuel market situation, scammers are targeting drivers. Fraudsters offer...	VIEWS 34 458 REPOSTS 172	REACTIONS 28 ER 11.9%

Nº4 01.07 • 15:33 PHOTO  They fought for the Motherland. There are about 2 million combat veterans in our country. We tell you what benefits and payments they...	VIEWS 32 001 REACTIONS 45 REPOSTS 313 ER 11.1%
Nº5 22.06 • 17:49 PHOTO  Vacation soon! To keep all info handy while traveling, save useful channels. Important: before departure, double-check...	VIEWS 30 735 REACTIONS 56 REPOSTS 142 ER 10.6%

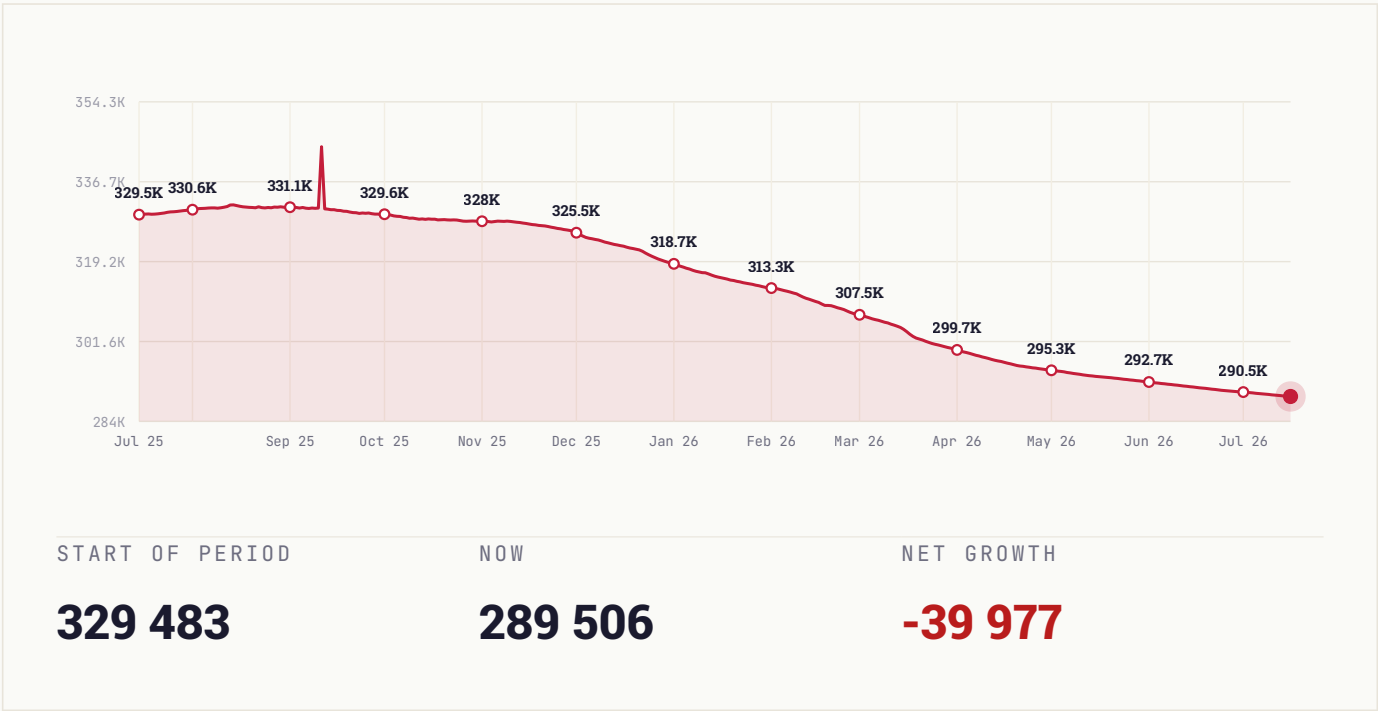
WORST 3

↓ 08.07 • 16:30 VIDEO  Russia's energy system has one of the highest safety margins in the world, Vladimir Putin said at a meeting with government members...	VIEWS 5 025 REACTIONS 47 REPOSTS 13 ER 1.7%
↓ 11.07 • 11:03 VIDEO  An unusual route will soon appear between Blagoveshchensk and China's Heihe. You'll be able to cross the border over the Amur by air—in a cabin...	VIEWS 5 025 REACTIONS 76 REPOSTS 30 ER 1.7%
↓ 10.07 • 14:45 TEXT  Anna Pushkareva to play in the junior Wimbledon final! The 17-year-old Russian tennis player beat a Ukrainian representative in the semifinals...	VIEWS 4 834 REACTIONS 57 REPOSTS 6 ER 1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

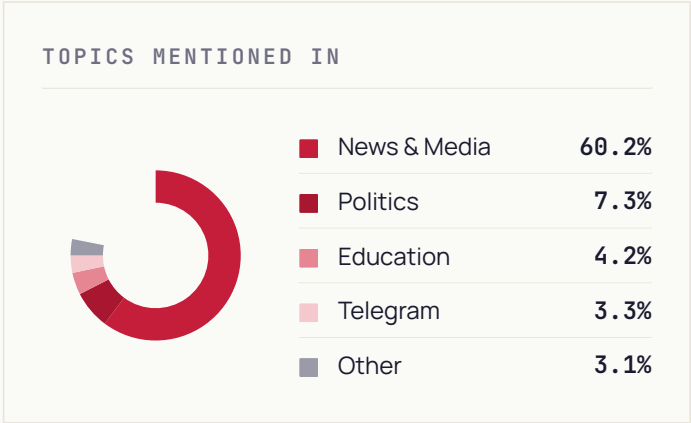
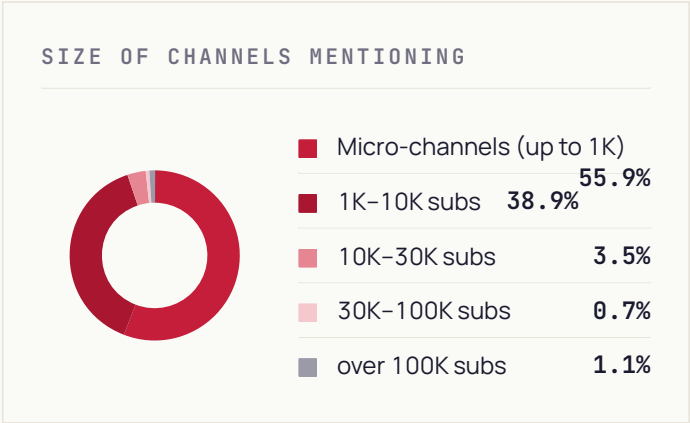
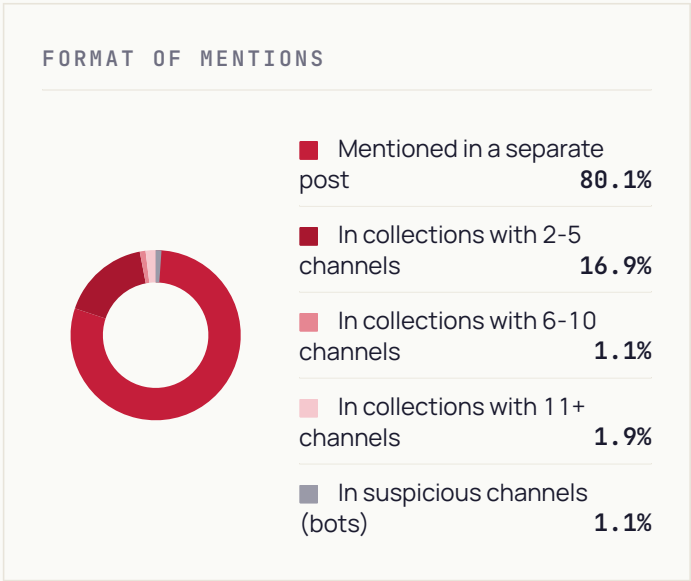
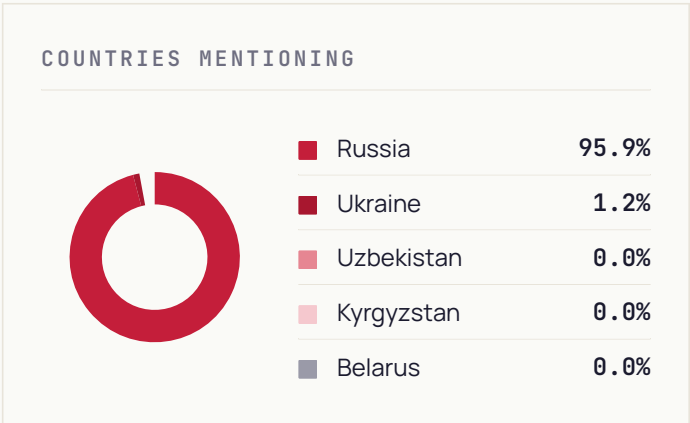
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

