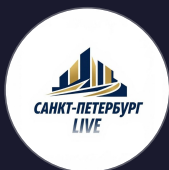


— PROMTPRESS PUBLIC REPORT

Channel Audit

Санкт-Петербург Live



@spbllive

⚡ All the most important in St. Petersburg and Leningrad region
Advertising - @xertero Link - <https://golnk.ru/k1VIX>

SUBSCRIBERS

59 491

319 posts in 20 days

ERR (% SEE POSTS)

2.0%

per day 2.2%

REACH/POST

755

Ad reach 1.6K/24h

— CONTENTS · 2026

What's in the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

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03 Mentions

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04 Ad potential

Post reach duration

05 Competitors

Niche neighbors · your position

06 Niche comparison

Position in category «News and Media»

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

SUBSCRIBERS 59 491 —	SUBSCRIBER REACH 1.27% avg % of subs see post	VIEWS/POST 755 median 791 · 20 days	POSTS/DAY 15.3 ~107/week
TREND 7D +679.7% vs previous week	REACTS./POST 1.9 594 react., 101 rep., 11 comm.	POST LENGTH 193 chars. median 161 · 20 days	POSTS IN ANALYSIS 319 20 days
AD REACH 1.6K avg per 24h	MENTIONS 0 citation index · 1 channel mentioned ever	CHANNEL AGE 21 days created 02.08.2026	

EDITOR'S AI SUMMARY

Channel «Санкт-Петербург Live» – 59 491 subs. Avg views per post 755 people (1% from subs), reach is low – worth expanding audience. Publishes 107 posts per week (~15 per day) – very active posting. In the week Aug 10–16, reach grew by +679.7% by the week of Aug 3–9 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat, and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **319** posts in 20 days.
- 02 Dominant format — **Photo** (170/319 posts).
- 03 Average post length — **193** characters (median 161).
- 04 Peak audience activity — **Thursday, 08:00 MSK**.
- 05 Top posts bring **by 76x** more views than the weakest (2K avg for top vs 26 for worst) — across 319 posts in 20 days. Worth analyzing what top posts have in common — topic, format, time.

TOP 5 POSTS

Nº1 19.08 · 09:31 PHOTO 🤔 Zenit lures stewards with Kanye West concert They promise training in 1.5 months and free entry to...	VIEWS 2 004 REPOSTS. —	REACTS. — ER 3.4%
Nº2 19.08 · 09:40 PHOTO 😎 Repairs on the cable-stayed bridge keep slowing the KAD — morning traffic is hellish as usual.	VIEWS 1 993 REPOSTS. —	REACTS. — ER 3.4%
Nº3 19.08 · 09:59 PHOTO 🎬 Hans Zimmer, rock, and 'Interstellar' — three concerts under the stars Sometimes you don't need a reason for a special evening. Just choose...	VIEWS 1 955 REPOSTS. —	REACTS. 1 ER 3.3%

Nº4 19.08 · 10:29 PHOTO 🍷 St. Petersburg brewery released a gose with pickle brine and garlic The drink called RASSOL-95 is inspired by late-night trips to gas stations. The beer...	VIEWS 1 955 REPOSTS. —	REACTS. — ER 3.3%
Nº5 19.08 · 10:55 PHOTO 😡 Russians are snapping up 'Spider-Man' tickets — the film premieres in Russia tomorrow Good tickets are almost...	VIEWS 1 950 REPOSTS. —	REACTS. — ER 3.3%

|

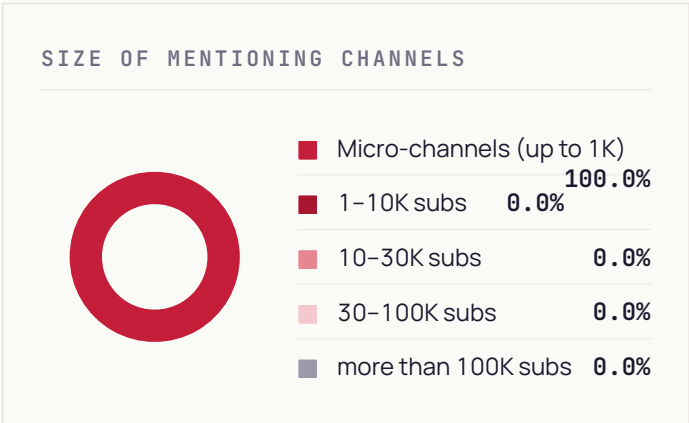
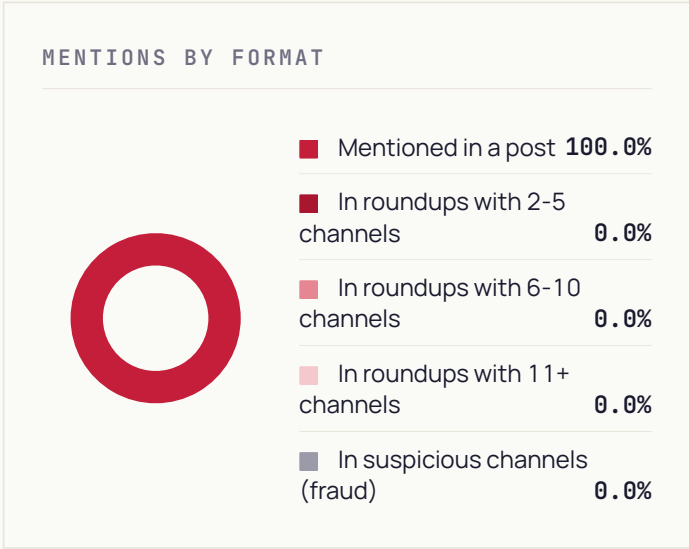
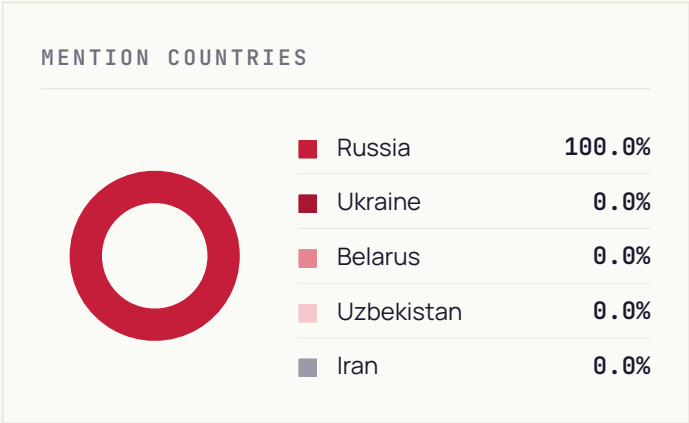
BOTTOM 3

↓ 09.08 · 19:50 TEXT 💰 Geminis, Cancers, and Leos may get rich by the end of August — astrologers Geminis: old connections may bring money; Cancers will finally get...	VIEWS 28 REPOSTS. —	REACTS. — ER 0.0%
↓ 09.08 · 18:33 PHOTO 🍫 Snickers with espresso flavor is coming to Russia soon It's already registered, so expect it in stores in the near future.	VIEWS 26 REPOSTS. —	REACTS. — ER 0.0%
↓ 09.08 · 18:33 PHOTO 📖 Today is Book Lovers Day Congratulate the fans	VIEWS 24 REPOSTS. —	REACTS. — ER 0.0%

SECTION 03 · CITATIONS

Who and how mention the channel

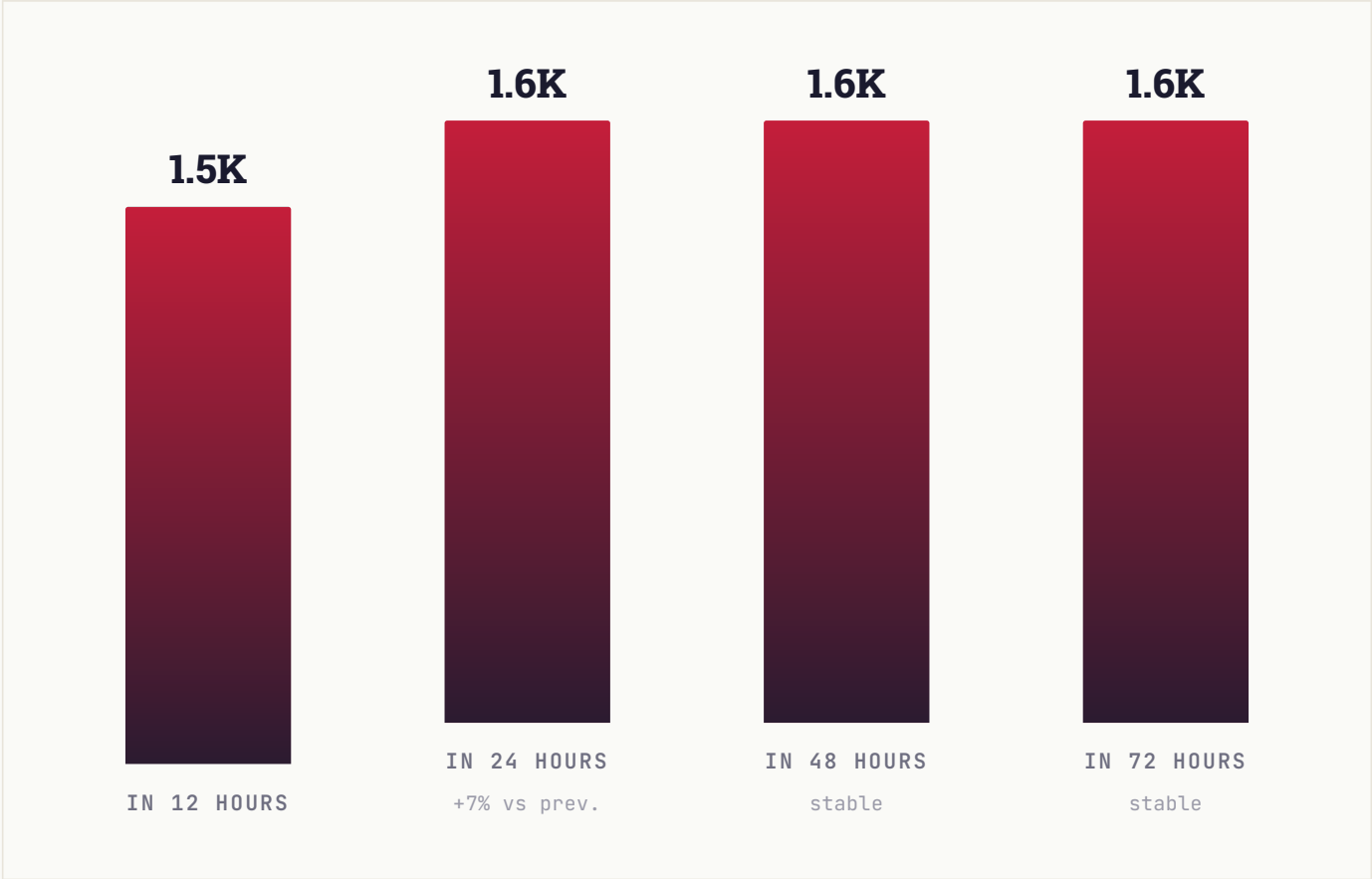
Citation index 0 – channel popularity rating based on mentions. Counts not only their number, but also mentioner weight: a post from a channel with 100 K subs outweighs one from a channel with 1 K subs. All time mentions: 1 different channels.



SECTION 04 · AD POTENTIAL

Post reach duration

Average reach of an ad post by time since publish. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where it stands among niche neighbors.

CHANNEL	SUBSCRIBERS
М• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
ПЭ Прямой Эфир • Новости	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
НМ Новости Москвы	2.7M
МС Москва сегодня	2.7M
Avg. Non-Moscow Russian media	2.6M
reposts Avg. Санкт-Петербург Live YOU	59.5K

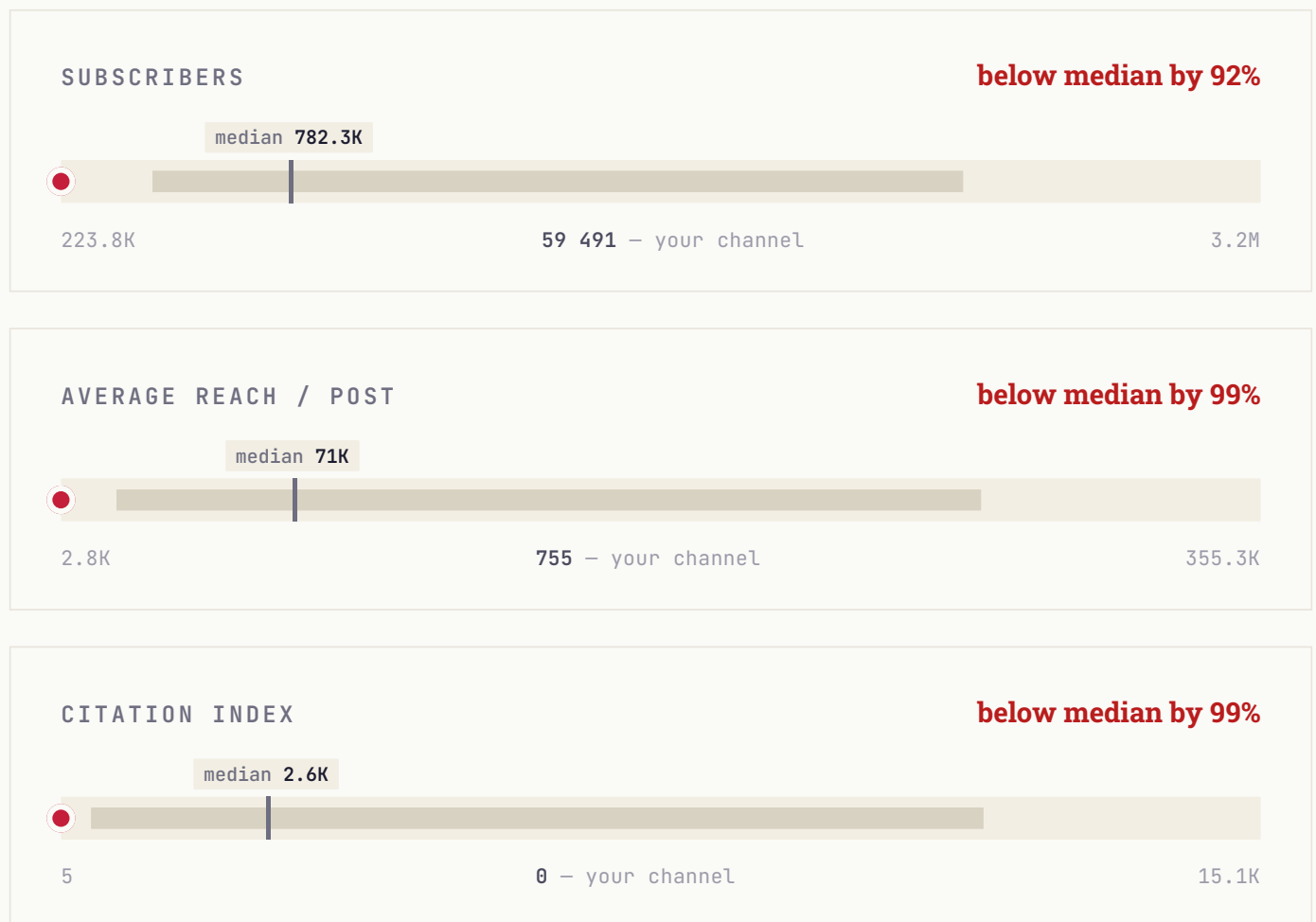
COMPARISON

Channel so far outside niche top-99 — early growth stage. Niche leader — **Москвач • Новости Москвы** (4.3M), top-99 median: 776.9K. First goal — get into top-99 via systematic work with traffic and content.

— SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News and Media» (Russia) and looked at how the channel compares against them. The gray band — the range covering 80% of niche channels (from p10 to p90). The black vertical line — the median. The red dot — your channel.



— SECTION 07 · STRATEGY

What to do now

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

01**Main post of the week — Thursday**

Audience is most active on this day at 08:00 MSK.

IMPACT

**Best window
for an
important post****02****ER below niche benchmark — revisit formats**

Current ER 1.27% vs 5.5% norm. Test polls and interactive formats.

IMPACT

+4.2pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress matches sources to your niche.

IMPACT

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

Posts with polls/reactions usually boost ER +5-15%.
One weekly poll on a hot topic is an easy win.

IMPACT

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

Swap posts with same-segment channels quarterly. No need to do it daily — 2-3 collabs give a relevant boost.

IMPACT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done? **PromptPress?**

This audit — we can do it in a few minutes using public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01 **Run ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
