

PROMTPRESS PUBLIC REPORT

Channel audit

Live Piter



@live_peter

⚡ Main news of St. Petersburg. Ad - @xertero RKN - № 7873047191

SUBS

24 204

139 posts in 10 days

ERR (% SEE POSTS)

4.0%

in a day 1.9%

REACH/POST

872

ad reach 758/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – separate channel health indicator. Subtitle under the number says for which period it is calculated.

 SUBS 24 204 —	 SUBS REACH 3.6% avg % of subs see post	 VIEWS/POST 872 median 940 · 10 days	 POSTS/DAY 13.0 ~91 per week
 TREND 7D — no data for period	 REACTS/POST 0.0 5 reacts, 6 reposts, 64 comments	 POST LENGTH 205 chars median 185 · 10 days	 POSTS ANALYZED 139 10 days
 AD REACH 758 avg over 24h	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 10 days created 13.08.2026	

EDITOR'S AI SUMMARY

Channel 'Live Peter' – 24 204 subs. Each post on average is viewed by 872 people (4% from subscribers), reach is low – worth expanding audience. Publishes 91 posts per week (~13 per day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to show what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **139** posts over 10 days.
- 02 Dominant format – **Photo** (67/139 posts).
- 03 Avg post length – **205** characters (median 185).
- 04 Peak audience activity – **Thursday**, 13:00 MSK.
- 05 Top posts get **15 times** more views than the weakest (1.1K avg for top vs 73 for worst) – among 139 posts over 10 days. Worth examining what the top has in common – topic, format, posting time.

TOP 5 POSTS

Nº1 13.08 · 07:55 TEXT 🙏 FSB will start checking neural networks for spirituality and traditional values Criteria for AI models to comply with Russian laws will be developed...	VIEWS 1 102 REPOSTS 1	REACTS — ER 4.6%
Nº2 13.08 · 08:05 TEXT 💀 You'll be able to find a cemetery plot via Gosuslugi Russians will be able to buy burial plots there. To create the system...	VIEWS 1 047 REPOSTS —	REACTS — ER 4.3%
Nº3 13.08 · 10:13 TEXT ⚡ Prices in Russia to soar on literally everything – drone strikes raise freight costs, fueling inflation – Reuters reports Growth...	VIEWS 1 029 REPOSTS —	REACTS — ER 4.3%

Nº4 13.08 · 09:14 VIDEO 👋 International Left-Handers Day is today Do you know who to congratulate?	VIEWS 1 024 REPOSTS —	REACTS — ER 4.2%
Nº5 13.08 · 08:18 VIDEO 😊 If a man hasn't made it by 35, he's beyond fixing, but a woman at 45 is 'a berry again,' — Duma deputy Drapeko In her words, this...	VIEWS 1 020 REPOSTS —	REACTS — ER 4.2%

|

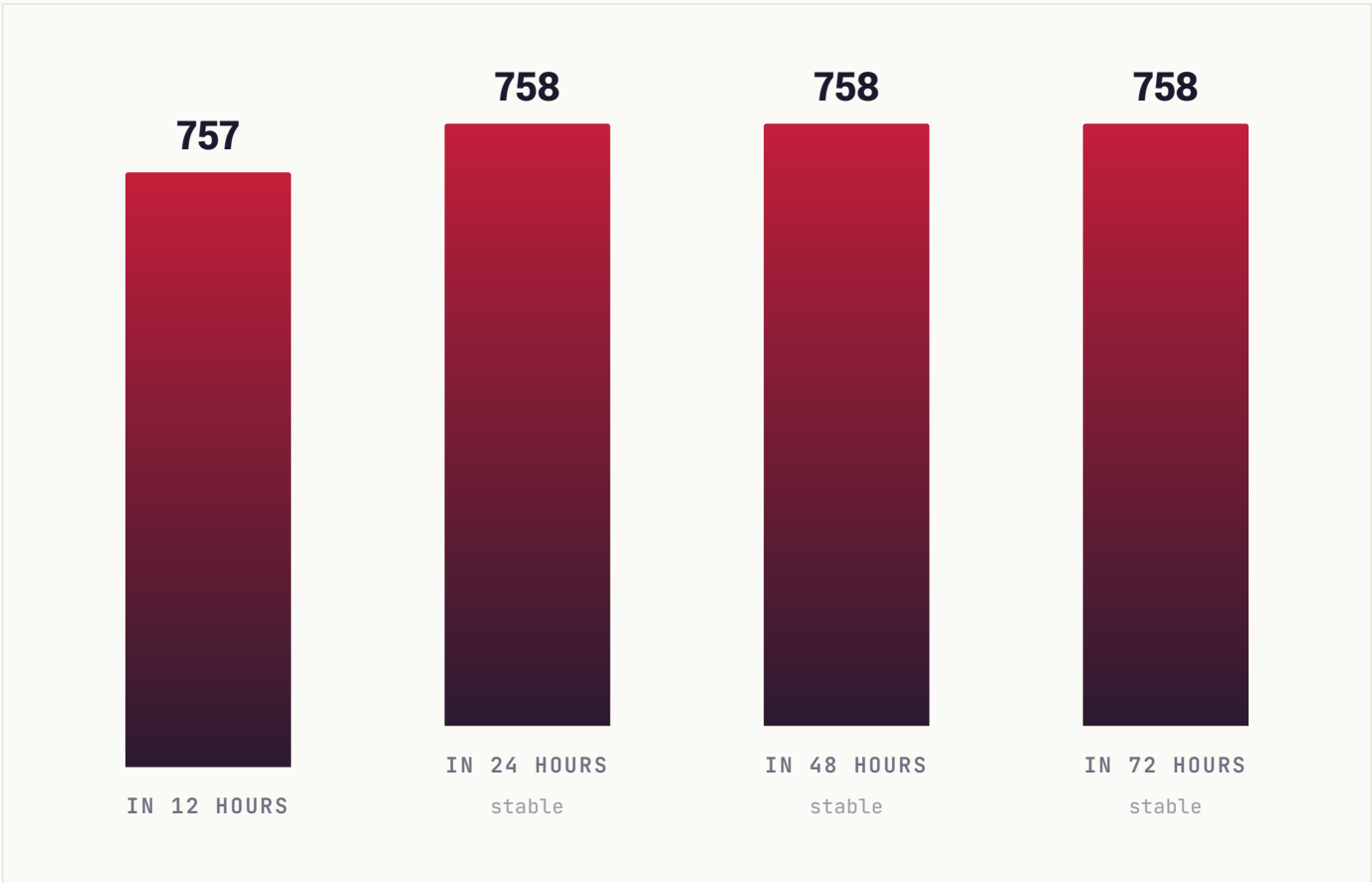
WORST 3

↓ 18.08 · 21:27 VIDEO 😁 Kanye West has already flown to St. Petersburg for a concert, but there's a small catch	VIEWS 86 REPOSTS —	REACTS — ER 0.4%
↓ 12.08 · 22:46 VIDEO 😍 Vibey summer St. Petersburg	VIEWS 78 REPOSTS 1	REACTS — ER 0.3%
↓ 12.08 · 22:45 TEXT ⚠️ Witnessed something important or interesting? Send photos or videos to our bot and don't forget to specify the address where this...	VIEWS 56 REPOSTS —	REACTS — ER 0.2%

SECTION 03 · AD POTENTIAL

How long a post drives reach

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



SECTION 04 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
M• Moskva ch • Moscow News	4.3M
TL Топо p Live	4.1M
PE Live • News	4M
M- Moscow is interesting	3.3M
PM First Moscow	3.2M
MA Mash	3.1M
RN RIA Novosti	3M
NM Moscow News	2.7M
MS Moscow Today	2.7M
Comp Russian Media: Beyond Moscow	2.6M
PE Live Piter YOU	24.2K

COMPARATIVE CONCLUSION

Channel so far outside niche top-99 — early growth stage. Niche leader — **Moskvach • Moscow News** (4.3M), top-99 median: 776.9K. First goal — get into top-99 through systematic work with traffic and content.

SECTION 05 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and looked at how the channel looks against their background. Gray bar – range that includes 80% of niche channels (from p10 to p90). Black vertical line – median. Red dot – your channel.



— SECTION 06 · STRATEGY

What to do now

5 priority actions ordered by expected impact. Mark as checklist and return to this report in a month.

01

Top post of the week — Thursday

On this day and at 13:00 MSK audience is most active.

EFFECT

**Best time for
key posts**

02

ER below niche benchmark — rethink formats

Current ER 3.6% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.9pp 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 typically give +5-15% ER.
One poll per week on a 'hot' topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with adjacent channels

Quarterly post exchange with same-segment channels.
Not daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done PromptPress?

This audit — what we can do in a few minutes from public data.
Want to go further — run ads via us and hit your growth plan in a
month.

01 **Run Telegram ads** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
