

PUBLIC REPORT BY PROMTPRESS

Channel audit

First Petersburg



@piterguru

First channel about St. Petersburg. For ads: @mossovet Work with @Tgpodbor_official, @swaymedia and @Spiral_Yuri Suggest news: @piterguru_bot RKN: <https://clck.ru/3GiqrZ>

SUBSCRIBERS

213 602

-2759 per month

ERR (% SEE POSTS)

8.0%

daily 6.4%

REACH/POST

17K

ad reach 13.7K/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 213 602 —	 SUBSCRIBER REACH 7.96% avg % subs see post	 VIEWS/POST 17K median 16.8K · 29 days	 POSTS/DAY 17.6 ~123 per week
 7D TREND +2.6% vs previous week	 REACTIONS/POST 157.1 total 81,516 reactions, 46,953 reposts, 4,435 comments	 POST LENGTH 221 chars median 196 · 29 days	 POSTS ANALYZED 519 29 days
 AD REACH 13.7K 24h avg	 CHURN / MONTH -2759 last month	 CITATION RATE 3 802 citation index · 5,283 channels mentioned ever	 CHANNEL AGE 4 years 9 days created 07.07.2022

AI EDITOR SUMMARY

Channel «Perviy Piterksiy» — 213 602 subs. Each post averages 17K people (8% of subs), reach is low — consider expanding audience. Publishes 123 posts/week (~18/day) — very active posting. For the week 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 outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 519 posts over 29 days.
- 02 Dominant format – Text (232/519 posts).
- 03 Avg post length – 221 chars (median 196).
- 04 Audience peak activity – Sunday, 23:00 MSK.
- 05 Top posts get 2x more views than the weakest (24K avg for top vs 12.6K for worst) – among 519 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 28.06 · 20:54 PHOTO 🚗 Plane crashes in Leningrad region – pilot killed. At the airfield near Seltsovo village, the pilot attempted an emergency landing but lost control...	VIEWS 24 248 REPOSTS 78	REACTIONS 298 ER 11.4%
Nº2 28.06 · 14:46 VIDEO 🐟 A tailed fisherman spotted in St. Pete. ⚡ First Petersburg	VIEWS 24 105 REPOSTS 214	REACTIONS 470 ER 11.3%
Nº3 28.06 · 17:14 TEXT 📰 Russia's gas reserves stand at 1.7M tons. Domestic market already received earlier accumulated fuel volumes, said Vladimir...	VIEWS 23 718 REPOSTS 64	REACTIONS 315 ER 11.1%

Nº4 28.06 • 16:40 TEXT  Severe thunderstorm in St. Pete may start within hours, warns Emergency Ministry.  First Petersburg	VIEWS 23 425 REACTIONS 108 REPOSTS 153 ER 11.0%
Nº5 29.06 • 06:25 TEXT  Prices on all goods may soar soon due to rising diesel costs. Carriers have already started raising...	VIEWS 22 886 REACTIONS 213 REPOSTS 153 ER 10.7%

