

PROMTPRESS PUBLIC REPORT

# Channel audit

## Where to go, Peter?



@kudasppbb

We pick the best spots and locations in St. Pete. 🙌 Ads -  
@kdpiter\_ads In Roskomnadzor list: <https://clck.ru/3FKjj2> Invite a  
friend: <https://t.me/+2dRD7BOYisJiNjUy> Manager  
@politmanagertg...

SUBS

**57 957**

-352 per month

ERR (% SEE POSTS)

**5.0%**

per day 3.7%

REACH/POST

**2.7K**

ad reach 2.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                             |                                                                                                                                                                                                |                                                                                                                                                                                                    |                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>57 957</div><div>—</div></div>                   | <div><div> SUBSCRIBER REACH</div><div>4.59%</div><div>avg % subs see post</div></div>                         | <div><div> VIEWS/POST</div><div>2.7K</div><div>median 2.7K · 29 days</div></div>                                  | <div><div> POSTS/DAY</div><div>16.3</div><div>~114 per week</div></div>                    |
| <div><div> 7D TREND</div><div>-2.6%</div><div>vs previous week</div></div> | <div><div> REACTS/POST</div><div>17.9</div><div>total 8,624 reactions, 12,838 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>242 chars</div><div>median 214 · 29 days</div></div>                             | <div><div> POSTS ANALYZED</div><div>482</div><div>29 days</div></div>                      |
| <div><div> AD REACH</div><div>2.1K</div><div>24h avg</div></div>         | <div><div> CHURN / MONTH</div><div>-352</div><div>last month</div></div>                                    | <div><div> CITATION RATE</div><div>351</div><div>citation index · 1,440 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>4 years 3 days</div><div>created 08.07.2022</div></div> |

AI EDITOR SUMMARY

Channel «Where to go, Peter?» – 57 957 subs. Each post averages 2.7K people (5% from subs), reach is low – consider expanding audience. Publishes 114 posts per week (~16/day) – very active. Week of Jun 29 – Jul 5 reach stable (-2.6% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **482** posts in 29 days.
- 02 Dominant format — **Photo** (296/482 posts).
- 03 Avg post length — **242** characters (median 214).
- 04 Audience peak time — **Saturday**, 01:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.3K avg top vs 2.1K worst) — across 482 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                       |                                                                    |                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------|
| <div><div>Nº1</div><div>11.06 · 15:42</div><div>VIDEO</div></div> <div>Petersburg in her blood 🦊🌀We at Mah</div>                                                                                                      | <div>VIEWS</div> <div>5 731</div> <div>REPOSTS</div> <div>43</div> | <div>REACTS</div> <div>52</div> <div>ER</div> <div>9.9%</div> |
| <div><div>Nº2</div><div>27.06 · 19:31</div><div>PHOTO</div></div> <div>On the night of June 27–28, you can see the June Boötids meteor shower. Under favorable conditions — up to 100 meteors per hour. Best...</div> | <div>VIEWS</div> <div>3 563</div> <div>REPOSTS</div> <div>38</div> | <div>REACTS</div> <div>15</div> <div>ER</div> <div>6.1%</div> |
| <div><div>Nº3</div><div>30.06 · 19:32</div><div>PHOTO</div></div> <div>Cold and heavy rains will hit Petersburg from Thursday, forecasters say Most precipitation will fall on July 2, and early next week...</div>   | <div>VIEWS</div> <div>3 521</div> <div>REPOSTS</div> <div>80</div> | <div>REACTS</div> <div>25</div> <div>ER</div> <div>6.1%</div> |

|                                                                                                                                                                       |                                                                    |                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------|
| <div><div>Nº4</div><div>17.06 · 19:34</div><div>VIDEO</div></div> <div>Here's a creative we noticed at the entrance to St. Petersburg Cathedral 🌀We are in Makh</div> | <div>VIEWS</div> <div>3 460</div> <div>REPOSTS</div> <div>54</div> | <div>REACTS</div> <div>30</div> <div>ER</div> <div>6.0%</div> |
| <div><div>Nº5</div><div>27.06 · 22:31</div><div>VIDEO</div></div> <div>Salute over Petersburg 🌀kdpiter in Max</div>                                                   | <div>VIEWS</div> <div>3 460</div> <div>REPOSTS</div> <div>21</div> | <div>REACTS</div> <div>29</div> <div>ER</div> <div>6.0%</div> |

