

PUBLIC REPORT BY PROMTPRESS

Channel audit

Margo about Travel



@margosha_ro

No. 7656913475 Visited 36 countries 🌍 Sharing beautiful places, verified hotels & routes worth saving. Everything that makes travel special ✨ Collab: <https://clck.ru>

SUBSCRIBERS

147 926

+48750 per month

ERR (% SEE POSTS)

30.0%

per day 21.6%

REACH/POST

42.4K

ad reach 28.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Position in «Travel» category

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 147 926 —	 SUBSCRIBER REACH 28.67% avg % subs see post	 VIEWS/POST 42.4K median 42.1K · 26 days	 POSTS/WEEK 4.2 for the period
 7D TREND -6.1% vs previous week	 REACT./POST 561.2 total 8,979 reactions, 2,241 reposts, 0 comments	 POST LENGTH 727 chars median 718 · 26 days	 POSTS ANALYZED 16 26 days
 AD REACH 28.4K 24h avg	 CHURN / MONTH +48750 for the last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 3 years 5 months created 03.02.2023

AI EDITOR SUMMARY

Channel «Margo about Travel» – 147 926 subs. Each post avg views 42.4K people (29% from subs), good reach. Publishes 4 posts per week (~1/day) – rare. For week Jun 22–28 reach dropped -6.1% to the week of Jun 15–21 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 16 posts over 26 days.
- 02 Dominant format – Photo (8/16 posts).
- 03 Avg post length – 727 chars (median 718).
- 04 Audience peak activity – Sunday, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (48.1K avg top vs 40.3K worst) – among 16 posts over 26 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 11:55 VIDEO (captionless post – video)	VIEWS 48 858 REP. 201	REACT. 598 ER 33.0%
Nº2 02.07 · 11:10 VIDEO (captionless post – video)	VIEWS 48 316 REP. 67	REACT. 669 ER 32.7%
Nº3 23.06 · 12:55 VIDEO (captionless post – video)	VIEWS 47 254 REP. 103	REACT. 617 ER 31.9%

Nº4

01.07 • 14:02

PHOTO

What surprised me about Qatar 🇶🇦 Honestly, I expected just a rich country. But Qatar turned out much more interesting. • Among the most...

VIEWS

44 950

REP.

77

REACT.

677

ER

30.4%

Nº5

10.06 • 15:41

PHOTO

A small reason for gastronomic joy ✨ Recently visited Sabor de la Vida again — and I have two wonderful...

VIEWS

44 087

REP.

190

REACT.

554

ER

29.8%

WORST 3



26.06 • 15:58

PHOTO

Next stop — Qatar. 🇶🇦 Invited by Qatar Tourism, we're off to explore one of the most ambitious Middle East destinations...

VIEWS

40 709

REP.

20

REACT.

457

ER

27.5%



27.06 • 10:09

VIDEO

(captionless post — video)

VIEWS

40 114

REP.

184

REACT.

571

ER

27.1%



28.06 • 16:09

PHOTO

Qatar feels like the future in the desert 🇶🇦 Doha looks clean and precise: glass, sand, light, and perfect architecture create...

VIEWS

40 055

REP.

203

REACT.

582

ER

27.1%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

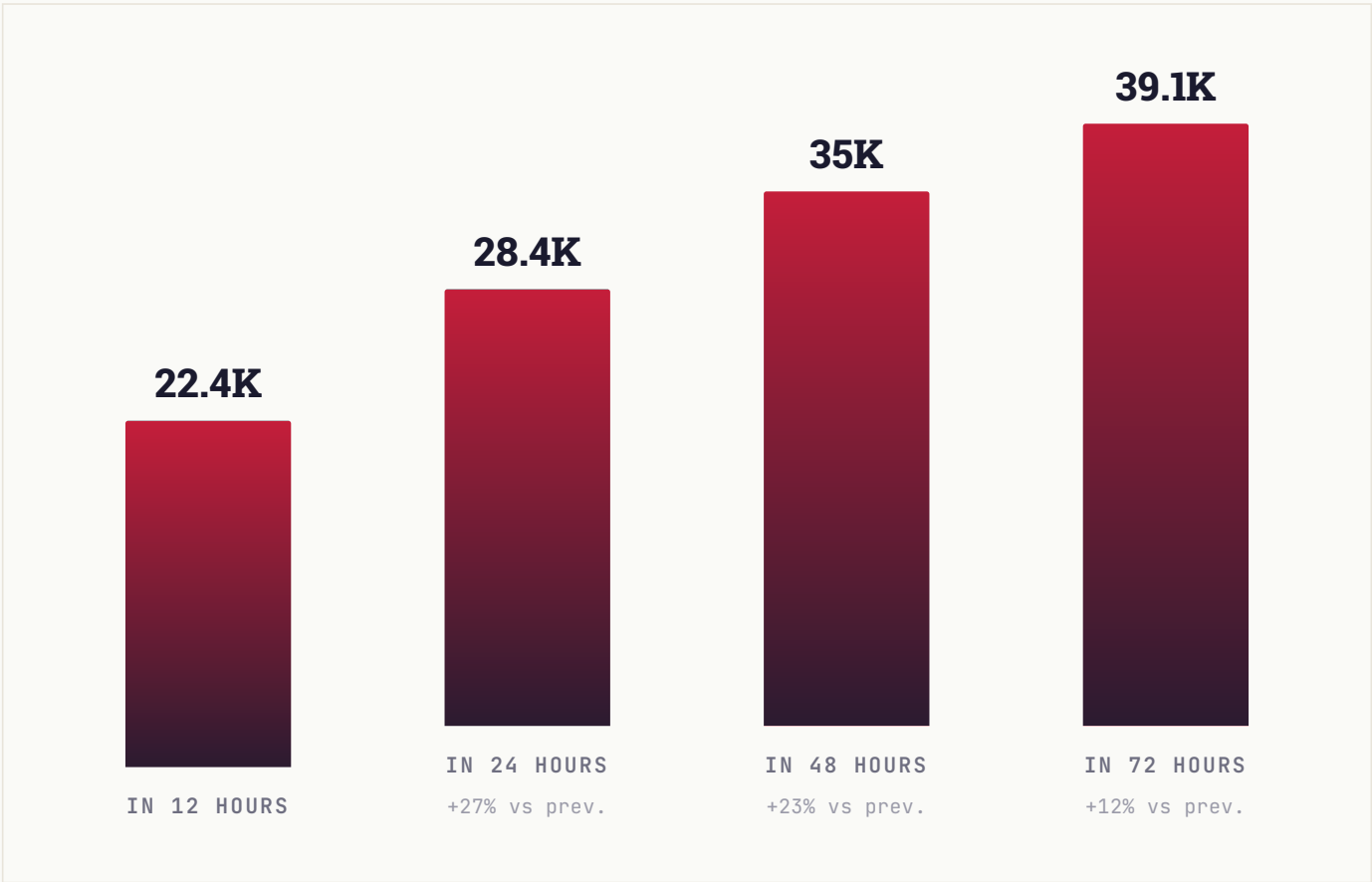
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
YandexYandex Travel	498.7K
Travel TU Tutu	497.1K
Tue Discount train	432.2K
SP How to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
OT Ozon Travel	398.9K
MO Margo about Travel YOU	147.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#51 of 96). Niche median — 151.6K subs. First growth KPI — reach median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 06 · NICHE COMPARISON

Where your channel ranks in its league

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

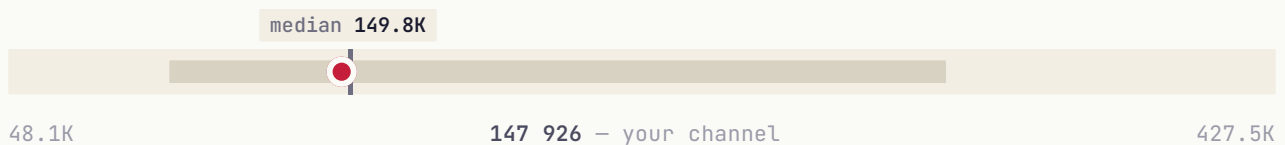
#51/100

POSITION IN NICHE

Channel in the lower half of the ranking

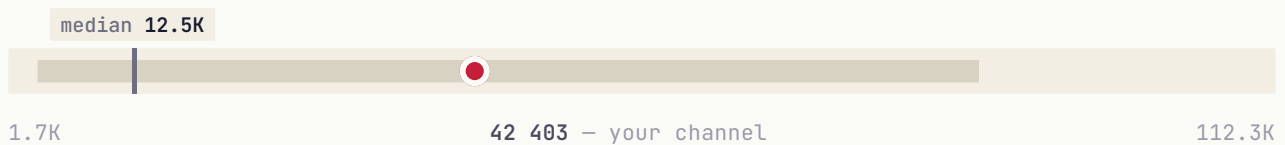
SUBSCRIBERS

worse than median by 1%



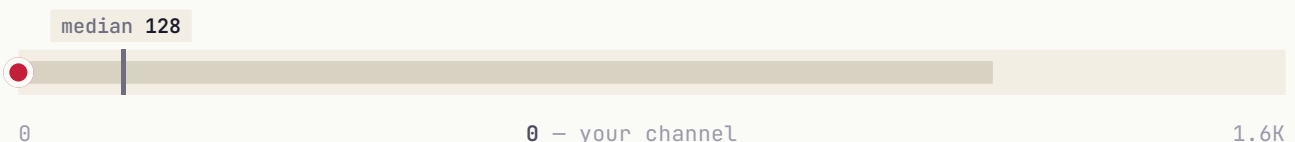
AVG REACH / POST

better than 66% of niche



CITATION INDEX

worse than median by 99%



— SECTION 07 · STRATEGY

What to do right now

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

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 4.2 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency > volume |
| 02 | Top post of the week — Sunday
Audience most active on this day at 14:00 MSK. | EFFECT
Best window for an important post |
| 03 | 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 |
| 04 | Test polls & interactive formats
Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs bring relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads with us and close your growth plan in a month.

01

**Launch ad in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager