

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## AliExpress для авто



@aliexpauto

Everything for your car Collab: @izmailov\_victor PKH: <https://vk.cc/cTLBOI>

SUBSCRIBERS

**170 828**

-1940 per month

ERR (% SEE POSTS)

**9.0%**

per day 5.8%

REACH/POST

**14.9K**

ad reach 9.9K/24h

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# What's inside the report

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6 months · monthly

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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><div></div><div>SUBSCRIBERS</div></div> <div>170 828</div> <div>—</div>           | <div><div></div><div>SUBSCRIBER REACH</div></div> <div>8.73%</div> <div>avg % of subs see post</div>                       | <div><div></div><div>VIEWS/POST</div></div> <div>14.9K</div> <div>median 15.2K · 29 days</div>                                | <div><div></div><div>POSTS/DAY</div></div> <div>8.0</div> <div>~56 per week</div>                      |
| <div><div></div><div>7D TREND</div></div> <div>-6.3%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>24.6</div> <div>only 5,915 reactions, 5,972 reposts, 0 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>268 chars</div> <div>median 258 · 29 days</div>                             | <div><div></div><div>POSTS ANALYZED</div></div> <div>240</div> <div>29 days</div>                      |
| <div><div></div><div>AD REACH</div></div> <div>9.9K</div> <div>24h avg</div>           | <div><div></div><div>CHURN / MONTH</div></div> <div>-1940</div> <div>last month</div>                                      | <div><div></div><div>CITATION RATE</div></div> <div>1 491</div> <div>citation index · 1,158 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>5 years 8 months</div> <div>created 15.10.2020</div> |

AI EDITOR SUMMARY

Channel «AliExpress for Auto» — 170 828 subs. Each post gets avg 14.9K people (9% from subs), reach is low — consider expanding audience. Posts 56 posts per week (~8/day) — active posting. For week 8–14 Jun reach dropped by -6.3% vs week 1–7 Jun — worth investigating why.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **240** posts over 29 days.
- 02 Dominant format — **Video** (201/240 posts).
- 03 Avg post length — **268** chars (median 258).
- 04 Peak audience activity — **Tuesday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (18.6K avg for top vs 12K for worst) — among 240 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                        |                                                                  |                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>24.05 · 17:33</div><div>VIDEO</div></div> <div>Universal electric sunroof, can be installed on any car roof for premium feel. What won't they sell on...</div> | <div>VIEWS</div> <div>18 739</div> <div>REP.</div> <div>27</div> | <div>REACTIONS</div> <div>42</div> <div>ER</div> <div>11.0%</div> |
| <div><div>Nº2</div><div>25.05 · 17:33</div><div>VIDEO</div></div> <div>Foldable trunk organizer, assembles in minutes. Lots of compartments. When not in use...</div>                  | <div>VIEWS</div> <div>18 549</div> <div>REP.</div> <div>31</div> | <div>REACTIONS</div> <div>42</div> <div>ER</div> <div>10.9%</div> |
| <div><div>Nº3</div><div>26.05 · 17:33</div><div>PHOTO</div></div> <div>Iridium 9575 satellite phone, works anywhere. Finds satellites fast everywhere. Liked it...</div>               | <div>VIEWS</div> <div>18 493</div> <div>REP.</div> <div>15</div> | <div>REACTIONS</div> <div>19</div> <div>ER</div> <div>10.8%</div> |

|                                                                                                                                                                                                                             |                                                                  |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº4</div><div>25.05 · 15:33</div><div>VIDEO</div></div> <div>Our traditional off-topic on interesting stuff. Lightweight sports pants in various colors &amp; sizes, reviews say quality is good. Choose...</div> | <div>VIEWS</div> <div>18 252</div> <div>REP.</div> <div>42</div> | <div>REACTIONS</div> <div>18</div> <div>ER</div> <div>10.7%</div> |
| <div><div>Nº5</div><div>25.05 · 13:33</div><div>VIDEO</div></div> <div>Tri-color LED fog lights, very bright per video. Can shine yellow, white, or both...</div>                                                           | <div>VIEWS</div> <div>18 215</div> <div>REP.</div> <div>12</div> | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>10.7%</div> |

|

WORST 3

|                                                                                                                                                                                               |                                                                  |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>20.06 · 09:33</div><div>PHOTO</div></div> <div>Budget-friendly new cast iron engine G4EE, used in Hyundai Accent, Getz, Kia Rio. Simple and...</div>                    | <div>VIEWS</div> <div>12 152</div> <div>REP.</div> <div>11</div> | <div>REACTIONS</div> <div>22</div> <div>ER</div> <div>7.1%</div> |
| <div><div>↓</div><div>20.06 · 12:03</div><div>VIDEO</div></div> <div>Tiny magnetic flashlight, surprisingly bright. Can be used for anything, e.g. in garage for...</div>                     | <div>VIEWS</div> <div>11 921</div> <div>REP.</div> <div>18</div> | <div>REACTIONS</div> <div>12</div> <div>ER</div> <div>7.0%</div> |
| <div><div>↓</div><div>20.06 · 10:33</div><div>VIDEO</div></div> <div>Compact Bluetooth speaker from Xiaomi. Plays loud enough. Reviews note good sound quality and solid build. Also...</div> | <div>VIEWS</div> <div>11 881</div> <div>REP.</div> <div>14</div> | <div>REACTIONS</div> <div>22</div> <div>ER</div> <div>7.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

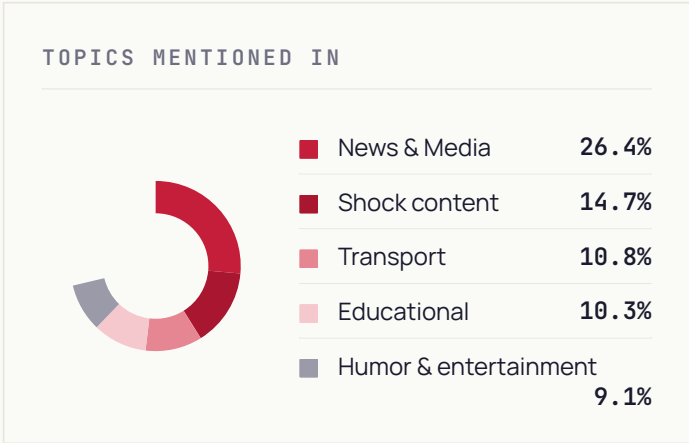
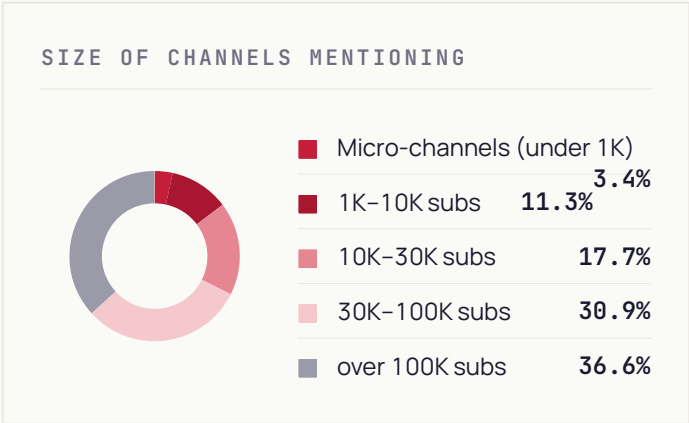
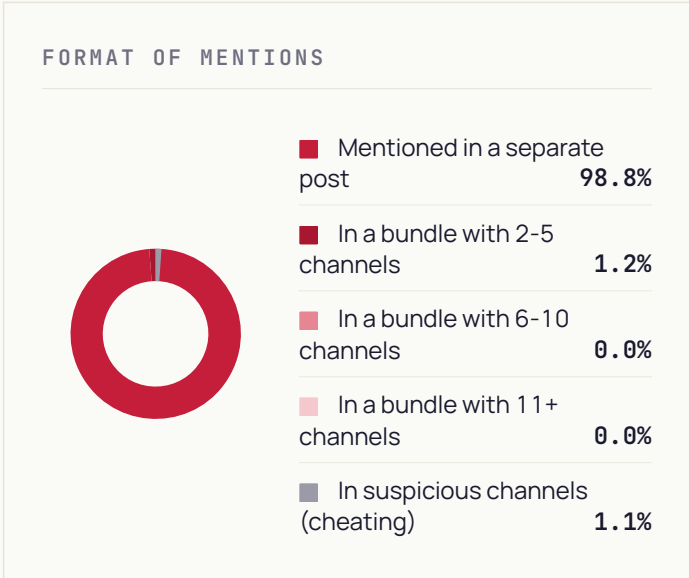
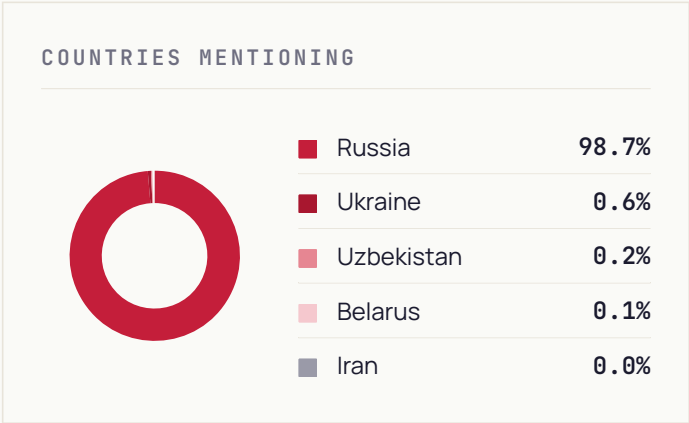
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel & how

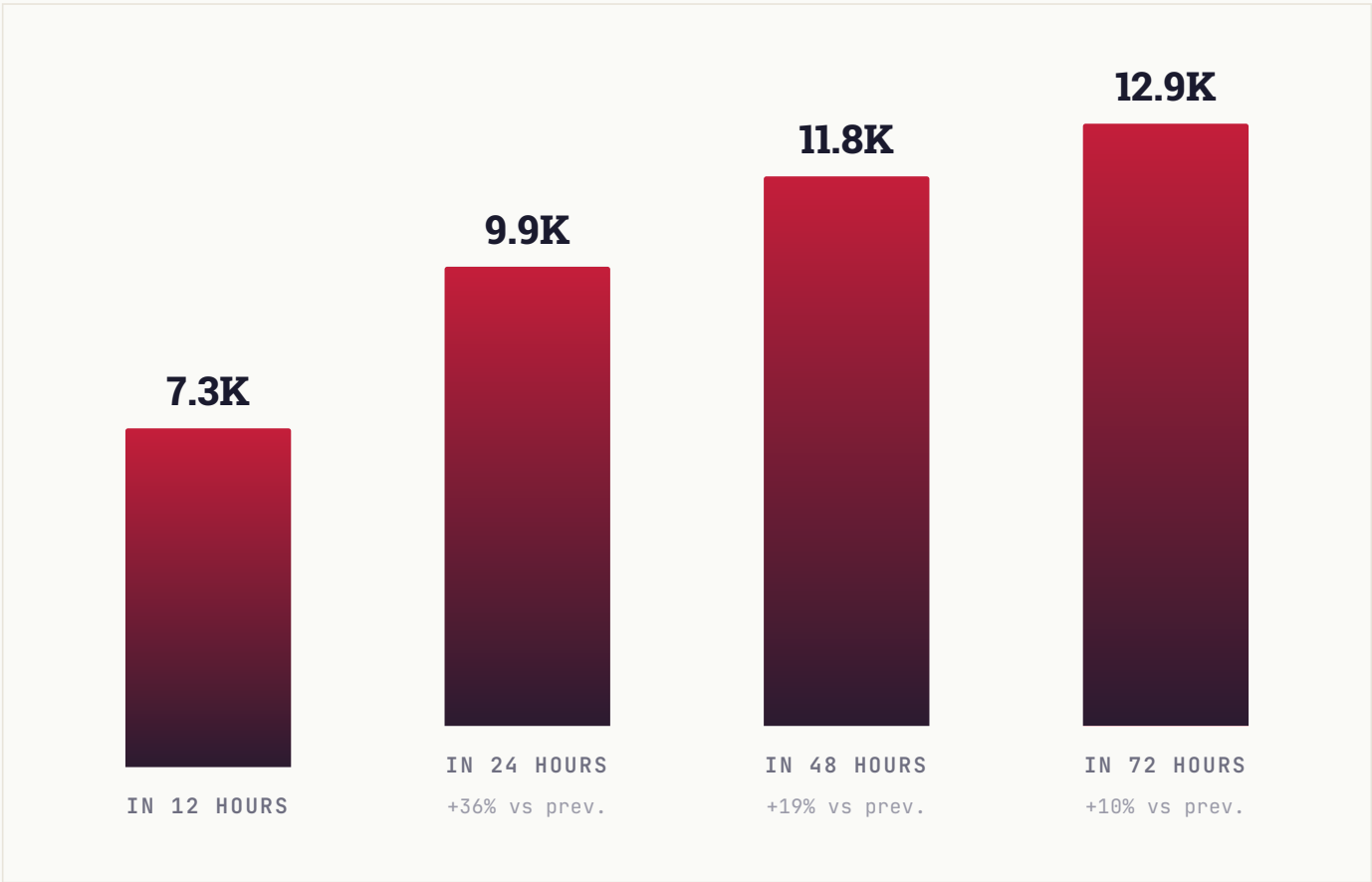
Citation index **1 491** — channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 158** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                    | SUBSCRIBERS |
|--------------------------------------------|-------------|
| TI Cars & Point                            | 3.4M        |
| AB Автомания                               | 1.8M        |
| WE WENGALLBI                               | 1M          |
| DS Dubrovsky Syndicate   Zhekich Dubrovsky | 694K        |
| FI Fighterbomber                           | 520.8K      |
| AB Авто.ру                                 | 497.5K      |
| GA Garage                                  | 487K        |
| AB АВТОЗАКАЗ.РУ                            | 479.8K      |
| ZR Behind the Wheel                        | 473.8K      |
| AB Автоинструктор                          | 466.8K      |
| AD AliExpress для авто YOU                 | 170.8K      |

COMPARATIVE CONCLUSION

Channel in top half of niche (#47 of 98). Niche leader — Cars & Point (3.4M), median subs 166K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

# 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 **1 895**, they brought **38 993** new subs.

| PERIOD         | MENTIONS | CHANNELS | SUBS ACQUIRED |
|----------------|----------|----------|---------------|
| December 2025  | 369      | 368      | 6 628         |
| November 2025  | 443      | 406      | 10 500        |
| October 2025   | 450      | 415      | 12 679        |
| Sep 2025       | 133      | 133      | 2 432         |
| August 2025    | 484      | 468      | 6 372         |
| July 2025      | 16       | 16       | 382           |
| TOTAL MENTIONS |          |          |               |
| 1 895          |          |          |               |
| MONTHS OF DATA |          |          |               |
| 6              |          |          |               |
| SUBS ATTRACTED |          |          |               |
| 38 993         |          |          |               |

SECTION 08 · NICHE COMPARISON

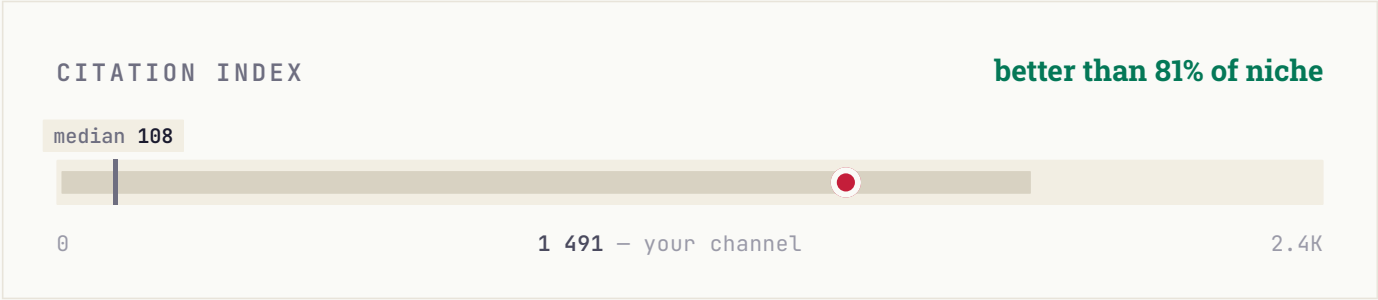
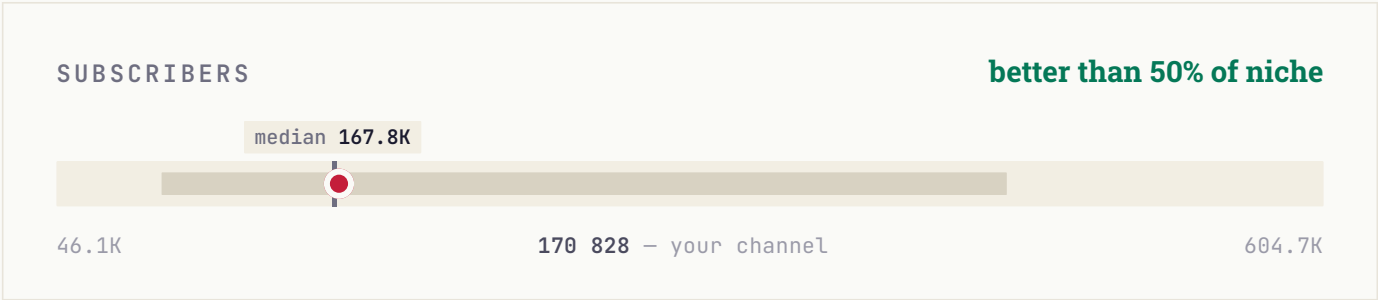
# Where the channel stands in its league

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

#47/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                   |                                                               |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>01</b> | <b>Main post of the week — on Tuesday</b>                                                                                                                                         | <small>EFFECT</small><br><b>Best time for important posts</b> |
|           | Audience is most active on this day at 20:00 MSK.                                                                                                                                 |                                                               |
| <b>02</b> | <b>System traffic buying</b>                                                                                                                                                      | <small>EFFECT</small><br><b>+1000-3000 subs</b>               |
|           | Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. |                                                               |
| <b>03</b> | <b>Test polls &amp; interactive formats</b>                                                                                                                                       | <small>EFFECT</small><br><b>+5-15% ER</b>                     |
|           | Posts with polls/reactions usually boost ER by +5-15%.<br>One weekly poll on a hot topic — easy growth lever.                                                                     |                                                               |
| <b>04</b> | <b>Cross-promo with similar channels</b>                                                                                                                                          | <small>EFFECT</small><br><b>Growth from relevant audience</b> |
|           | Quarterly cross-posting with same-segment channels.<br>Not daily — 2-3 collabs give relevant growth.                                                                              |                                                               |
| <b>05</b> | <b>Update channel description for Telegram search</b>                                                                                                                             | <small>EFFECT</small><br><b>Organic traffic source</b>        |
|           | Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.                                                                                              |                                                               |

★ WHAT'S NEXT

# Want us to do it PromptPress?

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

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01 **Launch ads on  
Telegram**

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

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02 **Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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