|

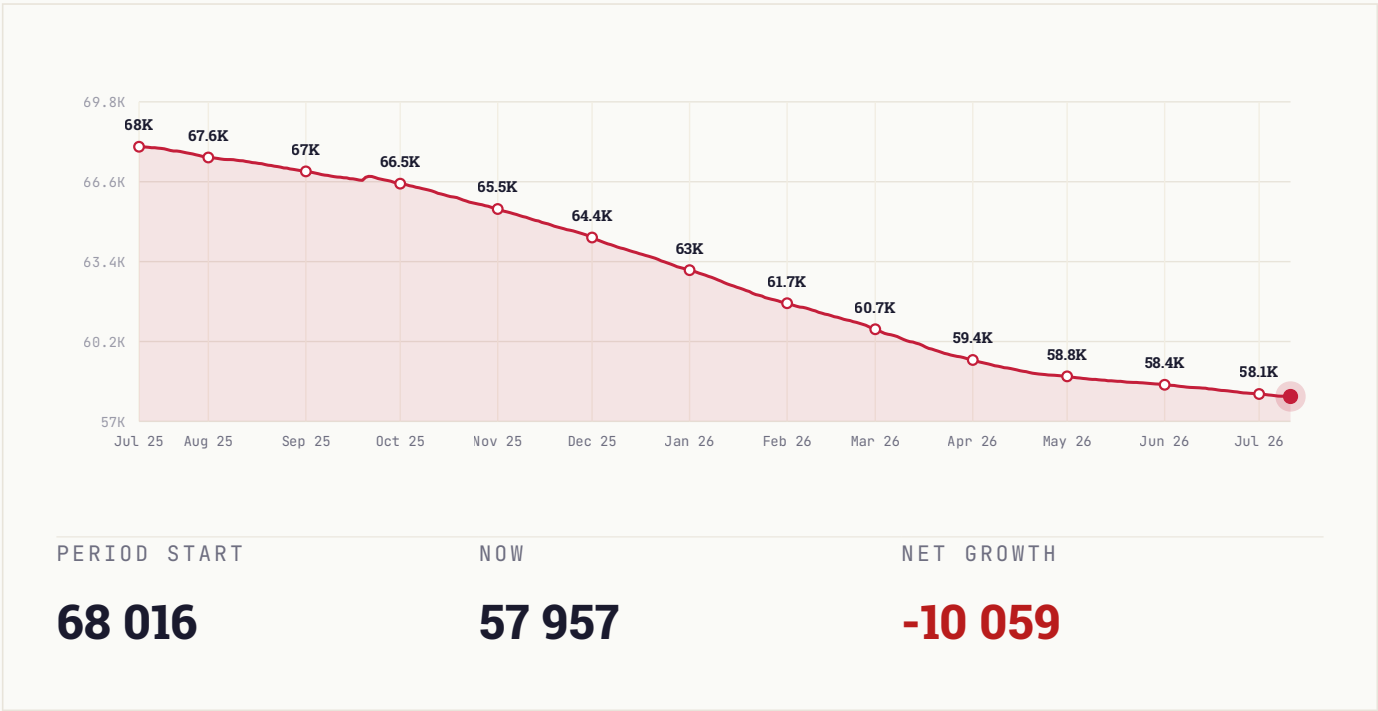
WORST 3

|                                                                                                                                                                               |                                                                    |                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------|
| <div><div>↓</div><div>01.07 · 19:38</div><div>VIDEO</div></div> <div>That same apartment with a window and bay window in Lumberg's house ❤️📷piter retro love 🌀We in Max</div> | <div>VIEWS</div> <div>2 212</div> <div>REPOSTS</div> <div>14</div> | <div>REACTS</div> <div>17</div> <div>ER</div> <div>3.8%</div> |
| <div><div>↓</div><div>01.07 · 18:09</div><div>PHOTO</div></div> <div>📍Lakhta Center at sunset 📷Alexander Sidorenko 🌀We are in Mah</div>                                       | <div>VIEWS</div> <div>2 193</div> <div>REPOSTS</div> <div>5</div>  | <div>REACTS</div> <div>25</div> <div>ER</div> <div>3.8%</div> |
| <div><div>↓</div><div>19.06 · 18:34</div><div>VIDEO</div></div> <div>When you successfully hopped on the train 🎤👤nastassja.ka</div>                                           | <div>VIEWS</div> <div>2 016</div> <div>REPOSTS</div> <div>14</div> | <div>REACTS</div> <div>41</div> <div>ER</div> <div>3.5%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

