

PUBLIC REPORT BY PROMTPRESS

Channel audit

Piter Daily / Events



@piter_daily

Overview of unusual places, events and trends of the Northern capital
For ads: @your_adm Work with: @TplpLe11 @Spiral_Yuri
@Ruslan_pr24 RKN: gosuslugi.ru/snet/
686f48a4f794ae55542753ec

SUBSCRIBERS

95 683

-2026 per month

ERR (% SEE POSTS)

5.0%

last 24 hrs **2.8%**

REACH/POST

4.2K

ad reach **2.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 95 683 —	 SUBSCRIBER REACH 4.37% avg % subs see post	 VIEWS/POST 4.2K median 4.4K · 29 days	 POSTS/WEEK 29.1 for period
 7D TREND -1.7% vs previous week	 REACTIONS/POST 27.3 total 3,387 reactions, 6,018 reposts, 0 comments	 POST LENGTH 230 chars median 215 · 29 days	 POSTS ANALYZED 124 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -2026 last month	 CITATION RATE 179 citation index · 490 channels mentioned all time	 CHANNEL AGE 1 year 11 months created 10.07.2024

AI EDITOR SUMMARY

Channel «Piter Daily / Афиша» — 95 683 subs. Each post averages 4.2K people (4% from subs), reach is low — consider expanding audience. Publishes 29 posts per week (~4/day) — active posting. Week of Jun 15–21 reach stable (-1.7% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 124 posts over 29 days.
- 02 Dominant format – Photo (92/124 posts).
- 03 Avg post length – 230 chars (median 215).
- 04 Peak audience activity – Thursday, 12:00 MSK.
- 05 Top posts get 1× more views than the weakest (4.9K avg for top vs 3.4K for worst) – among 124 posts over 29 days. Analyze what the top ones have in common: topic, format, time.

TOP 5 POSTS

Nº1 07.06 · 17:22 PHOTO ☒ Sharing how to see the Scarlet Sails without the crowd From June 11 to 12 at 9:45 PM-1:00 AM and from June 12 to 13 at 10:15 PM-1:10 AM on the Neva there will be night...	VIEWS	REACTIONS
	5 000	50
	REPOSTS	ER
	165	5.2%
Nº2 03.06 · 05:02 PHOTO ☒ The long-awaited opening of the summer cinema in the cozy garden of the Myasnikov Mansion will take place on June 9 and 10 Send this to the one you're inviting...	VIEWS	REACTIONS
	4 934	19
	REPOSTS	ER
	51	5.2%
Nº3 11.06 · 09:21 VIDEO ☑ Found a restaurant in Komarovo with unlimited sparkling wine You can also fish there and they'll cook your catch Save this cool...	VIEWS	REACTIONS
	4 855	20
	REPOSTS	ER
	81	5.1%

Nº4 01.06 · 09:20 PHOTO ☒ Sharing a list of things to do in June Today is the first day of summer! Piter Daily. Subscribe	VIEWS 4 832 REPOSTS 89	REACTIONS 27 ER 5.1%
Nº5 03.06 · 17:28 PHOTO ☒ At the Galactorium museum, the embodied fantasy of other universes and distant galaxies comes to life On the ExoPlanet, whose surface is decorated with...	VIEWS 4 830 REPOSTS 26	REACTIONS 21 ER 5.0%

