

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Piter Today



@spbtoday

Largest channel about Saint Petersburg. Fast and interesting about Russia's most beautiful city. Send news: @spbtodaybot  
Partnerships: @denmins Included in RKN registry: <https://rkn.link/kXL>

SUBSCRIBERS

**342 882**

-1494 per month

ERR (% SEE POSTS)

**15.0%**

per day 11.1%

REACH/POST

**50.3K**

ad reach 38.1K/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.

|                                                                                                                                                    |                                                                                                                                                             |                                                                                                                                                                                        |                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>342 882</div> <div>—</div>           | <div> SUBS REACH</div> <div>14.66%</div> <div>avg % of subs see post</div> | <div> VIEWS/POST</div> <div>50.3K</div> <div>median 50.8K · 29 days</div>                             | <div> POSTS/DAY</div> <div>14.6</div> <div>~102 per week</div>                     |
| <div> 7D TREND</div> <div>-7.4%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>—</div> <div>MTPROTO only</div>            | <div> POST LENGTH</div> <div>190 chars</div> <div>median 164 · 29 days</div>                          | <div> POSTS ANALYZED</div> <div>434</div> <div>29 days</div>                       |
| <div> AD REACH</div> <div>38.1K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>-1494</div> <div>last month</div>          | <div> CITATION RATE</div> <div>2 771</div> <div>citation index · 5,360 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>8 years 5 months</div> <div>created 05.02.2018</div> |

AI EDITOR SUMMARY

Channel «Piter Today» — 342 882 subs. Each post averages 50.3K people (15% from subs), reach low — need to grow audience. Posts 102 posts per week (~15/day) — very active. Week Jun 29 – Jul 5 reach dropped -7.4% to week Jun 22–28 — worth analyzing.

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 **434** posts in 29 days.
- 02 Dominant format — **Photo** (211/434 posts).
- 03 Avg post length — **190** chars (median 164).
- 04 Peak audience activity — **Tuesday**, 23:00 MSK.
- 05 Top posts get **2x** more views than the weakest (65.4K avg top vs 39.5K worst) — among 434 posts in 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                           |                                                                        |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>23.06 · 16:17</div><div>TEXT</div></div> <div>🤪 Nazi symbols to appear in St. Petersburg metro — Wehrmacht combat unit patches on new floor of Park Pobedy station Floor...</div> | <div>VIEWS</div> <div>67 047</div> <div>REPOSTS</div> <div>1 343</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>19.6%</div> |
| <div><div>Nº2</div><div>23.06 · 18:03</div><div>PHOTO</div></div> <div>🤪 Putin made 'six seven' meme</div>                                                                                                | <div>VIEWS</div> <div>65 051</div> <div>REPOSTS</div> <div>1 262</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>19.0%</div> |
| <div><div>Nº3</div><div>20.06 · 16:21</div><div>TEXT</div></div> <div>! Most powerful day of the year tomorrow, astrologers say June 21 is summer solstice. Not recommended to lend money on...</div>     | <div>VIEWS</div> <div>64 220</div> <div>REPOSTS</div> <div>1 422</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>18.7%</div> |

|                                                                                                                                                                                                                                                                        |                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 23.06 • 20:51 <span>TEXT</span><br> <b>'Dead butt syndrome' awaits all office workers, experts say</b><br><b>Gluteal muscles weaken from prolonged sitting and stop...</b> | <div>VIEWS</div> <div><b>63 027</b></div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div><b>664</b></div> <div>ER</div> <div><b>18.4%</b></div> |
| <b>Nº5</b> 23.06 • 15:17 <span>TEXT</span><br><b>! Russia may cancel marriage registration fee Federation</b><br><b>Council says 350 ruble payment creates negative...</b>                                                                                             | <div>VIEWS</div> <div><b>61 816</b></div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div><b>522</b></div> <div>ER</div> <div><b>18.0%</b></div> |

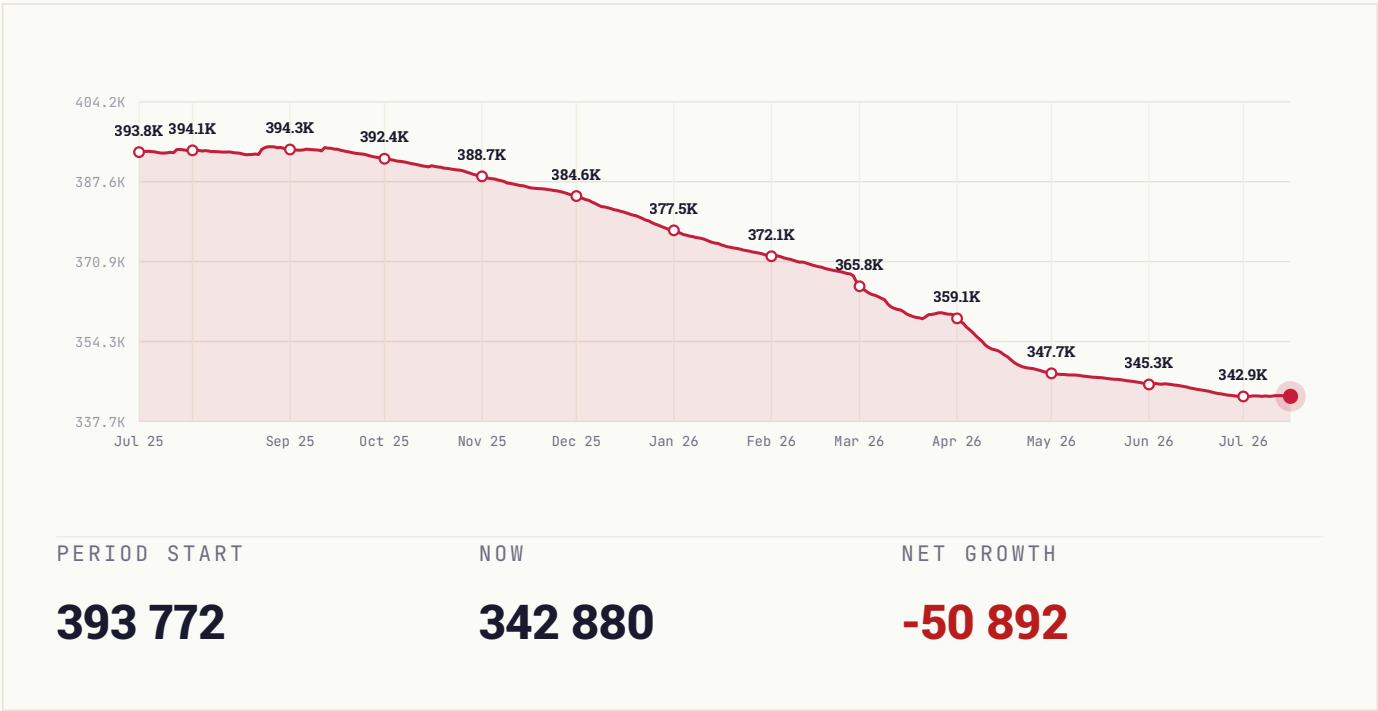
## WORST 3

|                                                                                                                                                                                                |                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ↓ 29.06 • 15:55 <span>VIDEO</span><br> <b>'Zhemchuzhny' beach packed despite Monday</b>                       | <div>VIEWS</div> <div><b>40 094</b></div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div><b>184</b></div> <div>ER</div> <div><b>11.7%</b></div> |
| ↓ 29.06 • 15:13 <span>PHOTO</span><br> <b>Cherry Day is today Do you know how to celebrate?</b>             | <div>VIEWS</div> <div><b>39 735</b></div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div><b>343</b></div> <div>ER</div> <div><b>11.6%</b></div> |
| ↓ 29.06 • 16:05 <span>TEXT</span><br> <b>Family mortgage terms unchanged until Oct 1 – Finance Ministry</b> | <div>VIEWS</div> <div><b>38 766</b></div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div><b>202</b></div> <div>ER</div> <div><b>11.3%</b></div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

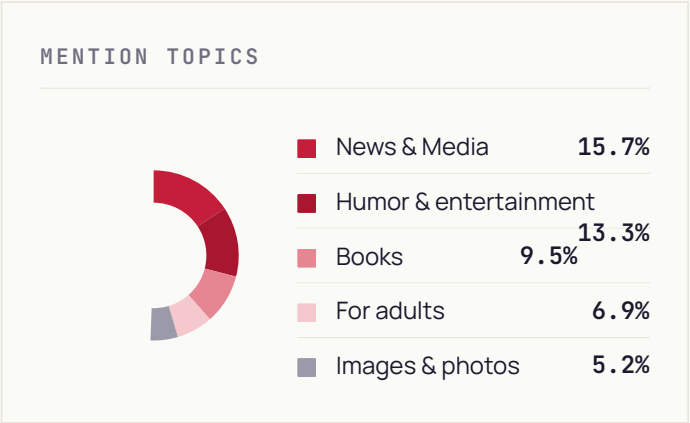
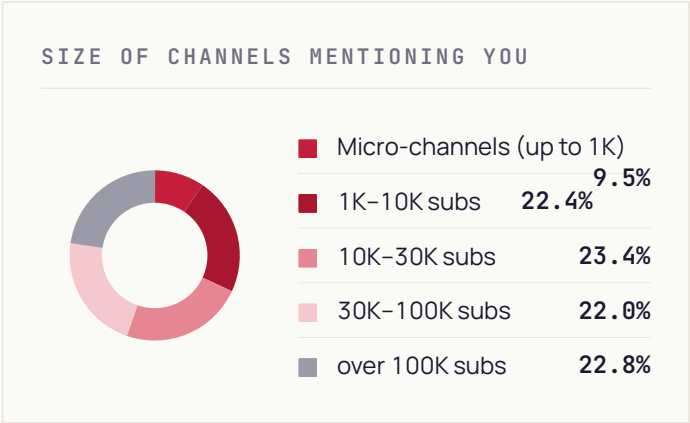
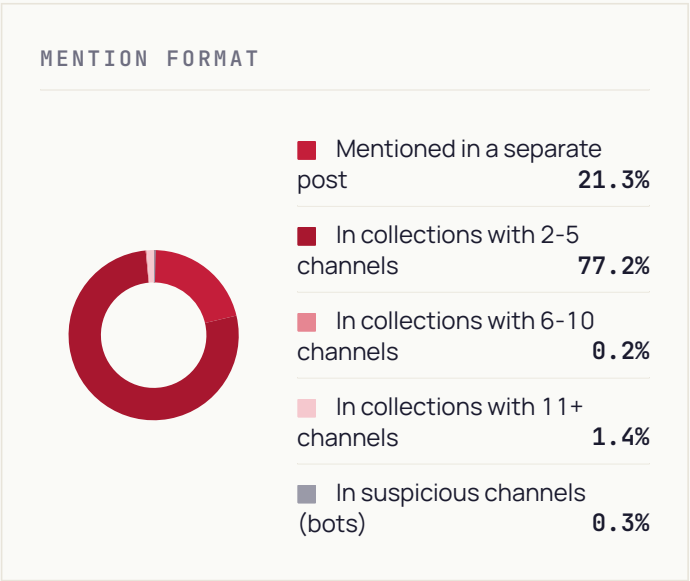
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

# Who mentions the channel and how

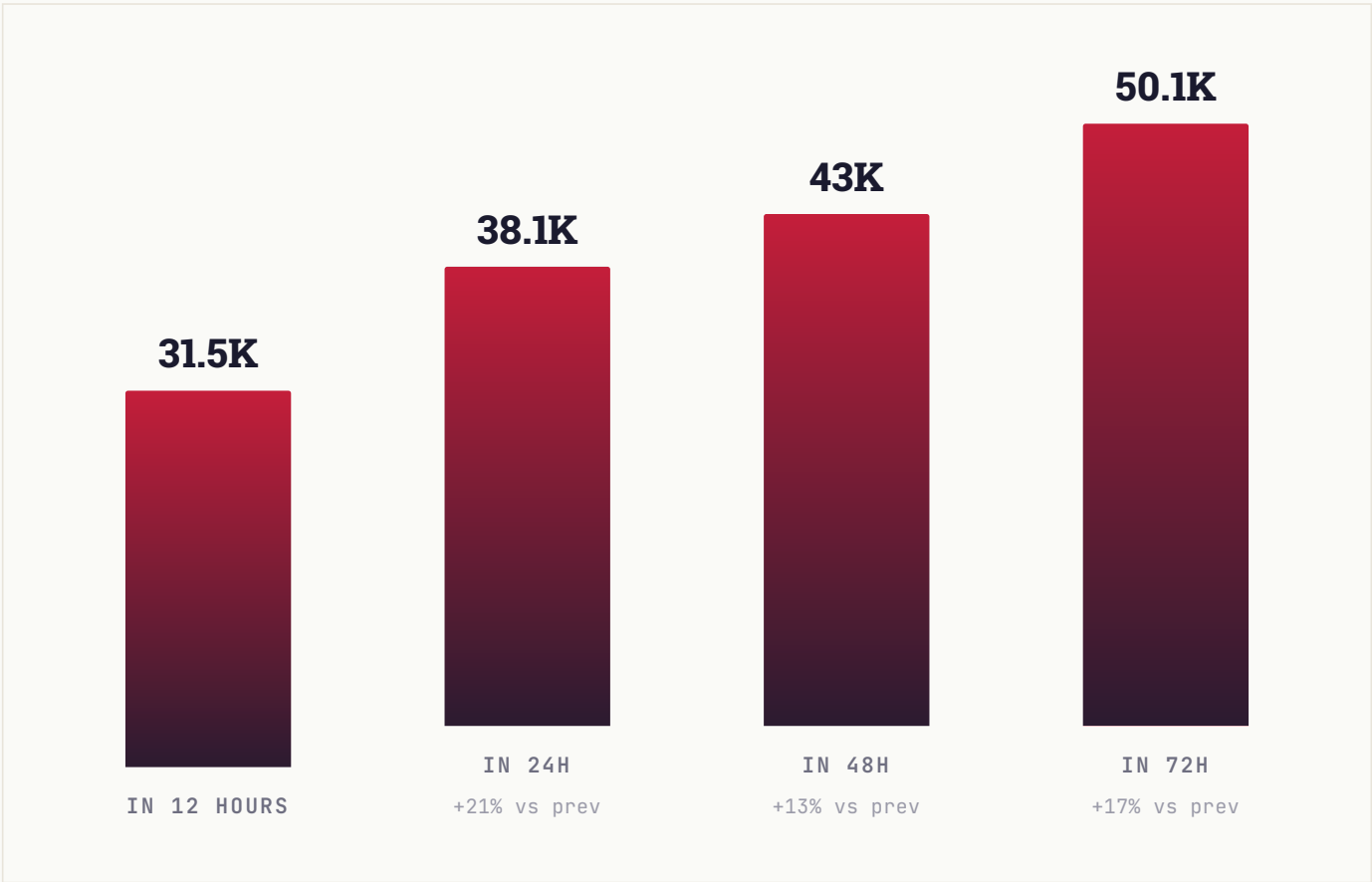
Citation index **2 771** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **5 360** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by 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. Highlighted your channel — shows its rank among niche neighbors.

| CHANNEL                                                | SUBSCRIBERS |
|--------------------------------------------------------|-------------|
| <div>خ</div> اخبار فوری خبر فوری جنگ امریکا فوری       | 6M          |
| <div>خ ا</div> خبر فوری   اخبار فوری   جنگ فوری امریکا | 4.7M        |
| <div>خب</div> خبر فوری                                 | 4.4M        |
| <div>کا</div> کانال اخبار فوری   خبر فوری              | 4.3M        |
| <div>PE</div> Live Broadcast • News                    | 4.1M        |
| <div>TL</div> Topor Live                               | 4.1M        |
| <div>M•</div> Moskvach • Moscow News                   | 3.8M        |
| <div>M-</div> Moscow is interesting                    | 3.4M        |
| <div>PM</div> First Moscow                             | 3.2M        |
| <div>TP</div> Trukha ⚡ Ukraine                         | 3.1M        |
| <div>PS</div> Piter Today <div>YOU</div>               | 342.9K      |

COMPARATIVE INSIGHT

Channel not yet outside top-97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **115**, they brought **3 086** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS |
|---------------|----------|----------|---------|-------------|
| January 2026  | 9        | 9        | 0       | <div></div> |
| December 2025 | 12       | 10       | 0       | <div></div> |
| Nov 2025      | 27       | 25       | 0       | <div></div> |
| Oct 2025      | 14       | 10       | 215     | <div></div> |
| Sep 2025      | 29       | 24       | 874     | <div></div> |
| August 2025   | 24       | 11       | 1 997   | <div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 115            | 6              | 3 086                 |

## 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 bar representing the range of values in the niche, with a darker beige segment indicating the median. A vertical line marks the median value, and a red dot indicates the channel's performance. The channel's performance is consistently below the median in all three metrics.

### SUBSCRIBERS

74% below median

median 1.3M

498.9K 342 882 — your channel 4.1M

### AVG REACH / POST

46% below median

median 93.7K

733 50 254 — your channel 443.8K

### CITATION INDEX

better than 55% of niche

median 1.9K

0 2 771 — your channel 11.2K

| Metric           | Channel Value | Median | Comparison               |
|------------------|---------------|--------|--------------------------|
| Subscribers      | 342,882       | 1.3M   | 74% below median         |
| Avg Reach / Post | 50,254        | 93.7K  | 46% below median         |
| Citation Index   | 2,771         | 1.9K   | better than 55% of niche |

## — SECTION 09 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

**01****Top post of the week — on Tuesday**

Audience most active at this time and 23:00 MSK.

EFFECT

**Best window  
for an  
important post****02****System 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****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**

Cross-post with same-niche channels once a quarter.  
No need daily — 2-3 collabs bring 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 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.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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