

PROMTPRESS PUBLIC REPORT

Channel audit

В Питере есть



@spb_rest

In St. Petersburg there is everything, but here we share the coolest stuff ❤️ About restaurants, entertainment, interesting places, and life in St. Petersburg with love. For collaboration: @kommunikacia
RKN: <https://clck.ru/3FmHue>

SUBS

77 472

+25160 this month

ERR (% SEE POSTS)

5.0%

per day 3.0%

REACH/POST

3.6K

ad reach 2.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate health metric. Subtitle shows the period.

 SUBS 77 472 —	 SUBSCRIBER REACH 4.71% avg % of subs see post	 VIEWS/POST 3.6K median 3.6K · 29 days	 POSTS/WK 14.0 for period
 TREND 7D -16.9% vs previous week	 REACTIONS/POST 60.5 total 3 508 react., 1 554 rep., 128 comm.	 POST LENGTH 719 chars. median 820 · 29 days	 POSTS ANALYZED 58 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +25160 last month	 QUOTABILITY 81 citation index · 191 channels mentioned all time	 CHANNEL AGE 5 years 2 months created 17.06.2021

EDITOR'S AI SUMMARY

Channel «В Питере есть» – 77 472 subscribers. On average, each post is viewed by 3.6K people (5% from subscribers), reach is low – worth expanding the audience. Publishes 14 posts per week (~2 per day) – regular schedule. For the week of 10–16 August, reach dropped by -16.9% by the week of 3–9 August – worth investigating the causes.

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 SHARE

- 01 Analysis based on **58** posts over 29 days.
- 02 Dominant format – **Photo** (43/58 posts).
- 03 Average post length – **719** characters (median 820).
- 04 Audience activity peak – **Tuesday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.2K avg for top vs 3K for worst) – among 58 posts over 29 days. Worth analyzing what the top posts have in common – topic, format, posting time.

TOP-5 POSTS

Nº1 04.08 · 12:49 TEXT St. Petersburg, let's meet at Market Market! On August 15 and 16, the 'Tsekh' space at Sevkabel Port will again become a meeting place for local...	VIEWS 7 463 REP. 102	REACTIONS 156 ER 9.6%
Nº2 09.08 · 17:00 VIDEO Yay, new #посылкапетербуржца 📦 In one “package” we collect nice finds to delight one of you ❤️ This time at stake: —...	VIEWS 6 258 REP. 172	REACTIONS 215 ER 8.1%
Nº3 05.08 · 12:45 VIDEO Sidrería – iconic (first in Russia!) bar, fully dedicated to cider 🍏 This place on Mokhovaya has been introducing St. Petersburg to cider for more than ten years...	VIEWS 4 940 REP. 68	REACTIONS 65 ER 6.4%

Nº4 06.08 • 12:45 PHOTO MAKING PLANS: 11 ideas and events we found for you this #weekend in St. Petersburg ❤️ KIRA x Tagliatella Caffè x A-ONE (Fri-Sat...	VIEWS 4 861 REACTIONS 43 REP. 9 ER 6.3%
Nº5 06.08 • 11:45 PHOTO #new: OSSU breeze at Petrovskaya Kosa 🌊 Noodle bar OSSU launches a summer pop-up at the Сила Ветра yacht club. New...	VIEWS 4 593 REACTIONS 46 REP. 16 ER 5.9%

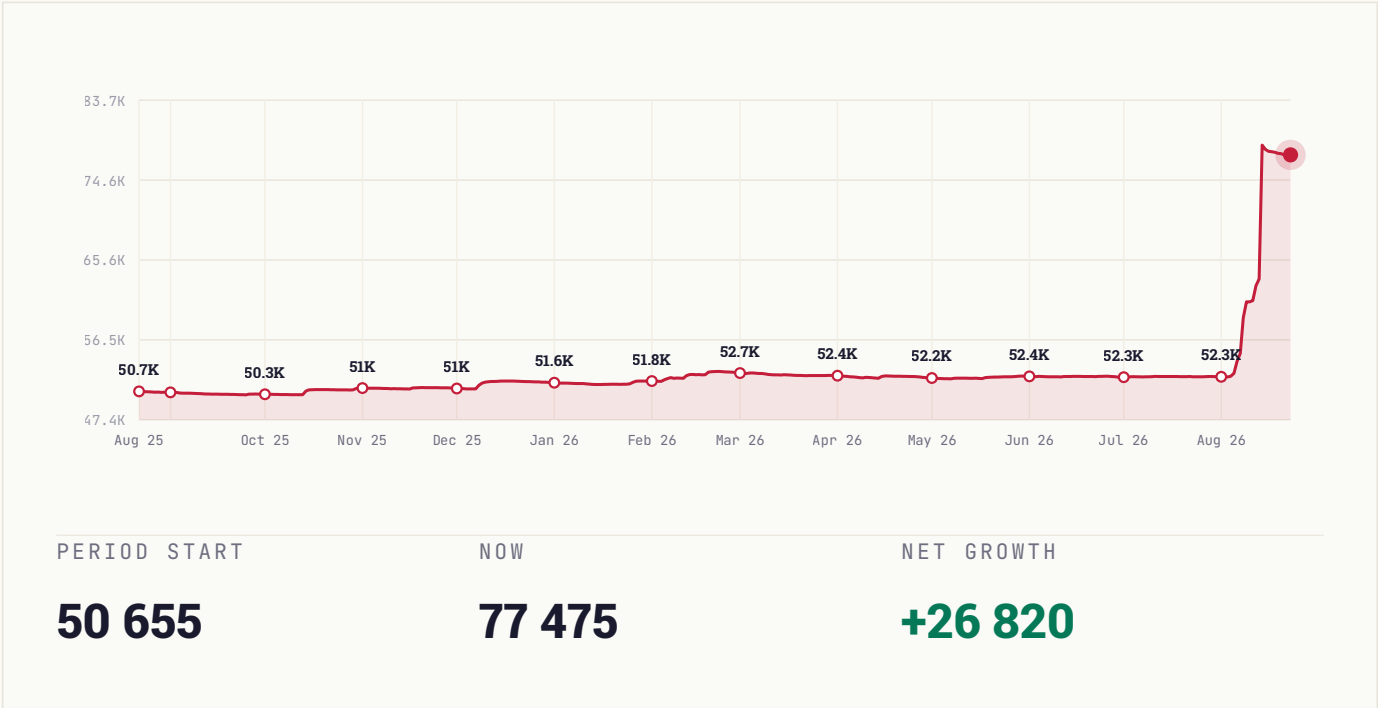
WORST 3

↓ 12.08 • 12:31 VIDEO #new: palace-style coffee shop at the Eliseev mansion ☕ Yagoda coffee chain just moved into the Eliseev mansion on the Moika...	VIEWS 3 191 REACTIONS 61 REP. 65 ER 4.1%
↓ 19.08 • 08:03 PHOTO #wishlist: free dental consult 🦷 For all who've long put off the dentist — at Фактор Улыбки they offer...	VIEWS 2 975 REACTIONS 33 REP. 6 ER 3.8%
↓ 19.08 • 09:00 PHOTO #foodfact: salt was once currency 🧂 Today salt sits on every kitchen shelf and seems totally ordinary. But in ancient times everything...	VIEWS 2 881 REACTIONS 68 REP. 4 ER 3.7%