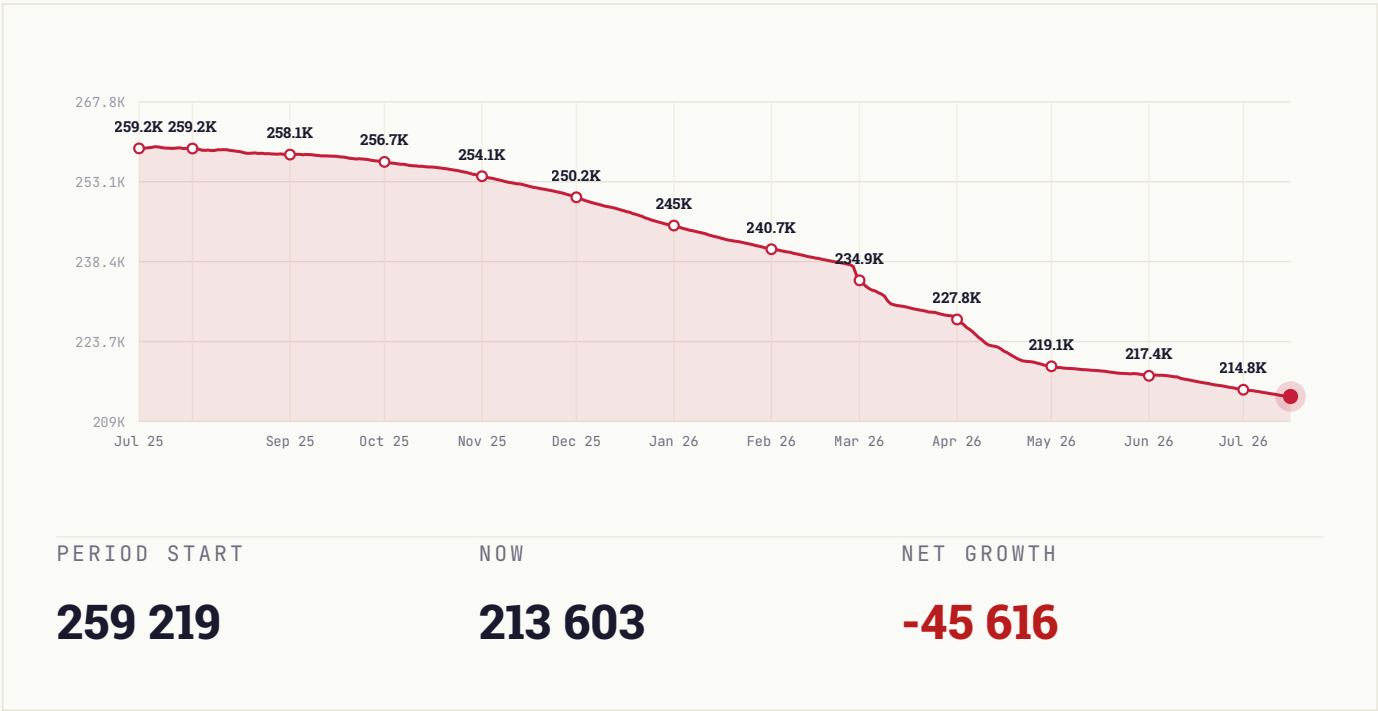
WORST 3

↓ 19.06 • 08:39 VIDEO  ENOUGH MONEY SITTING IDLE – make it earn. GUARANTEED 30% p.a. on your first investment  Start investing now...	VIEWS 12 986 REACTIONS 227 REPOSTS 3 ER 6.1%
↓ 03.07 • 15:05 TEXT  Kronstadt plunged into darkness. Officials say the outage was caused by a grid accident at Oboronenergo. Specialists are now...	VIEWS 12 814 REACTIONS 68 REPOSTS 35 ER 6.0%
↓ 10.07 • 17:27 PHOTO  Alfa-Bank AI FINDS YOU GAS  Launched a smart service to fuel up without endless searching. AI in...	VIEWS 11 907 REACTIONS 166 REPOSTS 40 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