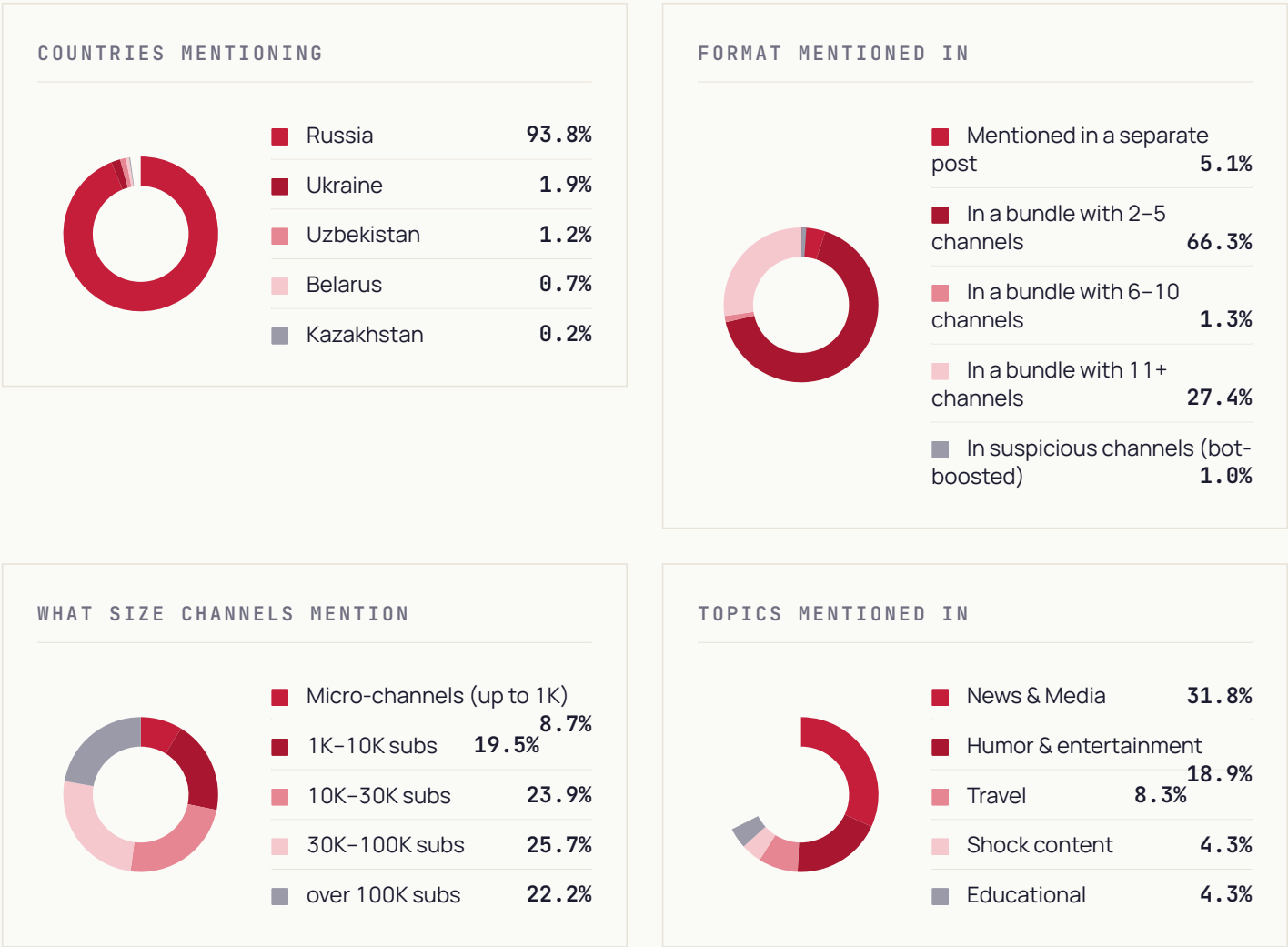
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

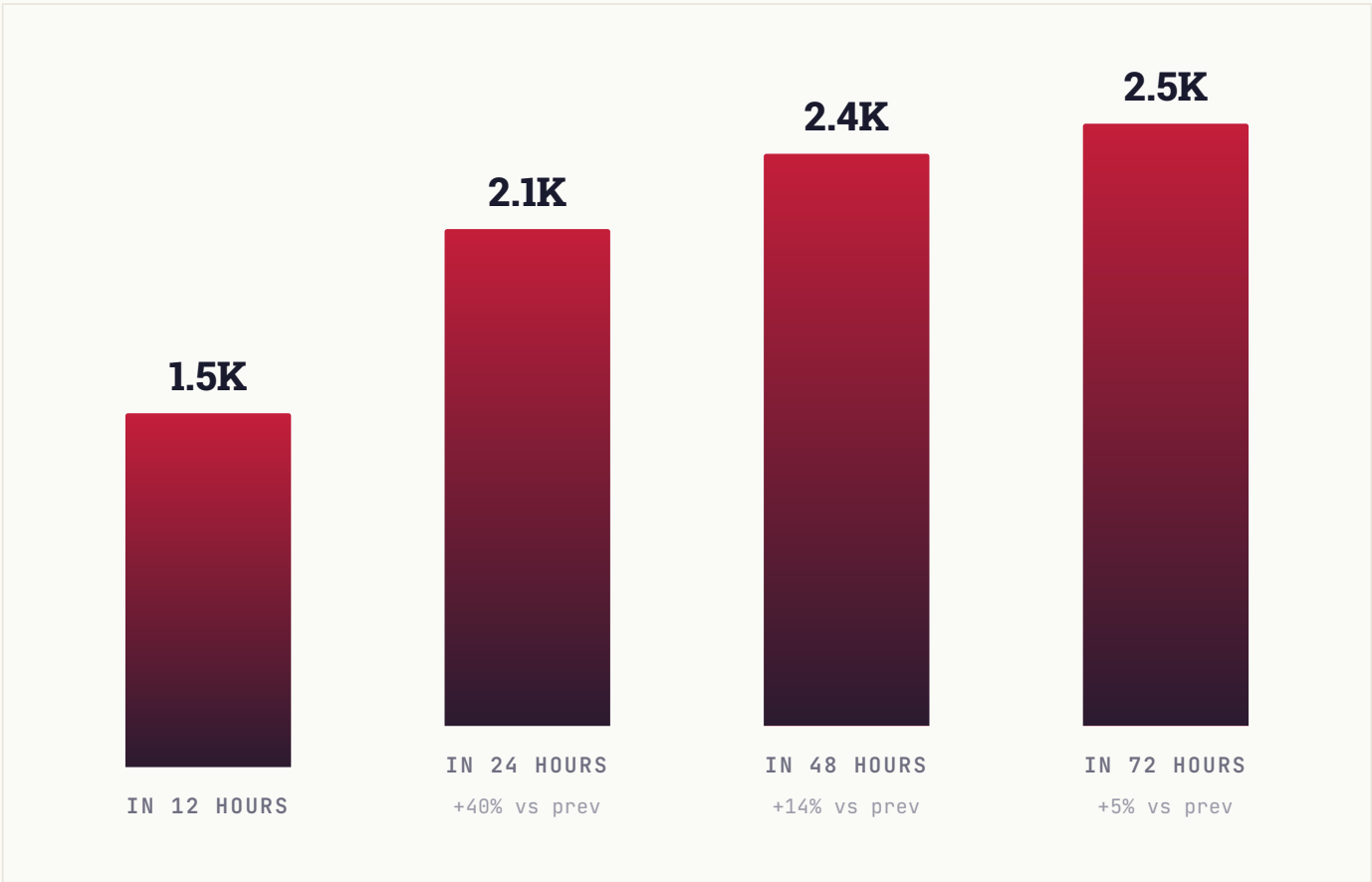
Citation index **351** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **1 440** different channels.



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 and audience. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                                                                     | SUBS   |
|-----------------------------------------------------------------------------|--------|
| M- Moscow - where to go   Poster                                            | 1.2M   |
| A« Airline «Pobeda»                                                         | 1.1M   |
| MD Moscow Digest                                                            | 559.8K |
| AE AEROFLOT                                                                 | 525.4K |
| MO Moskvichka                                                               | 502.6K |
| JP Yandex Travel                                                            | 498.7K |
| TU Tutu                                                                     | 497.1K |
| Sun Discount train                                                          | 432.2K |
| JV Ways to travel almost free (RU)   Vandrouki, Вандруки, вандроки — это мы | 401.8K |
| OT Ozon Travel                                                              | 398.9K |
| CP Where to go, Peter? YOU                                                  | 58K    |

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. 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 yours. Over the last **6 months** such mentions were **66**, they brought **156** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT | SUBS        |
|---------------|----------|----------|---------|-------------|
| Jan 2026      | 1        | 1        | 0       | <div></div> |
| December 2025 | 1        | 1        | 0       | <div></div> |
| November 2025 | 7        | 5        | 0       | <div></div> |
| October 2025  | 11       | 3        | 0       | <div></div> |
| Sep 2025      | 15       | 6        | 156     | <div></div> |
| August 2025   | 31       | 15       | 0       | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 66             | 6              | 156           |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.  
Gray band — range covering 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

## Main post of the week — on Saturday

Audience is most active on this day and at 01:00 MSK.

EFFECT

**Best window  
for a key post**

02

## ER below niche benchmark — rethink formats

Current ER 4.59% vs norm 7.5%. Try polls and interactive formats.

EFFECT

**+2.9pp ER**

03

## Systematic traffic buying

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

EFFECT

**+1000-3000  
subs**

04

## Test polls and 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 neighboring 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 is what we can do in minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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