|

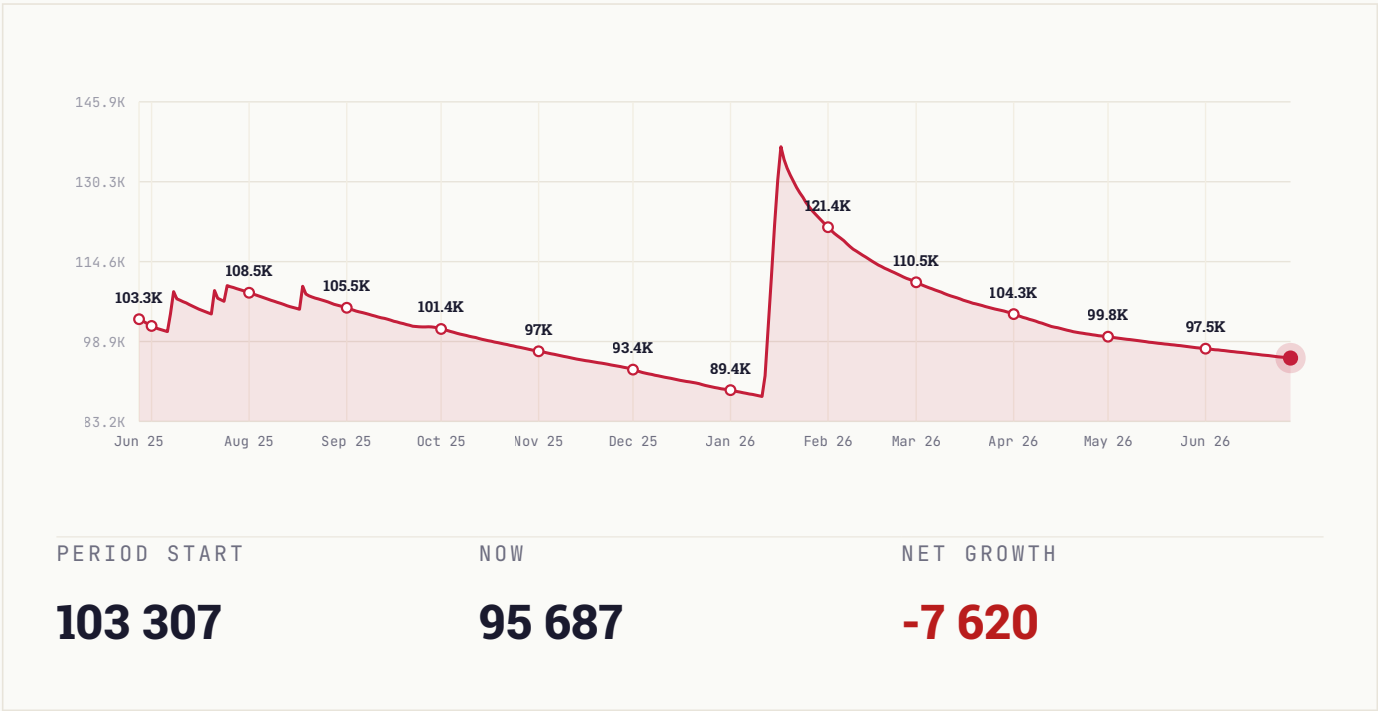
WORST 3

↓ 24.06 · 18:03 PHOTO ☒ A cool youth festival will take place on June 24 in Brusnitsyn You can try workshops, participate in competitions...	VIEWS 3 414 REPOSTS 4	REACTIONS 15 ER 3.6%
↓ 25.06 · 06:00 VIDEO ☒ Going to the movies with the whole family! The film 'Summer Things Happen. Escape from Skolbor' is now in theaters. It's an exciting...	VIEWS 3 411 REPOSTS 5	REACTIONS 17 ER 3.6%
↓ 25.06 · 07:01 VIDEO ☕ Found a niche coffee shop in St. Petersburg where you can not only drink coffee but also feel the magic atmosphere They have their own...	VIEWS 3 410 REPOSTS 36	REACTIONS 16 ER 3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

