

PUBLIC REPORT BY PROMTPRESS

Channel audit

Piter v golove •

About St.

Petersburg • SPB



@piter_v_golove

I, Mark, am your guide to modern Saint Petersburg! 📍 All the most interesting about SPB! 📍 Unique places and events in Peter that few people know about! Find out first! 📍 Contact: @bizz_freedom RKN: No...

SUBS	ERR (% SEE POSTS)	REACH/POST
65 697 10.07.2026 +3848 per month	13.0% HTTPS://PROMTPRESS.COM/AUDIT/PITER_V_GOLOVE per day 11.7%	8.3K ad reach 7.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Position in «Travel» category

08 Strategy

5 priority actions

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.

 SUBS 65 697 —	 SUBSCRIBER REACH 12.61% avg % of subs see post	 VIEWS/POST 8.3K median 8.4K · 29 days	 POSTS/WEEK 28.8 over period
 7D TREND -4.8% vs prev week	 REACTIONS/POST 24.3 only 2,963 reactions, 2,452 reposts, 0 comments	 POST LENGTH 280 chars median 226 · 29 days	 POSTS ANALYZED 122 29 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH +3848 last month	 CITATION RATE 888 citation index · 1,189 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 25.12.2023

AI EDITOR SUMMARY

Channel «Piter v golove • About St. Petersburg • SPB» — 65 697 subs. Each post averages 8.3K people (13% from subs), reach is low — consider expanding audience. Publishes 29 posts per week (~4 per day) — active posting mode. For the week of June 29 – July 5, reach stable (-4.8% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 122 posts over 29 days.
- 02 Dominant format – Photo (100/122 posts).
- 03 Avg post length – 280 chars (median 226).
- 04 Peak audience activity – Wednesday, 21:00 MSK.
- 05 Top posts get 1× more views than the weakest (10K avg for top vs 7.7K for worst) – among 122 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 18:34 PHOTO From June 12 to 14, a vibrant flower festival will take place at the Peter and Paul Fortress – see large-scale floral art objects and compositions from...	VIEWS 10 244 REPOSTS 86	REACTIONS 66 ER 15.6%
Nº2 25.06 · 12:39 VIDEO  An unusual coffee shop opened in St. Petersburg where you can not only drink coffee but also immerse yourself in an atmosphere of magic and wonder. Here lives...	VIEWS 9 994 REPOSTS 45	REACTIONS 23 ER 15.2%
Nº3 26.06 · 09:04 PHOTO  How to choose a pool for your child without disappointment? Moms look for key things: clean water, an experienced coach, and peace of mind that the child is...	VIEWS 9 894 REPOSTS 3	REACTIONS 5 ER 15.1%

Nº4

14.06 · 09:24

PHOTO

Until July 12, the Okhta Mall hosts a Japanese culture festival. Enjoy a museum performance with stories about traditions and customs, get to know...

VIEWS

9 636

REPOSTS

51

REACTIONS

22

ER

14.7%

Nº5

11.06 · 09:44

VIDEO

A restaurant with unlimited sparkling wine found in Komarovo. Fish and cook your catch. Save this cool...

VIEWS

9 620

REPOSTS

63

REACTIONS

21

ER

14.6%

WORST 3

↓ 04.07 · 05:04 PHOTO Where to spend summer in St. Petersburg? We've picked some must-visit spots for you More cool places at: Питер •...	VIEWS 7 879 REPOSTS 18 REACTIONS 21 ER 12.0%
↓ 29.06 · 16:22 PHOTO Top gastronomic discoveries in St. Petersburg 🍴 More cool places at: Питер в голове	VIEWS 7 660 REPOSTS 5 REACTIONS 7 ER 11.7%
↓ 28.06 · 20:24 TEXT Emergency Ministry warns: a severe thunderstorm may hit St. Petersburg in the coming hours 🌩️⚠️ We are MAX Subscribe	VIEWS 7 653 REPOSTS — REACTIONS 4 ER 11.6%

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 the channel gained and lost subs.

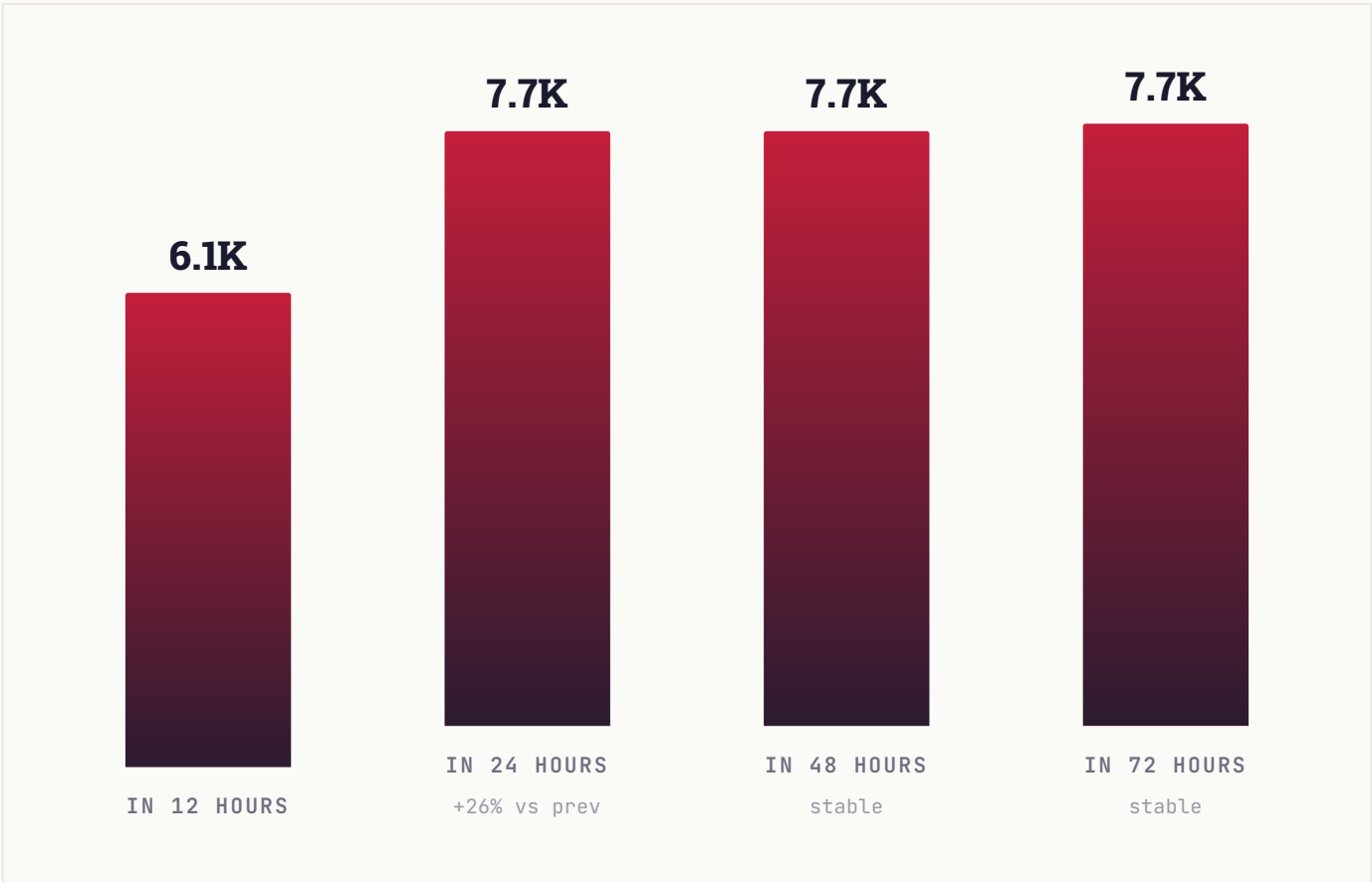


START OF PERIOD	NOW	NET GROWTH
48 528	65 697	+17 169

SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	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 wagon	432.2K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.8K
OT Ozon Travel	398.9K
PV Piter v golove · About St. Petersburg · SPB YOU	65.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-96 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 06 · 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 **415**, they brought **5 362** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	31	30	799
December 2025	63	56	73
November 2025	76	65	492
October 2025	112	88	1 314
September 2025	74	59	1 372
August 2025	59	47	1 312

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
415	6	5 362

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
Audience most active on this day at 21:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | 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 |
| 03 | 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 |
| 04 | Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |
| 05 | Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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

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