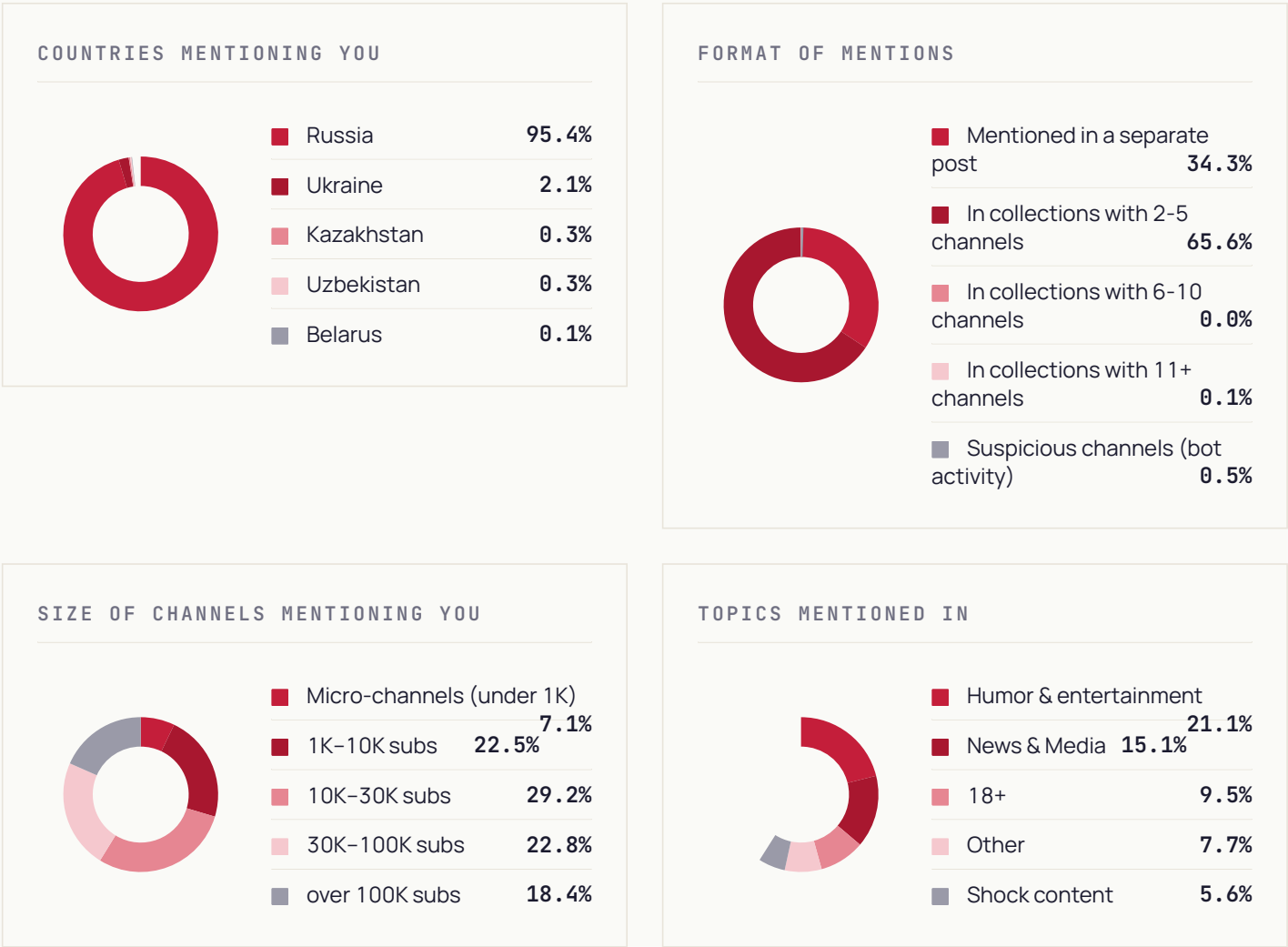
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

