

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Metro St. Petersburg



@spbmetro

Subway news Per legal requirements, the page is added to Roskomnadzor's list:...

SUBSCRIBERS

102 664

-48 per month

ERR (% SEE POSTS)

50.0%

per day **22.8%**

REACH/POST

51.7K

ad reach **23.4K**/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 102 664 —	 SUBS REACH 50.31% avg % of subs see post	 VIEWS/POST 51.7K median 50K · 20 days	 POSTS/WEEK 2.1 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 667 chars median 644 · 20 days	 POSTS ANALYZED 6 20 days
 AD REACH 23.4K 24h avg	 CHURN / MONTH -48 last month	 QUOTABILITY 99 citation index · 634 channels mentioned all time	 CHANNEL AGE 9 years 8 months created 19.10.2016

AI EDITOR SUMMARY

Channel «Metro St. Petersburg» — 102 664 subs. Each post averages 51.7K people (50% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 20 days.
- 02 Dominant format — Photo (6/6 posts).
- 03 Avg post length — 667 chars (median 644).
- 04 Peak audience activity — Friday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (66.9K avg for top vs 36.4K for worst) — among 6 posts in 20 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 10:00 PHOTO ⚠Attention passengers! ⚠ Due to major escalator repairs, the operating hours of the «Pionerskaya» station vestibule are changing. ⚠ From...	VIEWS 80 132 REPOSTS 993	REACTIONS — ER 78.1%
Nº2 10.06 · 10:01 PHOTO ⚠Attention passengers! The operating hours of the «Concessionary BSK Production Center» are changing. 12.06.2026 the Center is closed. ⚠ During the closure...	VIEWS 65 007 REPOSTS 20	REACTIONS — ER 63.3%
Nº3 16.06 · 07:00 PHOTO ⚠Attention passengers! ⚠ Due to major escalator repairs, the operating hours of the «Narvskaya» station vestibule are changing. ⚠ From...	VIEWS 55 584 REPOSTS 333	REACTIONS — ER 54.1%

Nº4 19.06 · 16:30 PHOTO Public transport during the 'Scarlet Sails' graduation festival <div>On the night of June 27–28, the city metro...</div>	VIEWS 44 435 REPOSTS 391	REACTIONS — ER 43.3%
Nº5 22.06 · 17:25 PHOTO ⓧ Dear passengers! Various info about the St. Petersburg Metro often appears online that does not reflect reality...	VIEWS 36 441 REPOSTS 38	REACTIONS — ER 35.5%

|

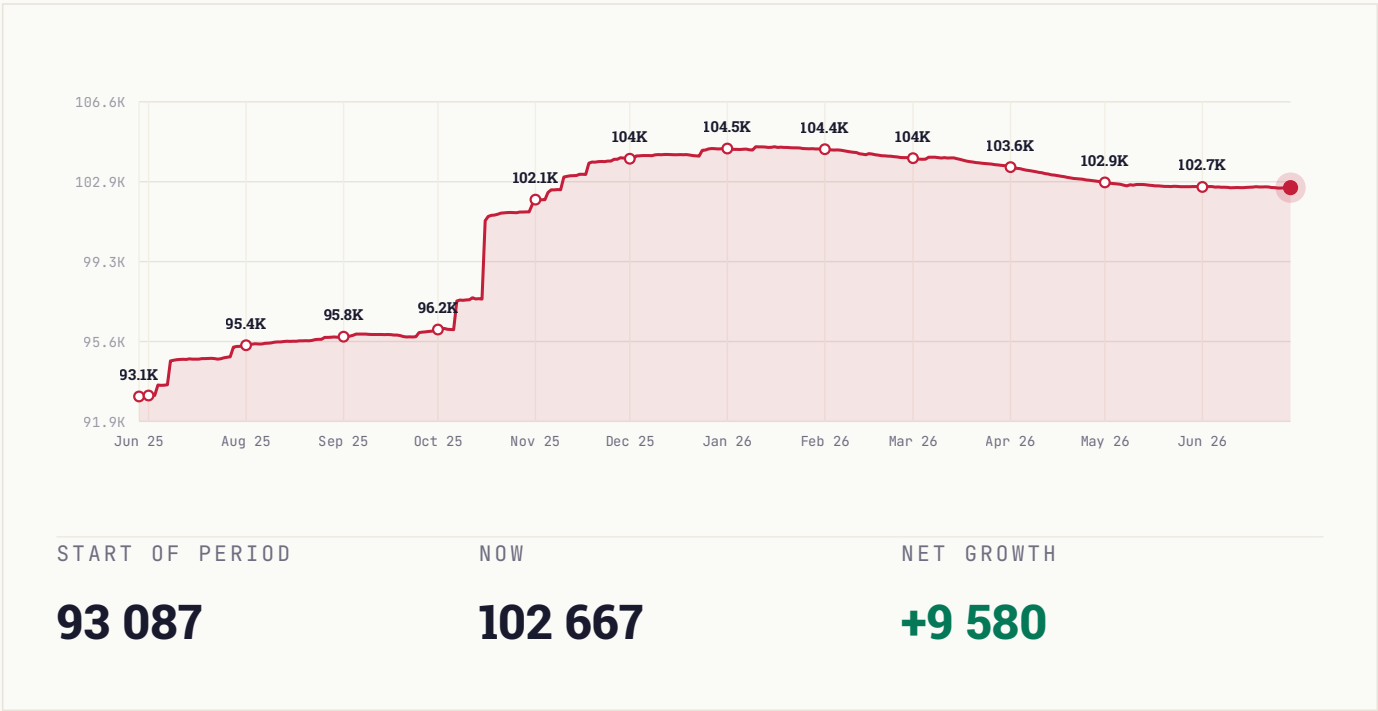
WORST 3

↓ 19.06 · 16:30 PHOTO Public transport during the 'Scarlet Sails' graduation festival <div>On the night of June 27–28, the city metro...</div>	VIEWS 44 435 REPOSTS 391	REACTIONS — ER 43.3%
↓ 22.06 · 17:25 PHOTO ⓧ Dear passengers! Various info about the St. Petersburg Metro often appears online that does not reflect reality...	VIEWS 36 441 REPOSTS 38	REACTIONS — ER 35.5%
↓ 25.06 · 12:00 PHOTO ⓧAttention passengers! ⓧ On the «Scarlet Sails» graduates' holiday, on the night of June 27–28, 2026, the St. Petersburg Metro will operate without...	VIEWS 28 319 REPOSTS 410	REACTIONS — ER 27.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

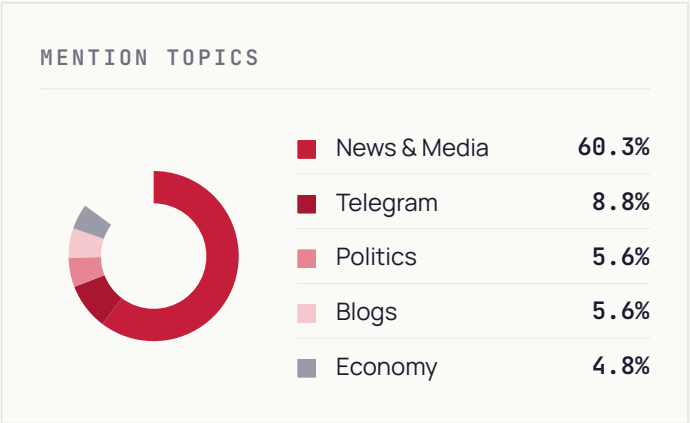
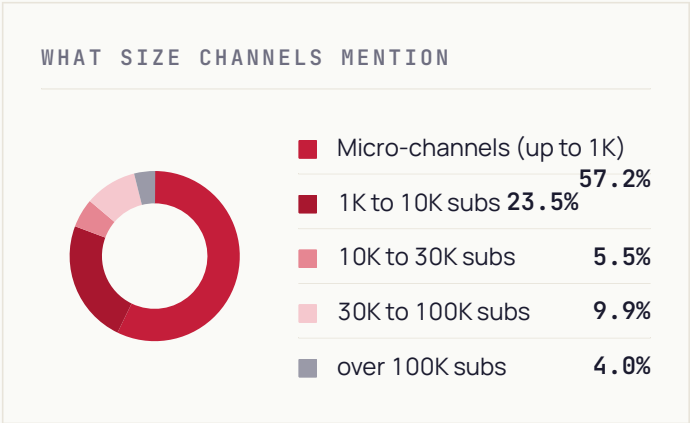
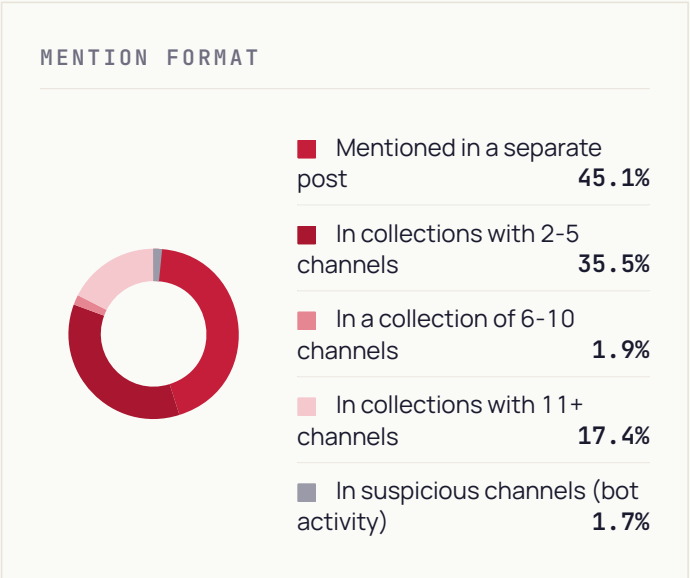
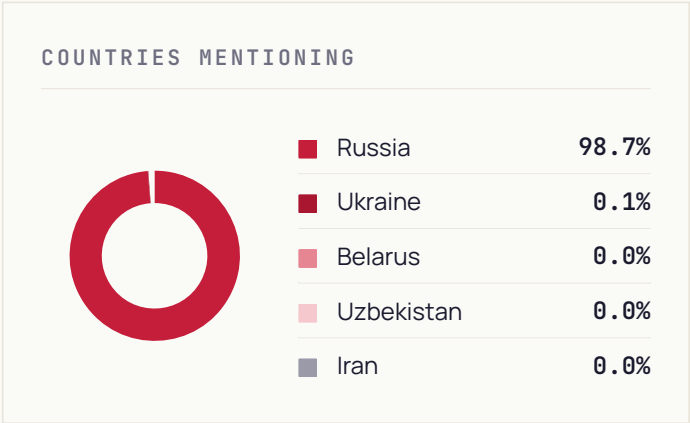
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

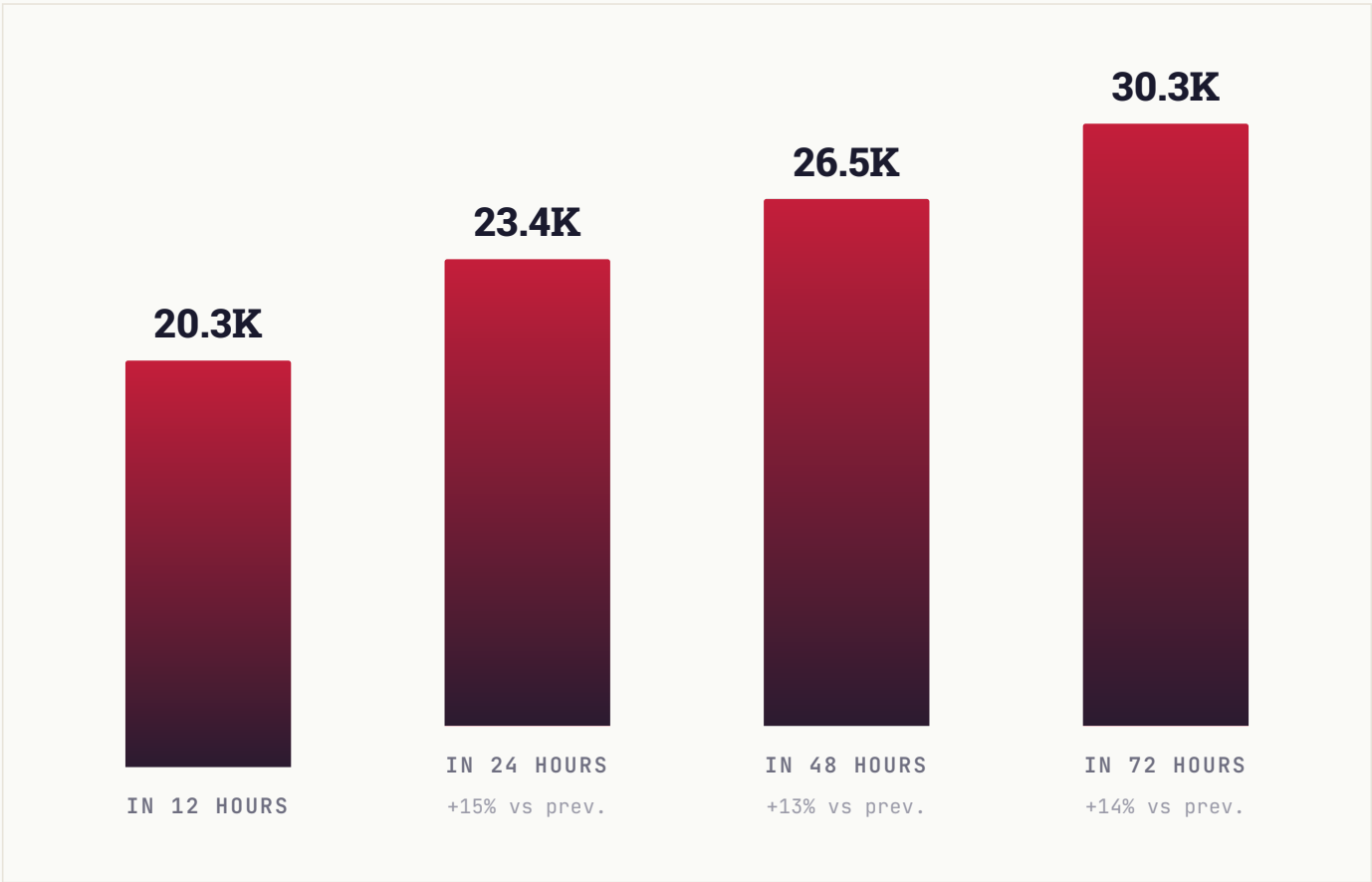
Citation index **99** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K one. All-time channel mentions: **634** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who are your competitors

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

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	692.9K
UN Un Normal	602.4K
FI Fighterbomber	520.5K
AB Auto.ru	495.8K
GA Garage	485.6K
AB AVTOZAKAZ.RU	480.7K
MP Metro St. Petersburg YOU	102.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 98 — early growth stage. Niche leader — Cars & Point (3.4M), top-98 median: 203.3K. First goal — enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

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 **145**, they brought **11 958** new subs.

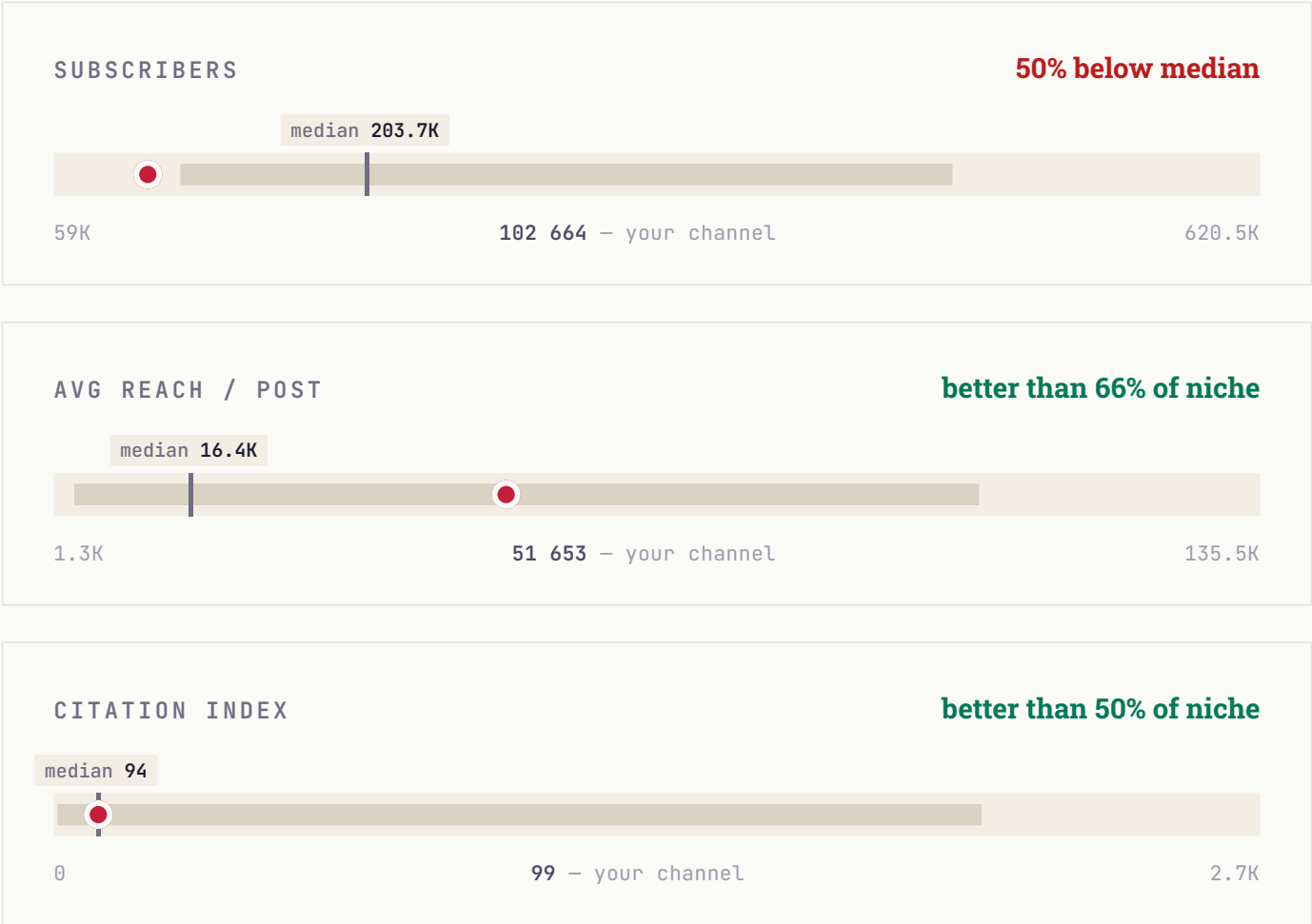
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	20	14	609
Nov 2025	42	25	2 172
Oct 2025	33	17	5 935
Sep 2025	5	5	435
August 2025	17	11	445
July 2025	28	16	2 362

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
145	6	11 958

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Transport» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— 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

Increase posting frequency

Now 2.1 posts/week. Active channels average 7–10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15–25%.

EFFECT

**Video retains
audience
better**

04

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**

05

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 point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **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 on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
