

— PROMTPRESS PUBLIC REPORT

Channel audit

«Вкус города: топ-места Петербурга» 1 Обзор СПб



@restcafespb

Guide to the best restaurants and atmospheric spots in St. Petersburg: where to eat, what to see, and where to return again. Join gastronomic and visual adventures! We VK:...

SUBSCRIBERS

46 568

ERR (% SEE POSTS)

5.0%

REACH/POST

2.6K

+23231 per month

per day 1.8%

ad reach 859/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 46 568 —	 SUBS REACH 5.61% avg % subs see post	 VIEWS/POST 2.6K median 2.3K · 27 days	 POSTS/WEEK 13.1 over the period
 7D TREND +46.0% vs previous week	 REACTIONS/POST 92.5 only 4,812 reactions, 3 reposts, 0 comments	 POST LENGTH 558 chars median 471 · 27 days	 POSTS ANALYZED 52 27 days
 AD REACH 859 24h avg	 CHURN / MONTH +23231 over the last month	 CITATION RATE 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 5 months 26 days created 12.01.2026

AI EDITOR SUMMARY

Channel ««Taste of the City: Top Spots of St. Petersburg» l SPb Review» — 46 568 subs. Each post gets avg 2.6K people (6% from subs), reach is low — consider expanding audience. Publishes 13 posts/week (~2/day) — regular schedule. Week of Jun 22–28 reach up +46.0% vs week Jun 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 52 posts over 27 days.
- 02 Dominant format – Photo (42/52 posts).
- 03 Avg post length – 558 chars (median 471).
- 04 Audience peak – Friday, 19:00 MSK.
- 05 Top posts get 3x more views than the weakest (4.7K avg for top vs 1.7K for worst) – among 52 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 16:40 PHOTO To the forest, pines and gulf: where to go when you need a change of scenery Nearly 80 hectares of forest, paths and the Gulf of Finland shore. And all...	VIEWS 5 180 REPOSTS —	REACTIONS 31 ER 11.1%
Nº2 28.06 · 14:44 PHOTO This quiet Neva spot isn't known to everyone It attracts not only with its cuisine but also with a spacious green area by the water. Here...	VIEWS 5 064 REPOSTS 1	REACTIONS 8 ER 10.9%
Nº3 02.07 · 08:06 PHOTO Summer on the terrace of Tangiers Lounge 🎩 Tangiers Lounge – A restaurant with character, for those who seek not just dinner, but an adventure. When...	VIEWS 4 004 REPOSTS 1	REACTIONS 28 ER 8.6%

Nº4 28.06 · 11:39 VIDEO Found not only a beautiful but also completely deserted beach in Leningrad Oblast 🌊 Clean shore, clear water, and stunning nature around!...	VIEWS 3 925 REPOSTS —	REACTIONS 31 ER 8.4%
Nº5 25.06 · 16:05 PHOTO 🚢 Scarlet Sails 2026 in St. Petersburg: dates, time and best viewing spots On the night of June 27–28 in St. Petersburg...	VIEWS 3 798 REPOSTS —	REACTIONS 24 ER 8.2%

|

WORST 3

↓ 11.06 · 07:53 PHOTO Pulmanovsky Quarry West of Tamengont village, Lomonosov district, Leningrad region, there are two fully flooded sand...	VIEWS 1 912 REPOSTS —	REACTIONS 180 ER 4.1%
↓ 12.06 · 08:03 PHOTO Where to buy fresh produce besides supermarkets Markets have long ceased to be just a place for shopping. Some have opened stylish...	VIEWS 1 899 REPOSTS —	REACTIONS 87 ER 4.1%
↓ 23.06 · 16:05 PHOTO Kushelev-Bezborodko Estate 📍 Sverdlovskaya Emb., 40	VIEWS 1 411 REPOSTS —	REACTIONS — ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

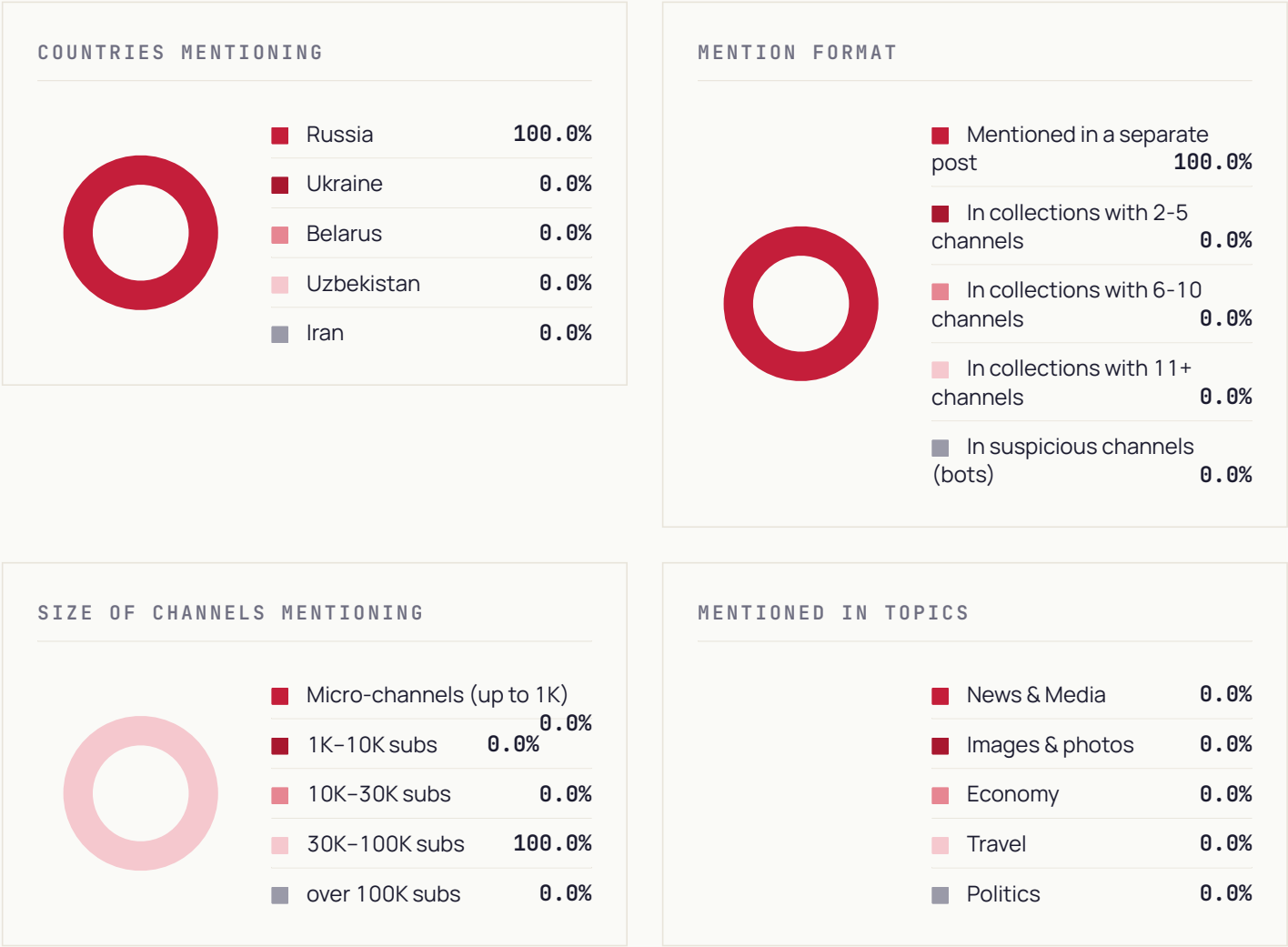
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

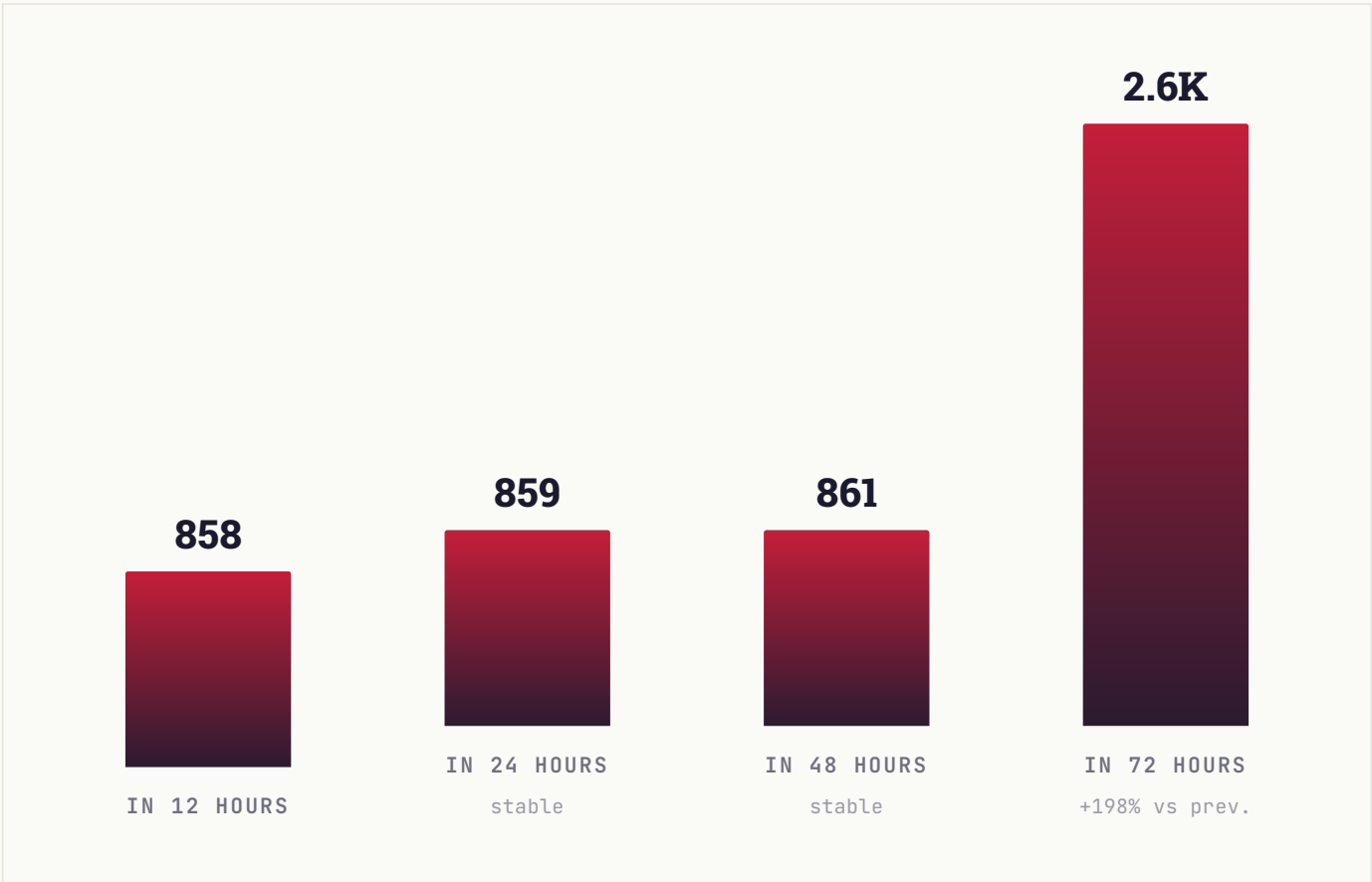
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
PY Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
RN Everyday Recipes	461.5K
«Г» «Вкус города: топ-места Петербурга» Обзор СПб YOU	46.6K

COMPARATIVE INSIGHT

Channel not yet outside top 94 niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), top-94 median: 205K. First goal — enter top-94 through systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Food & cooking» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · 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 Friday

Audience most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.61% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+3.4pp ER

03

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**

04

Test polls & interactive formats

Posts with polls/reactions typically 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

Exchange posts with same-segment channels once a quarter. No need 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 minutes from public data. Want to go further? Run ads with us & hit your growth target in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