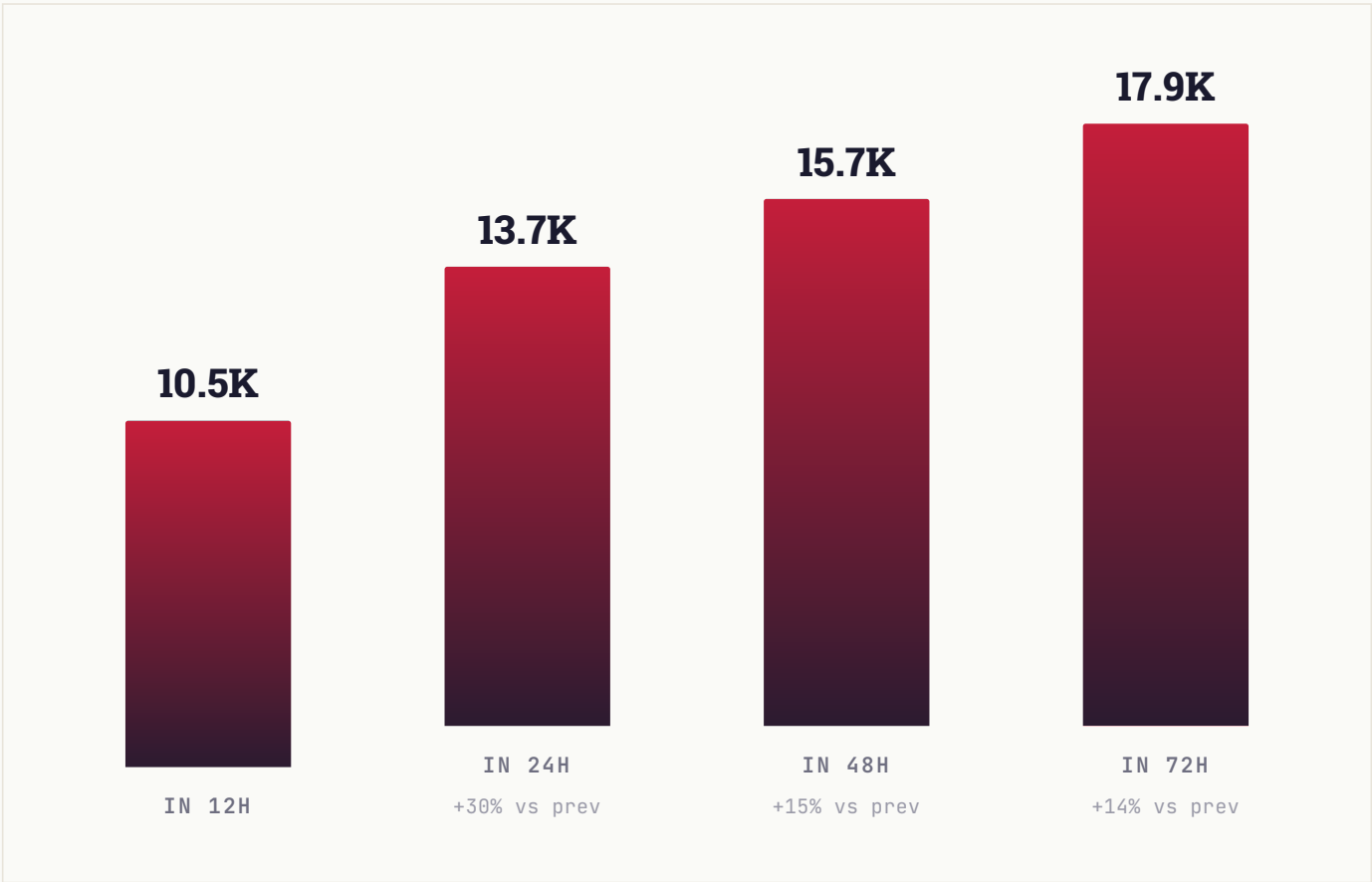
Citation index **3 802** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **5 283** different channels.



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. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
PP First Petersburg YOU	213.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 341**, they brought **573** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	179	35	0	
December 2025	153	30	0	
November 2025	201	40	0	
October 2025	220	34	5	
September 2025	260	29	159	
August 2025	328	45	409	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 341	6	573

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in the first two metrics and above it in the third.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	213 602	1.3M	84% below median
AVG REACH / POST	17 013	93.7K	82% below median
CITATION INDEX	3 802	1.9K	better than 61% of niche

SUBSCRIBERS 84% below median

498.9K 213 602 – your channel 4.1M

median 1.3M

AVG REACH / POST 82% below median

733 17 013 – your channel 443.8K

median 93.7K

CITATION INDEX better than 61% of niche

0 3 802 – your channel 11.2K

median 1.9K

— 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

Top post of the week — Sunday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for important
posts**

02

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (organic 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 weekly poll on a hot topic is an 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 — it's a source of organic traffic.

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

02 Contact manager t.me/PromptPress_manager