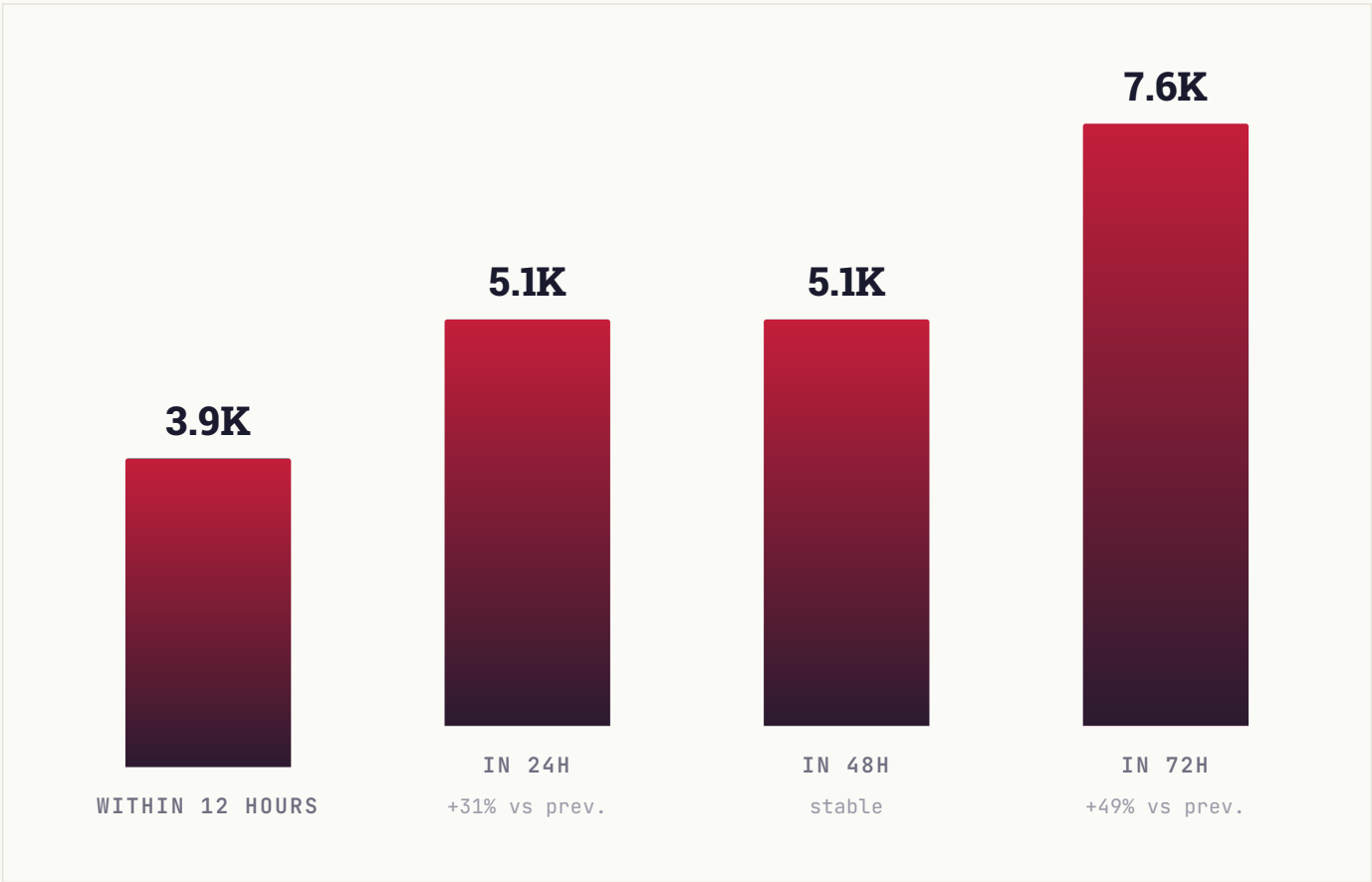
Citation index **3 803** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **14 844** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted – see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری اخبار فوری جنگ فوری امریکا خبر فوری	6M
خبر فوری کانال اخبار فوری خبر فوری	4.7M
خبر فوری کانال اخبار فوری خبر فوری	4.4M
Live Broadcast • News	4.3M
Topor Live	4.1M
Moskvach • Moscow News	4.1M
Moscow is interesting	3.8M
First Moscow	3.4M
Труха ⚡ Україна	3.2M
Ob'yasnyaem.rf YOU	289.5K

COMPARATIVE INSIGHT

Channel still outside top 97 of niche – early growth stage. Niche leader – اخبار فوری (6M), top-97 median: 1.3M. First goal – enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. In the last **6 months** such mentions were **20 583**, they brought **16 337** new subs.

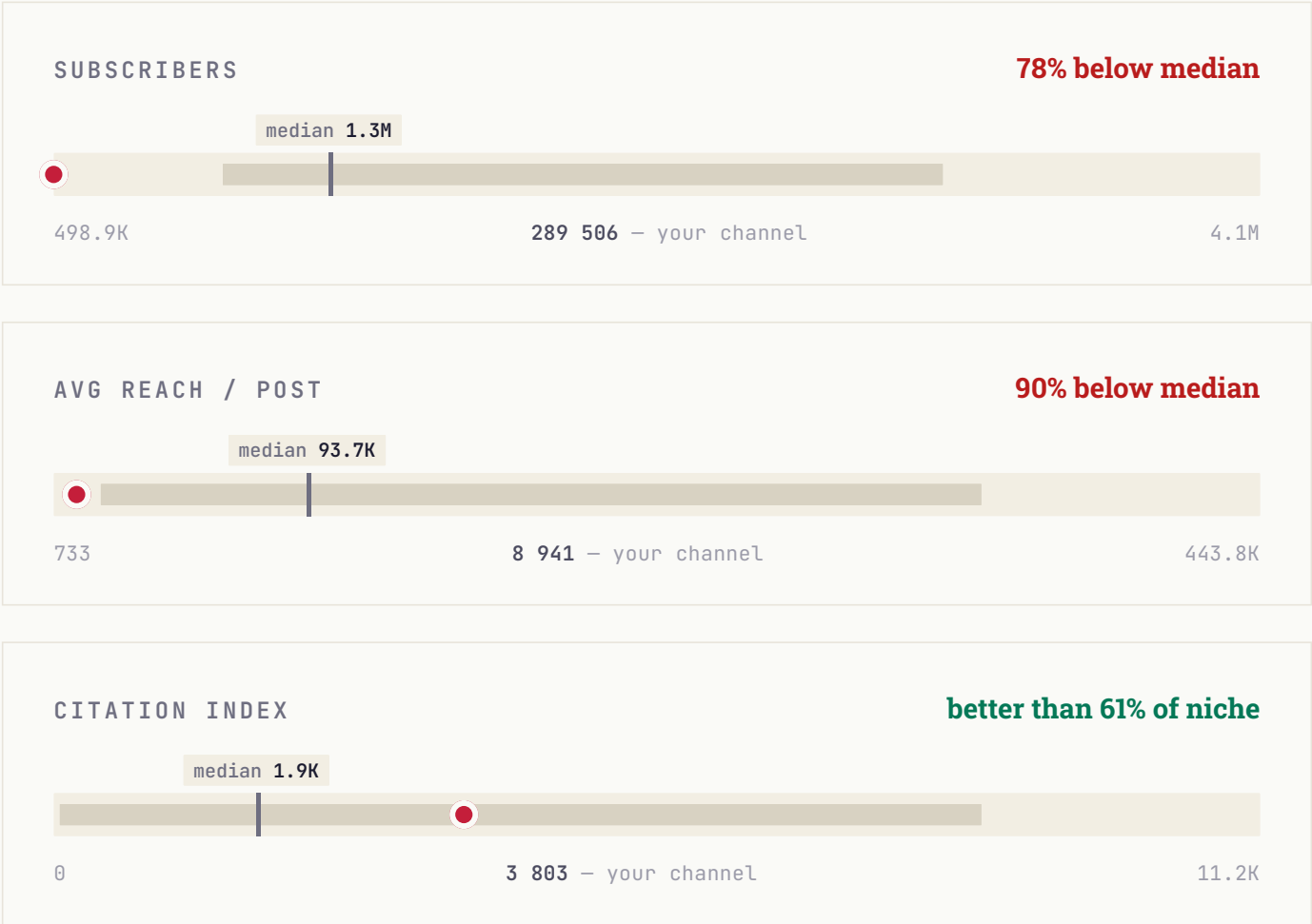
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	3 091	1 094	0	
December 2025	3 393	1 137	0	
November 2025	2 908	995	218	
October 2025	3 301	885	446	
September 2025	3 644	1 025	14 022	
August 2025	4 246	1 129	1 651	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
20 583	6	16 337

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in «News & Media» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (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 and revisit this report in a month.

- 01

Best post day — Thursday
On this day at 11:00 MSK audience is most active.

EFFECT
Best window for important post
- 02

ER below niche benchmark — rethink formats
Current ER 3.09% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+2.4pp 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 & 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
- 05

Cross-promo with neighboring channels
Swap posts with channels in the same niche 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 from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ad in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager