

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Coffee & Tickets (in St. Petersburg)



@v_poiskax_chuda

About travel and St. Petersburg. City stories. Registered with RKN:
<https://gosuslugi.ru/snet/67ad9a1175b36e054e04de83> Channel
author @saraeva_yulia

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
96 525	7.0%	6.1K
02.07.2026 -445 per month	per day 3.3% HTTPS: // PROMTPRESS.COM/AUDIT/V_POISKAX_CHUDA	ad reach 3.2K/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 96 525 —	 SUBSCRIBER REACH 6.35% avg % subs see post	 VIEWS/POST 6.1K median 6.3K · 29 days	 POSTS/WEEK 15.3 for period
 7D TREND -5.3% vs previous week	 REACTIONS/POST 70.2 Total 4,496 reactions, 3,943 reposts, 451 comments	 POST LENGTH 526 chars median 376 · 29 days	 POSTS ANALYZED 64 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -445 last month	 CITATION RATE 342 Citation index · 737 channels mentioned ever	 CHANNEL AGE 8 years 6 months created 15.12.2017

AI EDITOR SUMMARY

Channel «Coffee & Tickets (in St. Petersburg)» — 96 525 subs. Each post avg views 6.1K people (6% from subs), reach low — need to grow audience. Publishes 15 posts/week (~2/day) — regular schedule. Week Jun 15–21 reach dropped -5.3% to week Jun 8–14 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **64** posts in 29 days.
- 02 Dominant format – **Photo** (44/64 posts).
- 03 Avg post length – **526** chars (median 376).
- 04 Peak audience activity – **Wednesday**, 21:00 MSK.
- 05 Top posts get **2×** More views than weakest (8.1K avg top vs 4.9K worst) – among 64 posts in 29 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 07:58 PHOTO Breakfast at «Start» «Start» is one of those places that wins you over with its integrity. The sports concept is flawlessly executed: from...	VIEWS 8 662 REP. 97	REACTIONS 110 ER 9.0%
Nº2 08.06 · 16:52 PHOTO «Shashlychniki»: shashlik + tinctures «Shashlychniki» is a new project by an experienced team, where St. Petersburg bar format meets...	VIEWS 7 848 REP. 179	REACTIONS 89 ER 8.1%
Nº3 10.06 · 18:21 PHOTO Coffee at the Russian Museum: «Cafe Benois» It's great to see decent coffee spots appearing in iconic St. Petersburg locations: first the House...	VIEWS 7 709 REP. 118	REACTIONS 113 ER 8.0%

Nº4 04.06 • 07:15 VIDEO Have you been to the new cutlet place at Sytny Market yet? :) 📺 video source: the cutlet place itself	VIEWS 7 485 REACTIONS 125 REP. 212 ER 7.8%
Nº5 11.06 • 17:27 PHOTO Huge giveaway from Saigo/Prosa & Korokhleba restaurants ⚡ 34 PRIZES: ★10 cocktails at Saigo ★10 coffees at Prosa ★10...	VIEWS 7 301 REACTIONS 111 REP. 78 ER 7.6%

WORST 3

↓ 27.06 • 09:15 PHOTO Coffee route across islands: stop at Mer kaffe ☕ 7 days – 7 coffee shops! The Avgvst coffee team mapped a route across different islands...	VIEWS 5 120 REACTIONS 84 REP. 44 ER 5.3%
↓ 27.06 • 08:32 PHOTO Berry burst on Petrograd side – Kona cafe added tornado roll from Japanese biscuit with strawberry and ice cream cream. Already on...	VIEWS 4 793 REACTIONS 136 REP. 148 ER 5.0%
↓ 26.06 • 15:44 PHOTO And we continue our big giveaway of 34 prizes with dinners at restaurants, cocktails, and coffee. You still have time to enter! All...	VIEWS 4 719 REACTIONS 27 REP. 2 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

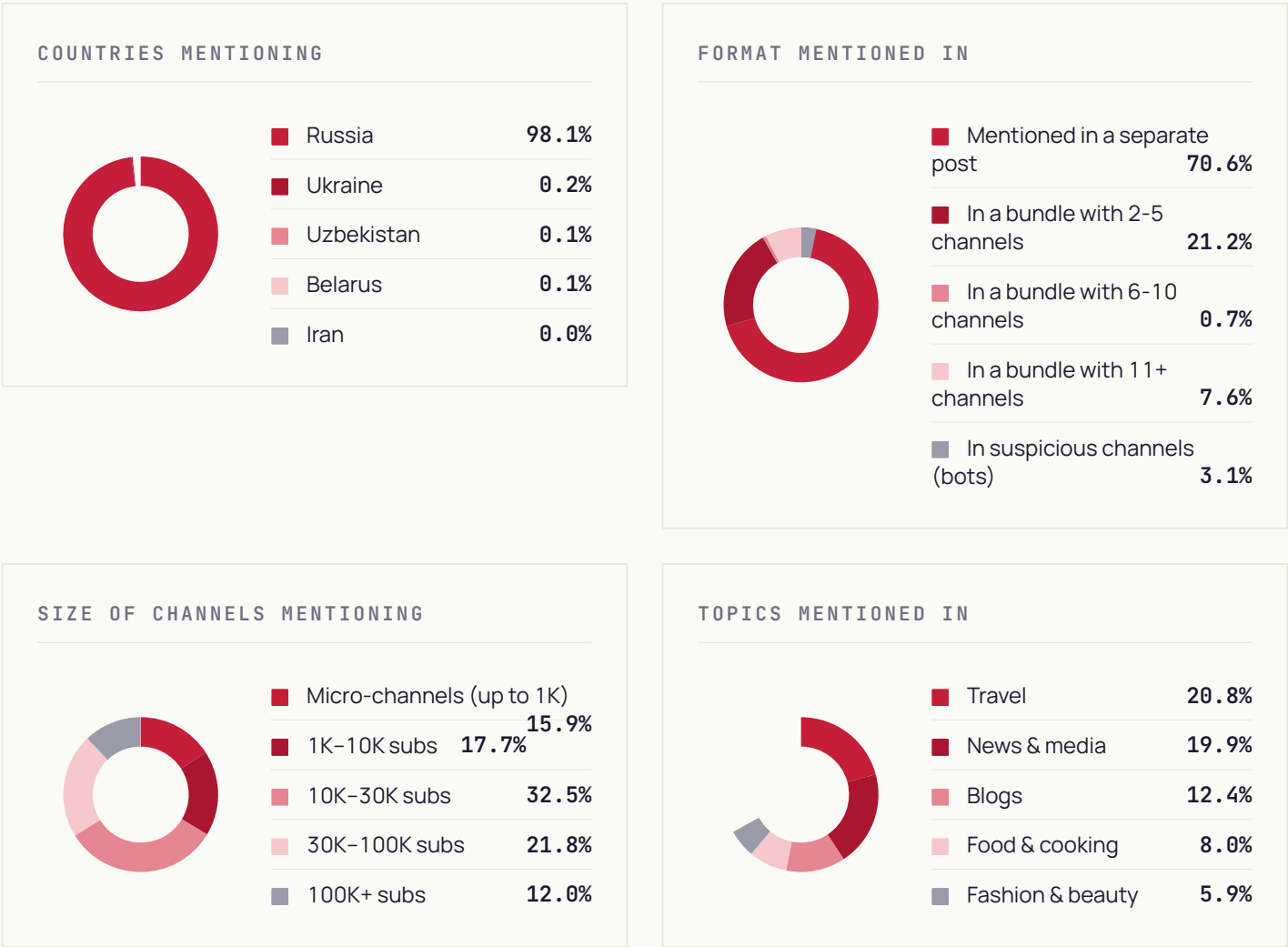
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

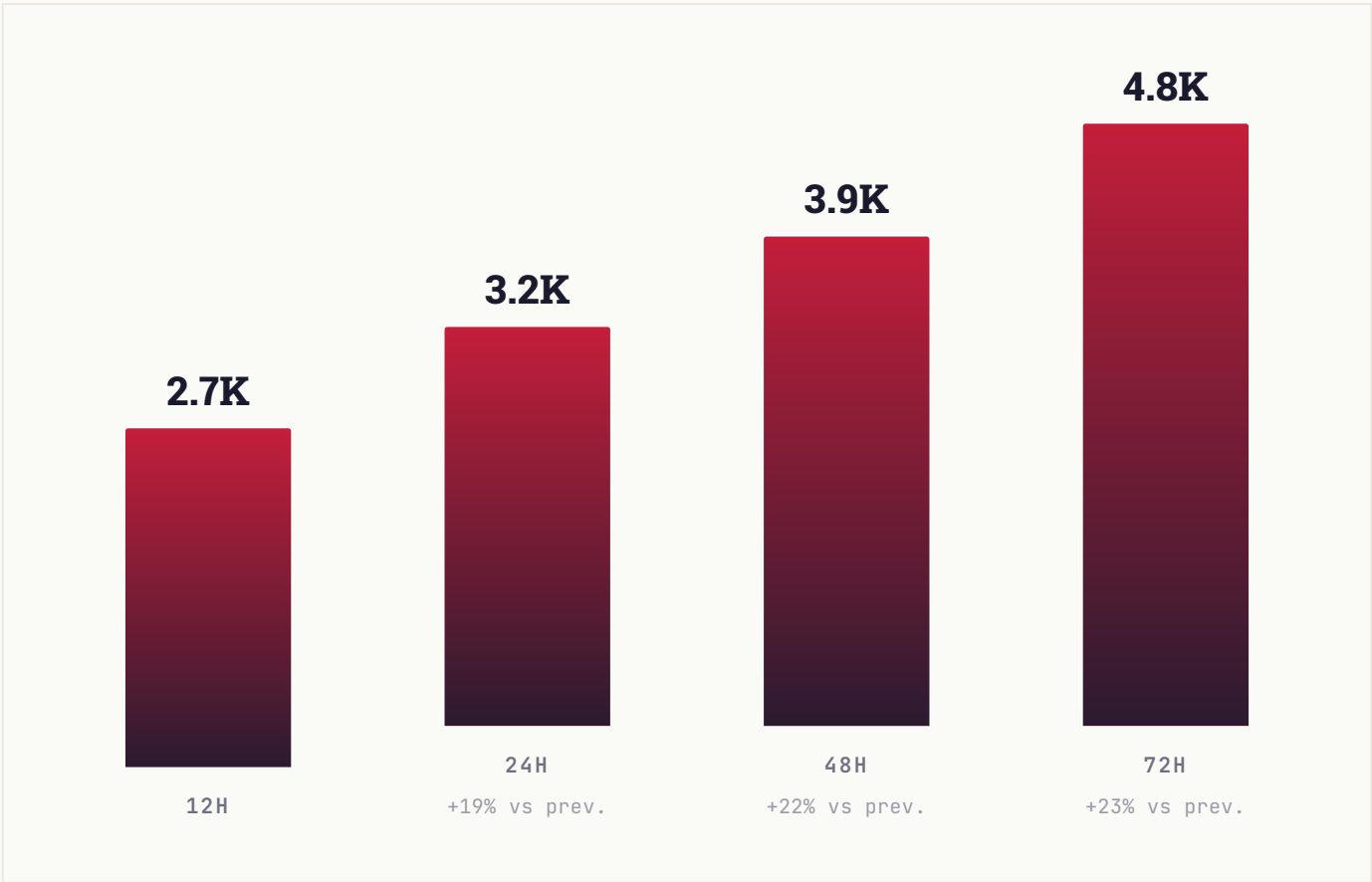
Citation index **342** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **737** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
CI Coffee & Tickets (in St. Petersburg) YOU	96.5K

COMPARATIVE CONCLUSION

Channel is not yet outside top 97 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-97 median: 158.9K. First goal — enter top-97 through systematic traffic & 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: **72**, they brought **2 449** new subs.

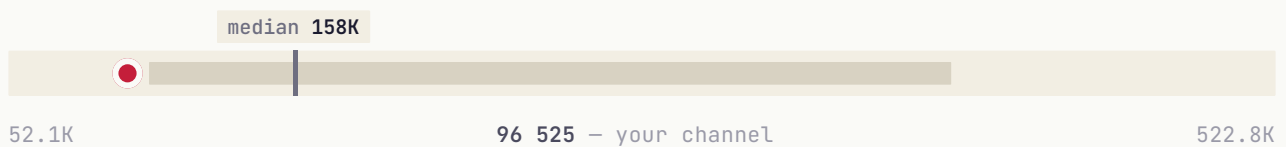
PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Jan 2026	9	7	189
December 2025	23	8	364
November 2025	9	8	428
October 2025	13	11	643
Sep 2025	8	6	416
August 2025	10	7	409
TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED	
72	6	2 449	

— SECTION 08 • NICHE COMPARISON

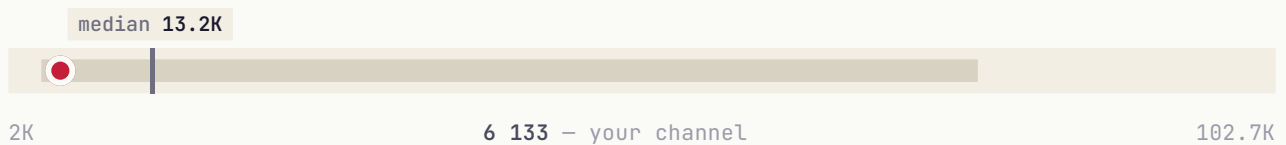
Where the channel stands in its league

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

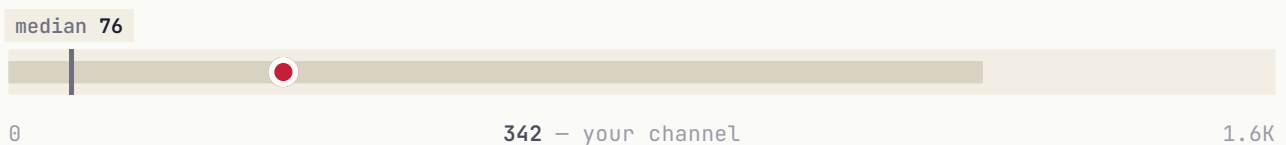
SUBSCRIBERS

worse than median by 39%

AVG REACH / POST

worse than median by 54%

CITATION INDEX

better than 59% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

Main post of the week — on Wednesday

Audience is most active on this day at 21:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

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

EFFECT

Video holds audience better
- 03

ER below niche benchmark — rethink formats

Current ER 6.35% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+1.2pp ER
- 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on 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
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02	Contact manager	t.me/PromptPress_manager
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