

PUBLIC PROMTPRESS REPORT

Channel audit

Gulyay, Peter



@spb_walk

All about St. Petersburg in one place. Ads: @Alivian Channel link: <https://t.me/+1oIU1lhGTHg4MmZl> Working with @Tgpodbor_official, @swaymedia and @Spiral_Yuri Send news, photos and videos to bot:...

SUBSCRIBERS

63 635

-657 per month

ERR (% SEE POSTS)

8.0%

per day 6.3%

REACH/POST

4.9K

ad reach 4K/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 63 635 —	 SUBSCRIBER REACH 7.69% avg % subs see post	 VIEWS/POST 4.9K median 4.9K · 29 days	 POSTS/DAY 18.4 ~129 per week
 7D TREND -6.1% vs prev week	 REACTIONS/POST 46.3 total 25,391 reactions, 19,565 reposts, 0 comments	 POST LENGTH 147 chars median 138 · 29 days	 POSTS ANALYZED 548 29 days
 AD REACH 4K 24h avg	 CHURN / MONTH -657 last month	 CITATION RATE 534 citation index · 2,673 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 24.09.2022

AI EDITOR SUMMARY

Channel «Gulyay, Peter» – 63 635 subs. Each post avg views 4.9K people (8% from subs), reach low – need to grow audience. Publishes 129 posts per week (~18/day) – very active. Week Jun 29–Jul 5 reach dropped -6.1% to week of Jun 22–28 – worth analyzing why.

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 **548** posts in 29 days.
- 02 Dominant format – **Text** (201/548 posts).
- 03 Avg post length – **147** chars (median 138).
- 04 Peak audience activity – **Sun, 23:00 MSK**.
- 05 Top posts get **2×** more views than the weakest (6.3K avg for top vs 4.1K for worst) – among 548 posts over 29 days. Worth analyzing what top posts share: topic, format, publish time.

TOP 5 POSTS

Nº1 25.06 · 09:44 TEXT  Peskov suggested active VK users switch from Apple to Android as an alternative.	VIEWS 6 365 REPOSTS 47	REACTIONS 152 ER 10.0%
Nº2 25.06 · 10:51 TEXT  Russians may get free access to baths during hot water shutdowns. According to deputies, this measure should work for everyone...	VIEWS 6 332 REPOSTS 32	REACTIONS 115 ER 10.0%
Nº3 28.06 · 19:48 PHOTO  Pilot dies in ultralight plane crash in Leningrad Oblast. The accident occurred at an airfield near Sel'tso village during an emergency landing attempt...	VIEWS 6 296 REPOSTS 16	REACTIONS 65 ER 9.9%

Nº4 28.06 · 21:48 PHOTO ! Mobile internet outage reported in St. Petersburg. Number of complaints spiked after 23:30.	VIEWS 6 280 REPOSTS 35	REACTIONS 23 ER 9.9%
Nº5 24.06 · 19:05 PHOTO 👁👁 Nudist beach unexpectedly found in Leningrad Oblast.	VIEWS 6 244 REPOSTS 72	REACTIONS 39 ER 9.8%

|

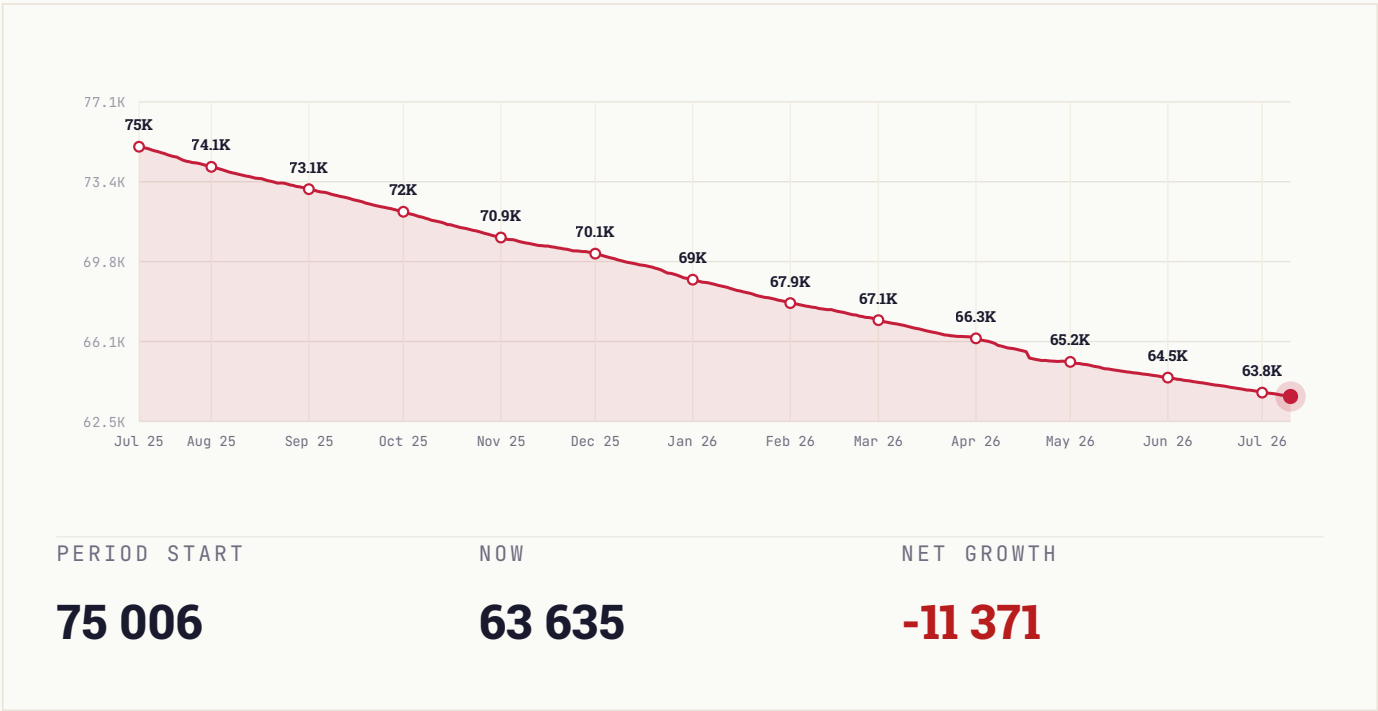
WORST 3

↓ 30.06 · 09:03 TEXT M Restrictions on the operation of the Zenit station vestibules will be introduced from July 1, 2026. Vestibule 1 will open only on event days at Gazprom...	VIEWS 4 222 REPOSTS 3	REACTIONS 4 ER 6.6%
↓ 19.06 · 17:37 TEXT 🌴 Only three water bodies in St. Petersburg are safe for swimming. Rospotrebnadzor allowed swimming in Upper and Middle Suzdal Lakes...	VIEWS 4 126 REPOSTS 23	REACTIONS 14 ER 6.5%
↓ 01.07 · 14:30 TEXT 📰 Services with gas station fuel data may manipulate information and pose a threat, the Ministry of Energy warned.	VIEWS 4 101 REPOSTS 11	REACTIONS 22 ER 6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

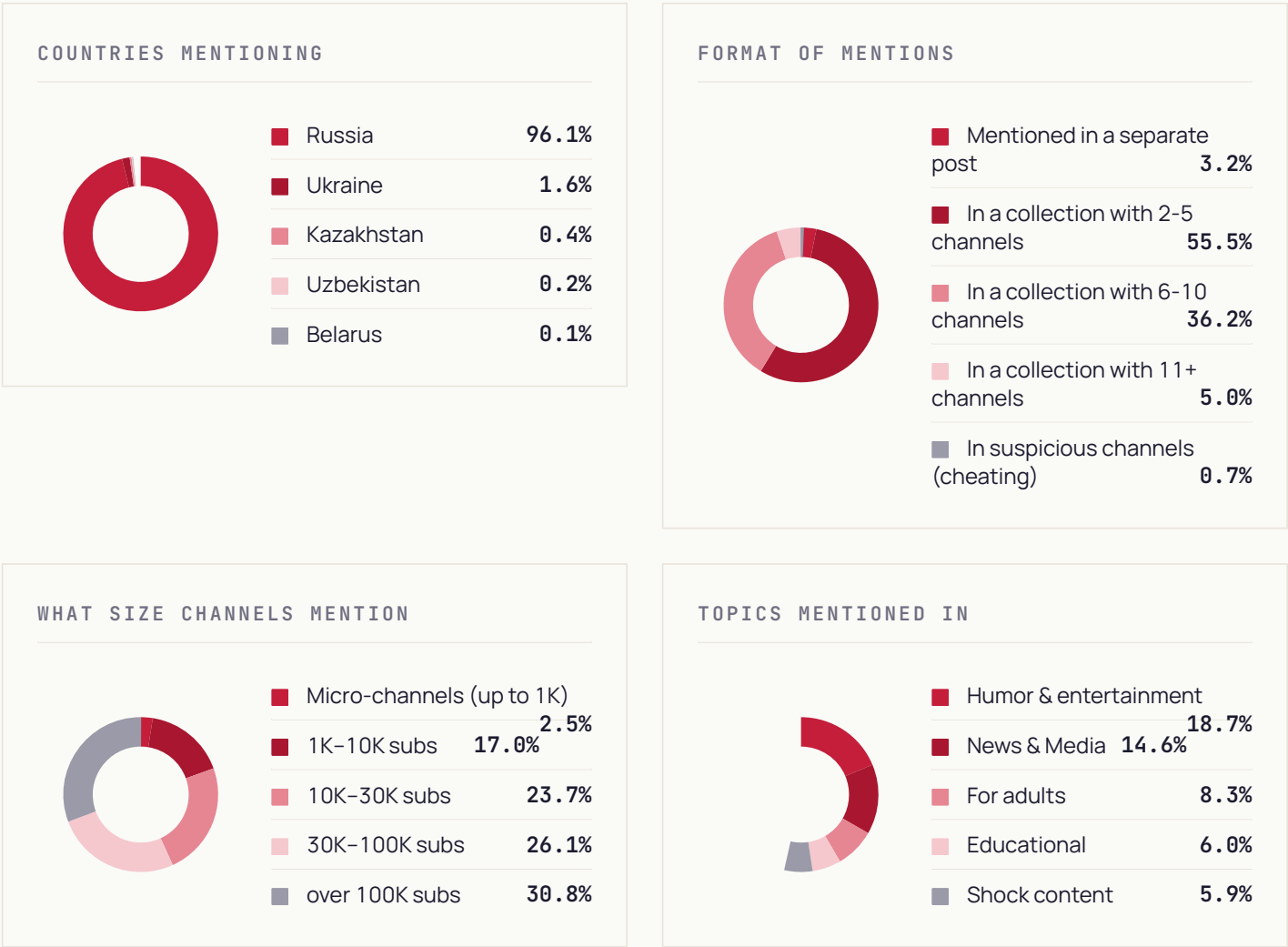
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

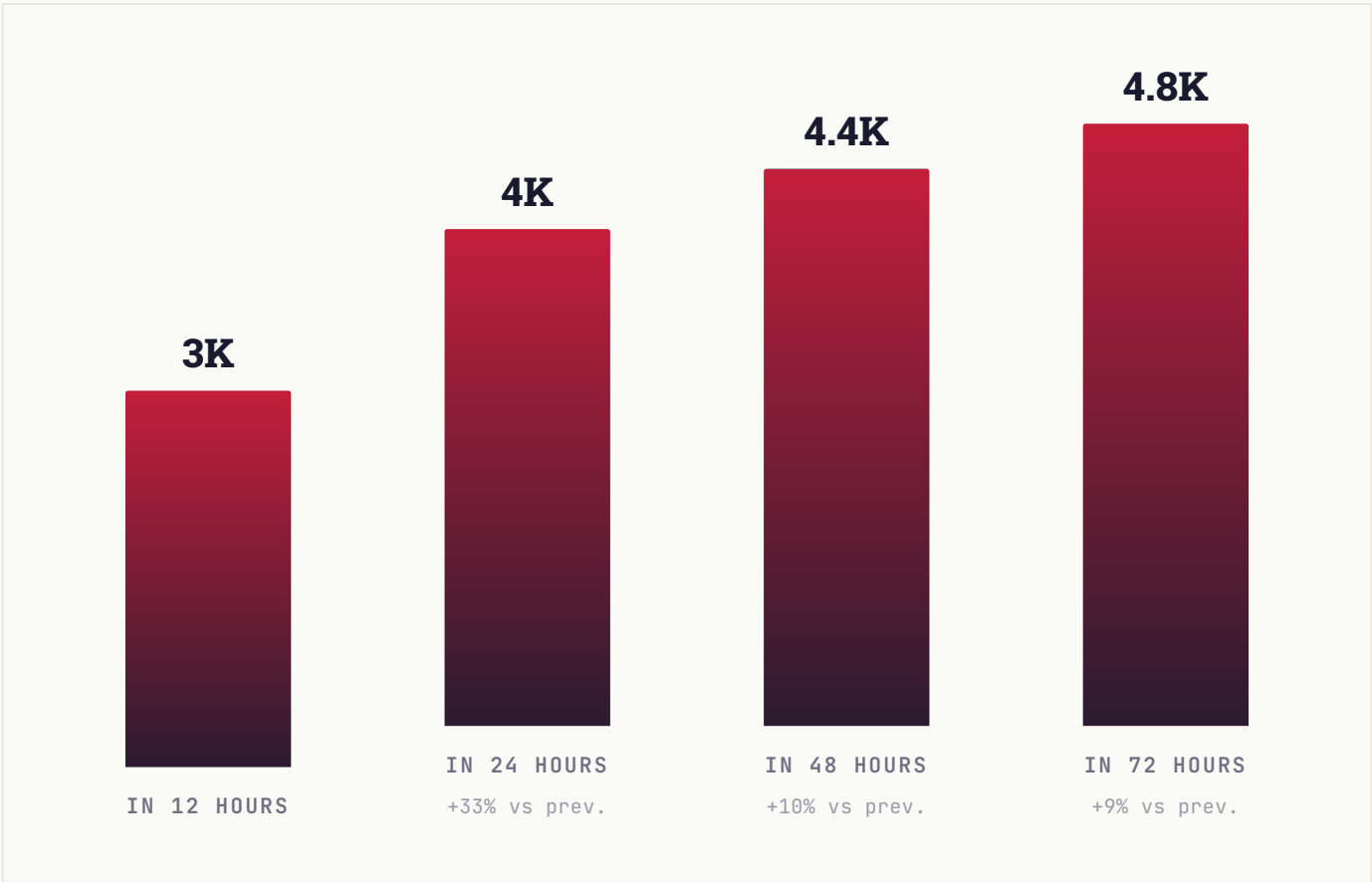
Citation index **534** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 673** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moscow Girl	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
ER Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
GP Gulyay, Peter YOU	63.6K

COMPARATIVE CONCLUSION

Channel is not yet outside top 96% of niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **7**, they brought **4** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	0	
December 2025	0	0	0	
Nov 2025	2	1	1	
Oct 2025	2	2	0	
Sep 2025	2	2	0	
August 2025	0	0	3	
TOTAL MENTIONS		MONTHS IN DATA		ATTRACTED SUBSCRIBERS
7		6		4

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of values. A vertical line marks the median, and a red dot indicates the channel's performance. The data is as follows:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	63,635	149.8K	58% below median
AVG REACH / POST	4,896	12.5K	61% below median
CITATION INDEX	534	128	better than 64% of niche

SUBSCRIBERS 58% below median

median 149.8K

48.1K 63 635 — your channel 427.5K

AVG REACH / POST 61% below median

median 12.5K

1.7K 4 896 — your channel 112.3K

CITATION INDEX better than 64% of niche

median 128

0 534 — your channel 1.6K

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Sunday

On this day at 23:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

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
- 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 quarterly with channels in the same segment. 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 — what we can do in minutes using public data. 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