SECTION 03 • SUBSCRIBER DYNAMICS

Channel growth over the year

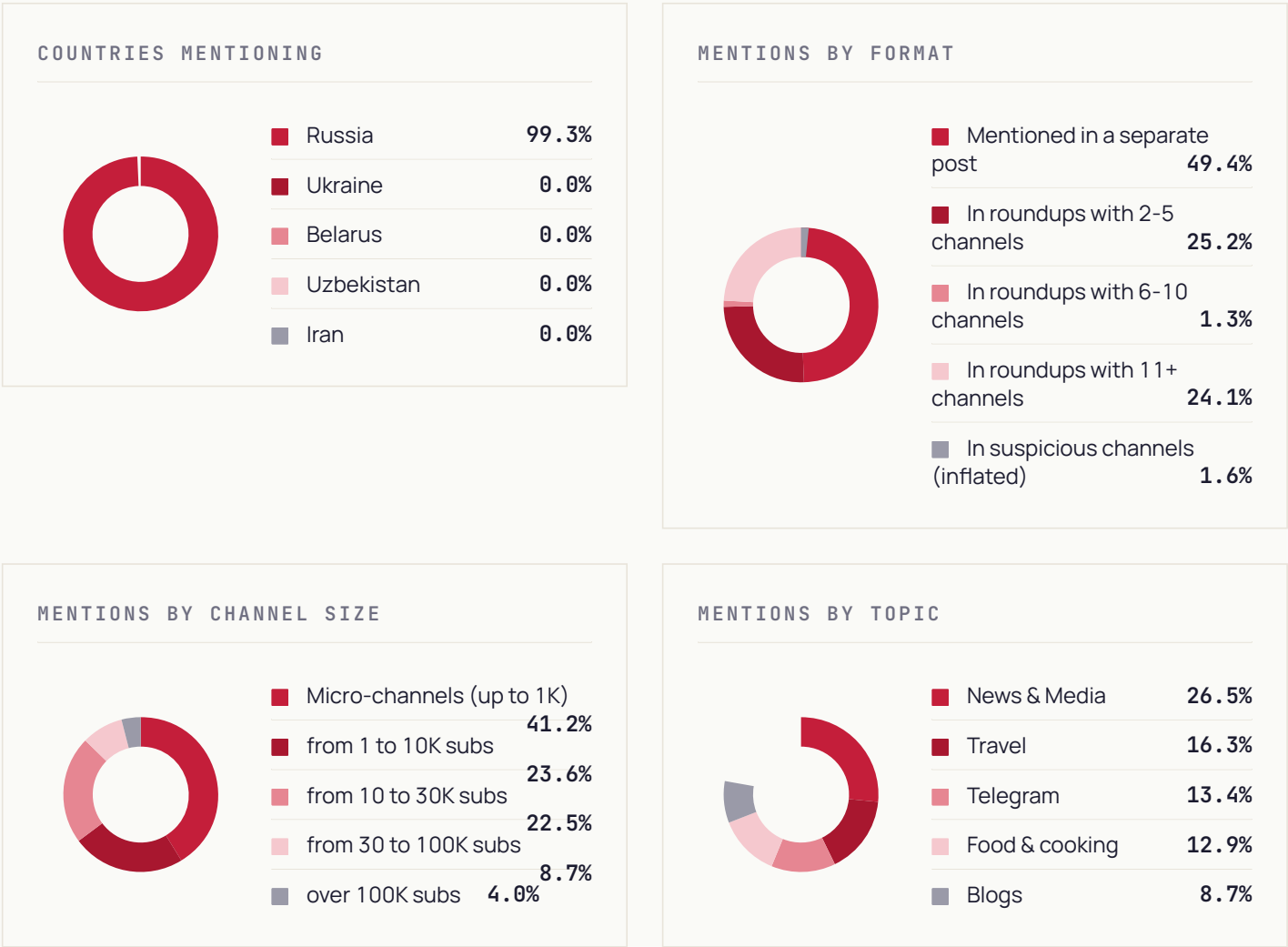
Subscriber growth chart for the year. Exact subscriber counts are shown for key months. You can see in which months the channel gained and in which it lost subscribers.



SECTION 04 · CITATIONS

Who and how mention channel

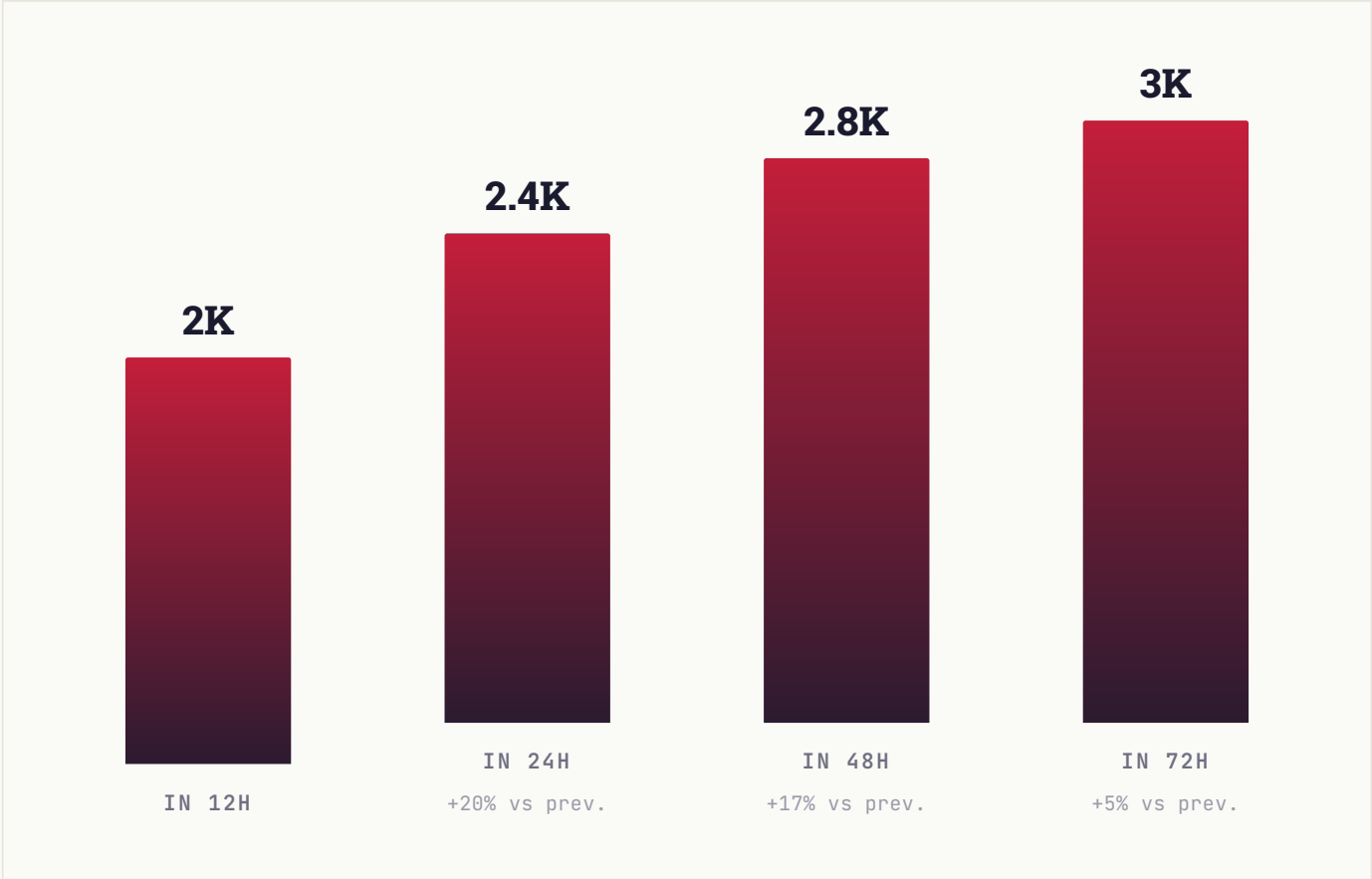
Citation index **81** — channel popularity rating based on mentions. Takes into account not only their number, but also weight of mentioners: a post from channel with 100 k subs “weighs” more than from channel with 1 k. For all time the channel has been mentioned **191** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average reach of an ad post by time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
Korea Cooking Recipes Salads 🍳👩🍳	1M
Fri Пятёрочка	794.1K
🍰M 🍰 Mom's Recipes 😊	674K
A Air fryer Recipes	595.4K
Mon Simple Recipes	584.4K
Korea Recipe book	553.9K
China Kitchen Inside Out	535.7K
Count CountЖИК	484.3K
ER Вкусно и дешево 🍪	481.3K
PH Everyday recipes	456.3K
View В Питере есть YOU	77.5K

COMPARISON

Channel to date outside top-95 niche — early growth stage. Niche leader — Cooking Recipes Salads 🍳👩🍳 (1M), median top-95: 204.3K. First goal — enter into top-95 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Mention frequency

Every month we track posts in other channels mentioning your channel. Over the last **6 months** such mentions were **33**, they brought **3 737** new subscribers.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED	
February 2026	10	9	1 300	
January 2026	3	3	411	
December 2025	4	2	912	
November 2025	3	2	209	
October 2025	8	5	809	
September 2025	5	3	96	
TOTAL MENTIONS	MONTHS IN DATA		SUBS ATTRACTED	
33	6		3 737	

Where the channel is 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 peer group, a vertical line for the median, and a red dot for the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Peer Group Range	Comparison
SUBS	77,472	202.4K	69.1K - 552.8K	below median by 62%
AVERAGE REACH / POST	3,650	7.9K	1.1K - 51.1K	below median by 54%
CITATION INDEX	81	1.2K	5 - 3.3K	below median by 93%

SUBS below median by 62%

median 202.4K

69.1K 77 472 – your channel 552.8K

AVERAGE REACH / POST below median by 54%

median 7.9K

1.1K 3 650 – your channel 51.1K

CITATION INDEX below median by 93%

median 1.2K

5 81 – your channel 3.3K

— SECTION 09 • STRATEGY

What to do now

5 priority actions ranked by expected impact. Check them off as a checklist and return to this report in a month.

01**Week's main post — Tuesday**

On this day at 15:00 MSK the audience is most active.

EFFECT

Best posting window**02****ER below niche benchmark — review formats**

Current ER 4.71% vs norm 9.0%. Consider testing polls and interactive formats.

EFFECT

+4.3pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress selects sources for the niche.

EFFECT

+1000-3000 subs**04****Test polls & interactive formats**

Posts with polls/reactions usually add +5-15% to ER. One poll a week on a 'hot' topic is an easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with adjacent channels**

Exchange posts quarterly with same-segment channels. Not daily — 2-3 collabs give relevant growth.

EFFECT

Relevant audience growth

★ WHAT'S NEXT

Want this done? PromptPress?

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

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager