

PUBLIC REPORT BY PROMTPRESS

Channel audit

Aliexpress

Халява | Скидки | Китай



@alikzbs_aliexpress

Biggest AliExpress channel worldwide — all freebies from AliExpress

Ads: @Ivan13 RKN: <https://rkn.link/I9z>

SUBSCRIBERS

249 280

17.06.2026 ⁻²⁰³³ per month

ERR (% WHO SEE
POSTS)

3.0%

[HTTPS://PROMTPRESS.COM/AUDIT/ALIKZBS_ALIEXPRESS](https://promptpress.com/audit/alikzbs_aliexpress)
per day ^{1.7%}

REACH/POST

5.8K

ad reach ^{4.3K}/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 249 280 —	 SUBSCRIBER REACH 2.32% avg % subs see post	 VIEWS/POST 5.8K median 5.9K · 29 days	 POSTS/DAY 19.2 ~135 per week
 7D TREND -11.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 495 chars median 496 · 29 days	 POSTS ANALYZED 577 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH -2033 last month	 CITATION RATE 718 citation index · 771 channels mentioned ever	 CHANNEL AGE 6 years 8 months created 05.10.2019

AI EDITOR SUMMARY

Channel «Aliexpress Freebies | Discounts | China» — 249 280 subs. Each post averages 5.8K people (2% subs), reach is low — consider expanding audience. Publishes 135 posts per week (~19/day) — very active posting. For week Jun 1–7 reach dropped -11.2% vs week May 25–31 — worth analyzing reasons.

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 577 posts in 29 days.
- 02 Dominant format — Photo (401/577 posts).
- 03 Avg post length — 495 chars (median 496).
- 04 Audience activity peak — Monday, 22:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (7.4K avg top vs 4.8K worst) — among 577 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 19:22 PHOTO Travel notebook Ledger A6 https://ali.click/ehusc1f?erid=2SDnjc4m2kz 577P Notebook for notes, tickets, photos, stickers, and details of your...	VIEWS 7 566 REP. 7	REACTIONS — ER 3.0%
Nº2 27.05 · 19:22 PHOTO Digital photo scanner QPIX FS610 22 MP https://ali.click/busld1f?erid=2SDnjbvsteW 8,349 P Photo scanner that breathes new life into...	VIEWS 7 374 REP. 26	REACTIONS — ER 3.0%
Nº3 24.05 · 18:21 PHOTO Electric bike High Carbon Steel, 24 inch https://ali.click/c7usclt?erid=2SDnjeuKKZL 101,915P Has 21 speeds. Handlebar mounted...	VIEWS 7 349 REP. 25	REACTIONS — ER 2.9%

Nº4 18.05 • 19:22 PHOTO Women's cowhide bag https://ali.click/qat2blo?erid=2SDnjdEu6Ne 2 952 ₺ Bag made of thick leather – won't crack over time, and...	VIEWS 7 344 REACTIONS — REP. 7 ER 2.9%
Nº5 25.05 • 19:52 VIDEO Men's T-shirt [Yandex.Market] https://market.yandex.ru/cc/9WDyws?erid=5jtCeReNx12oajzdWFLFyzG 564 ₺ Cotton men's T-shirt —...	VIEWS 7 267 REACTIONS — REP. 5 ER 2.9%

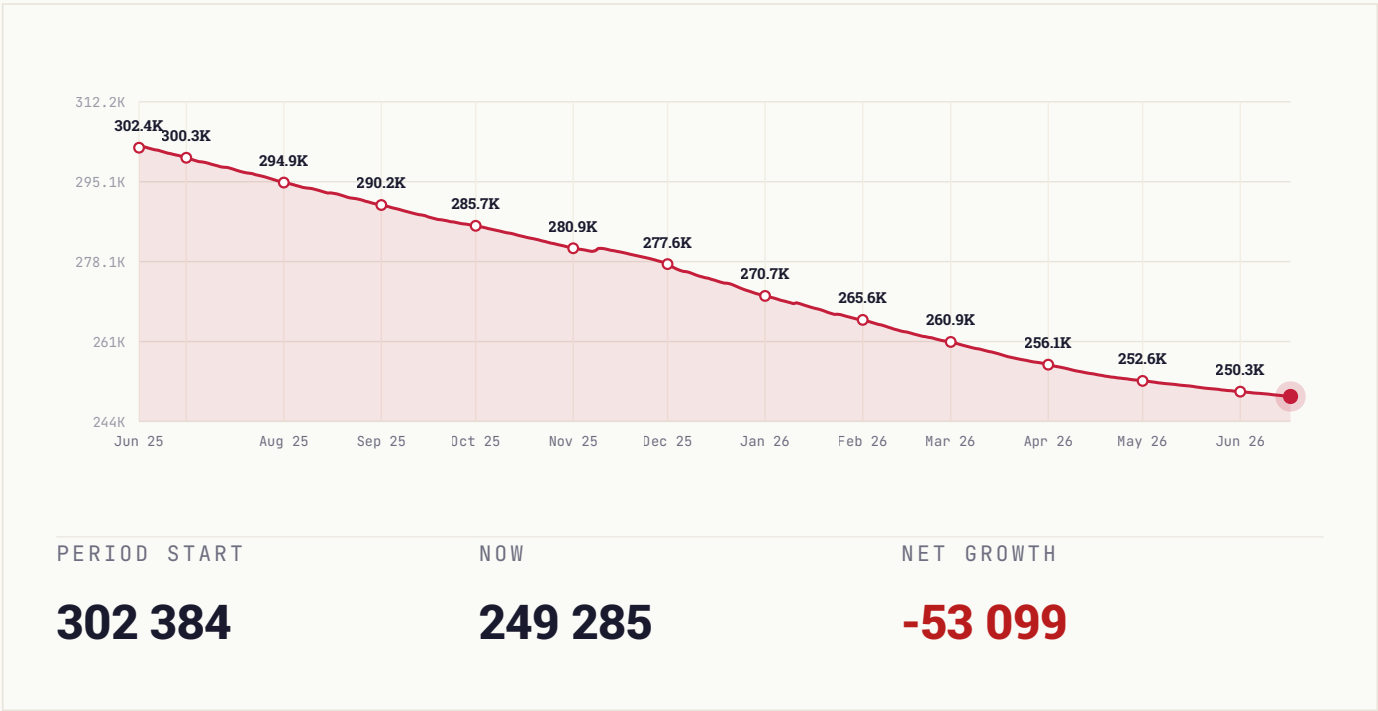
WORST 3

↓ 12.06 • 07:10 VIDEO Cleansing gel with AHA/BHA acids and niacinamide https://clck.ru/3SzZip 567 ₺ Cleansing gel effectively cleanses skin from...	VIEWS 4 859 REACTIONS — REP. 3 ER 1.9%
↓ 12.06 • 10:13 PHOTO We've picked products for a look under 5000₺ Lace women's tank top – a versatile summer top that fits...	VIEWS 4 839 REACTIONS — REP. 4 ER 1.9%
↓ 12.06 • 11:44 PHOTO Razor (with 26 replacement cartridges)...	VIEWS 4 720 REACTIONS — REP. 5 ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

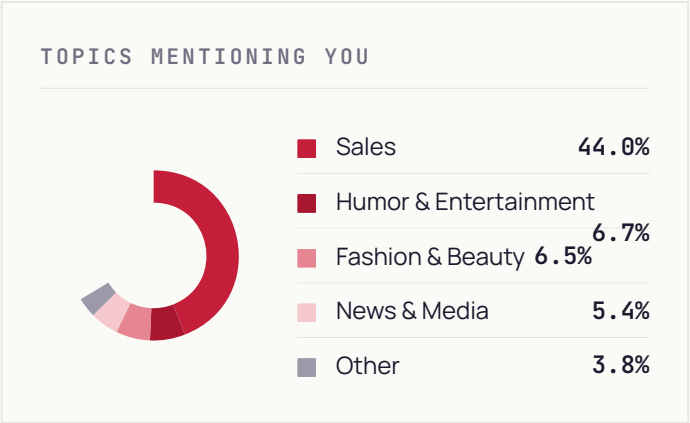
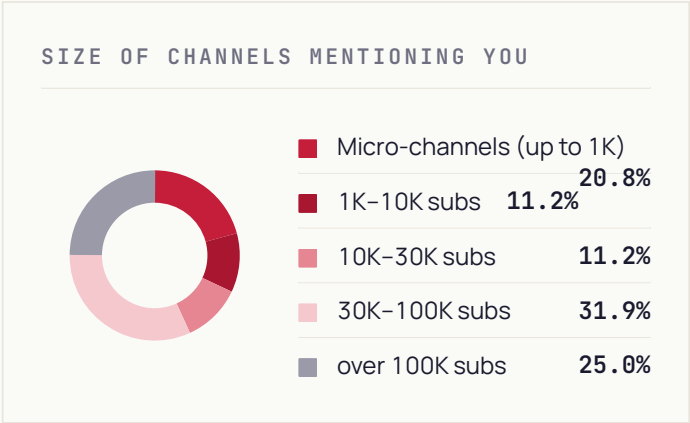
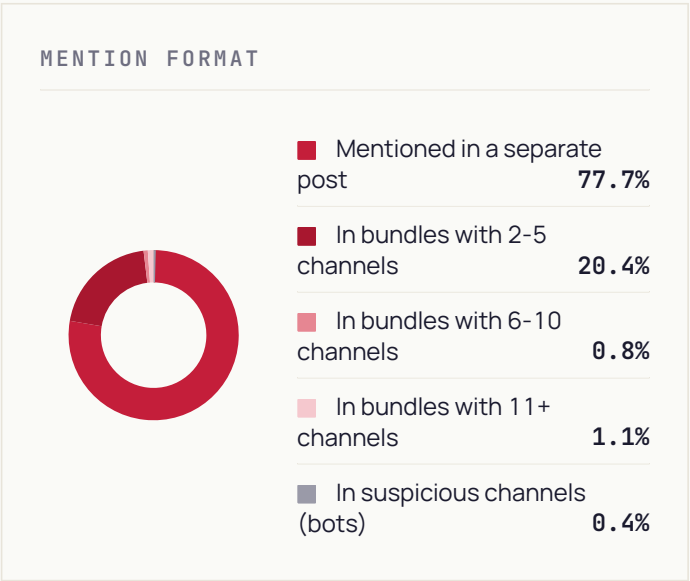
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

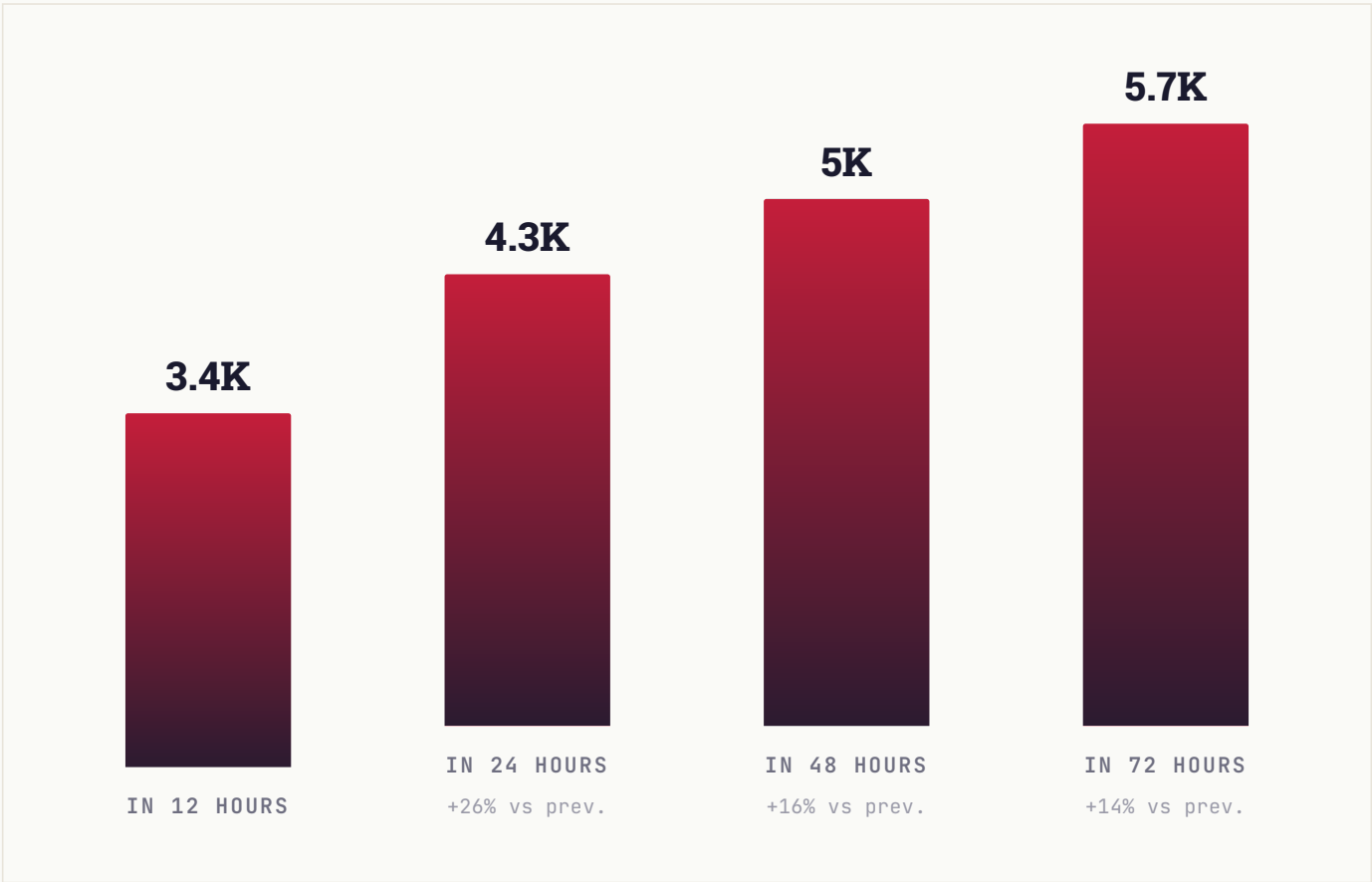
Citation index **718** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **771** different channels.



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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freebie hunters - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Находки с Wildberries Скидки Акции	932.9K
PB By Blat	888K
Z Hare Deals Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
АЛ Альфа-Уюгодно	563K
AX Aliexpress Халява Скидки Китай YOU	249.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#37 of 94). Niche leader — OZON (1.1M), median subs 201.1K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **87**, they brought **681** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	8	5	0
Nov 2025	31	22	662
Oct 2025	11	5	0
Sep 2025	14	7	0
August 2025	16	5	19
July 2025	7	4	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
87	6	681	

SECTION 08 · NICHE COMPARISON

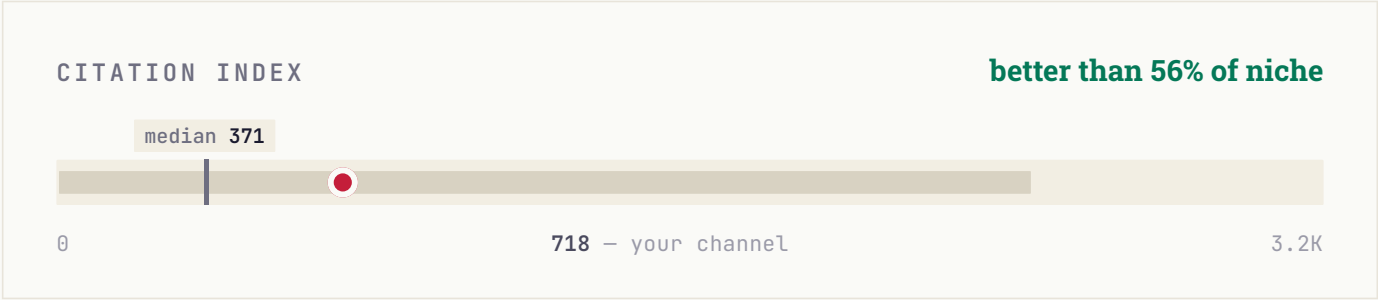
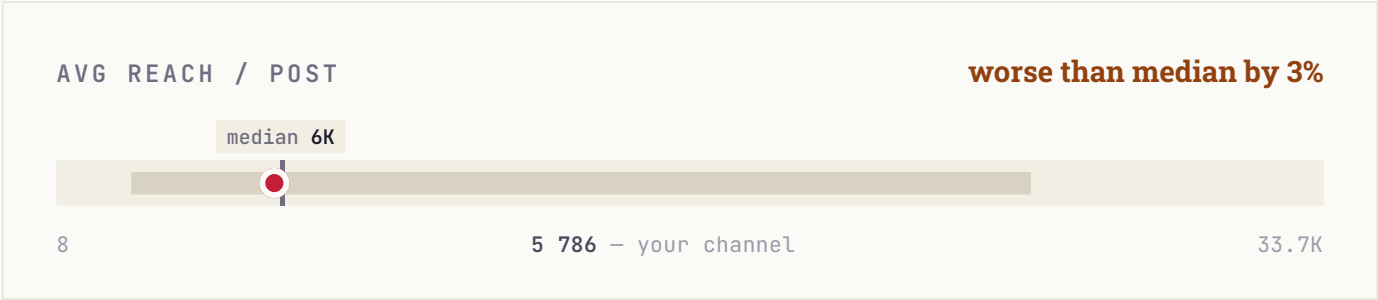
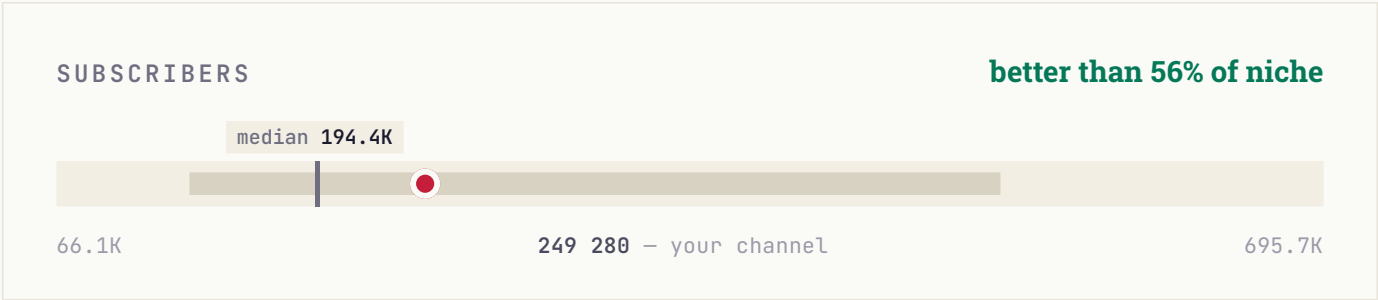
Where the channel stands in its league

Top-100 channels in category «Sales» (Russia) and saw how your channel compares. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#37 /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 this report in a month.

01

Main post of the week — on Monday

Audience most active on this day at 22:00 MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 2.32% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.2pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and 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

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **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.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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