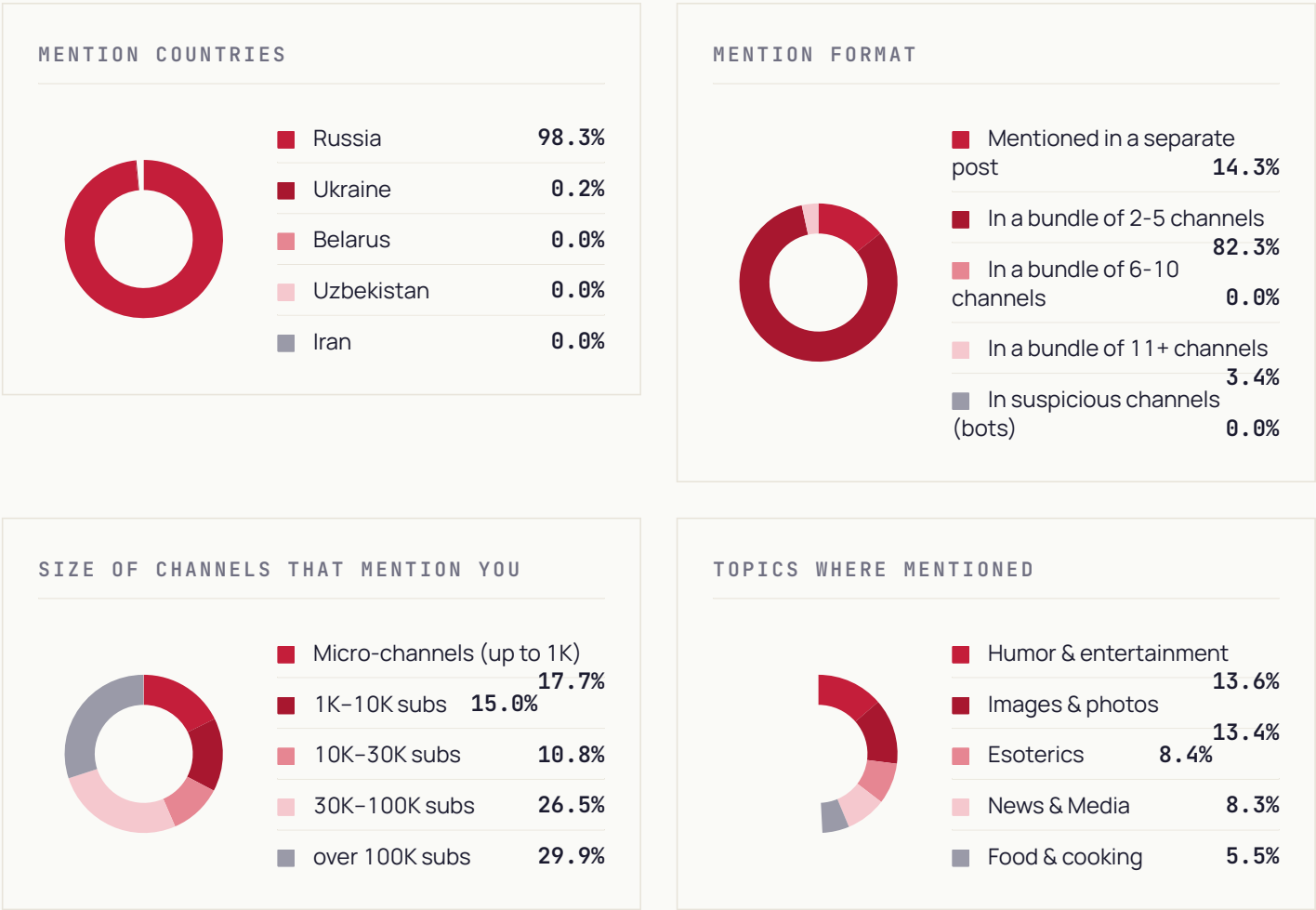
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

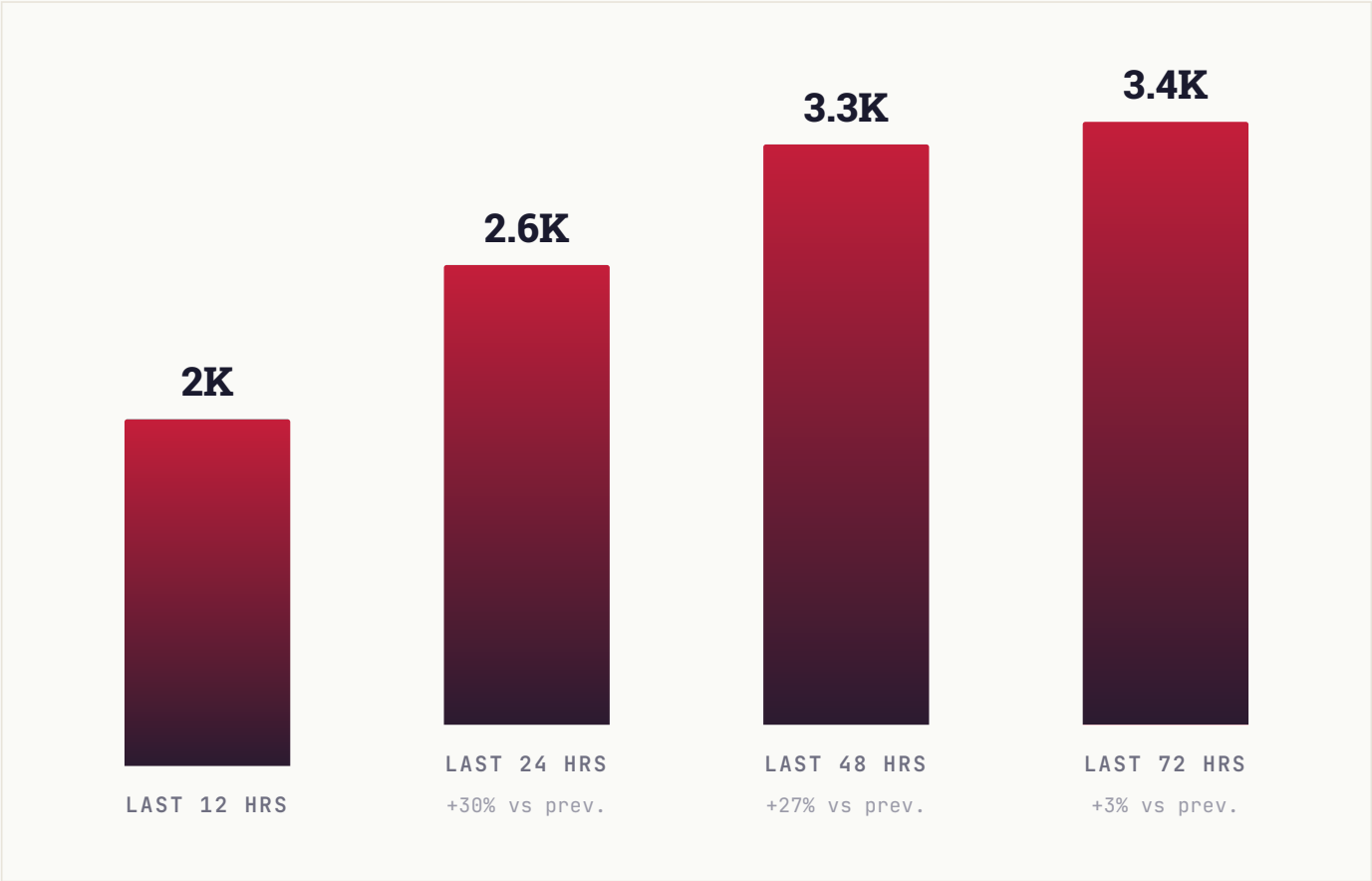
Citation index **179** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **490** different channels.



— 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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
Mon Moscow Girl	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount train	433.4K
OT Ozon Travel	407K
PD Piter Daily / Events YOU	95.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — **Amazing World and Travel** (1.2M), top-97 median: 159.5K. First goal: break into top-97 through systematic work on traffic and content.

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 **11**, they brought **20 066** new subs.

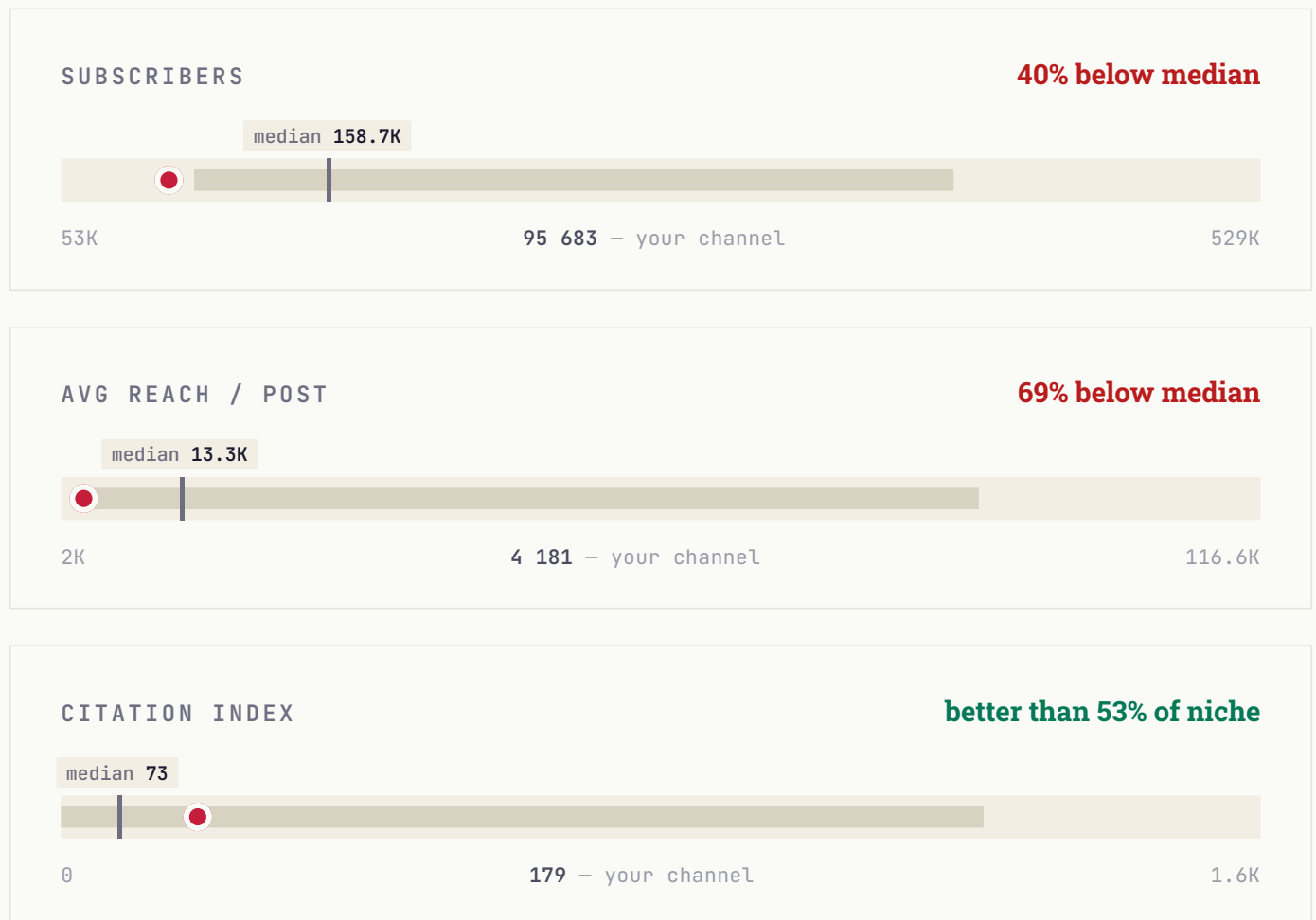
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	1	1	0	
November 2025	3	2	0	
October 2025	4	4	0	
Sep 2025	0	0	46	
August 2025	0	0	4 516	
Jul 2025	3	3	15 504	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
11	6	20 066

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** channels in category «**Travel**» (Russia) and compared your channel against them. Gray bar: 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

Best post day — Thursday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.37% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+3.1pp ER

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 typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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 a few minutes based on 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
