

PROMTPRESS PUBLIC REPORT

Channel audit

Alishopping_guru

Reviews



@alishopping_guru

Collab: @tata_fill "A+": <https://knd.gov.ru/license?id=6735b43e8d852d32336ec3de@istryType=bloggersPermissionkbt2v769rvzlook7>

SUBSCRIBERS

171 785

-1505 per month

ERR (% WHO SEE
POSTS)

7.0%

daily 2.6%

REACH/POST

12.6K

ad reach 4.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 171 785 —	 SUBSCRIBER REACH 7.31% avg % of subs see post	 VIEWS/POST 12.6K median 11.6K · 20 days	 POSTS/WK 5.4 for the period
 7D TREND -27.5% vs previous week	 REACTIONS/POST 40.2 total 643 reactions, 125 reposts, 0 comments	 POST LENGTH 531 chars median 423 · 20 days	 POSTS ANALYZED 16 20 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH -1505 last month	 CITATION RATE 16 citation index · 56 channels mentioned all time	 CHANNEL AGE 6 years 11 months created 14.07.2019

AI EDITOR SUMMARY

Channel «Alishopping_guru Reviews» — 171 785 subs. Each post avg views 12.6K people (7% from subs), reach is low — consider expanding audience. Publishes 5 posts per week (~1/day) — infrequent. For week Jun 1–7, reach dropped -27.5% to week May 25–31 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 16 posts in 20 days.
- 02 Dominant format – Photo (11/16 posts).
- 03 Avg post length – 531 chars (median 423).
- 04 Peak audience activity – Friday, 09:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (16.2K avg top vs 9.9K worst) – among 16 posts in 20 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 06:39 PHOTO Getting ready for summer smartly ☒ Befree – trendy styles at great prices for fashion-conscious...	VIEWS	REACTIONS
	16 644	28
Nº2 23.05 · 11:52 PHOTO Comfortable wedge sandals from Beau Today ✨ 2 universal colors, genuine leather, heel height 7.1 cm, lightweight ☑ Sandals...	REP.	ER
	7	9.7%
Nº3 27.05 · 12:41 PHOTO !!!! Just a reminder that we have a channel with new items from reviews☒ Prices 2x cheaper than on Ali☹️ Subscribe, we...	VIEWS	REACTIONS
	16 144	50
Nº3 27.05 · 12:41 PHOTO !!!! Just a reminder that we have a channel with new items from reviews☒ Prices 2x cheaper than on Ali☹️ Subscribe, we...	REP.	ER
	5	9.4%
Nº3 27.05 · 12:41 PHOTO !!!! Just a reminder that we have a channel with new items from reviews☒ Prices 2x cheaper than on Ali☹️ Subscribe, we...	VIEWS	REACTIONS
	15 903	33
Nº3 27.05 · 12:41 PHOTO !!!! Just a reminder that we have a channel with new items from reviews☒ Prices 2x cheaper than on Ali☹️ Subscribe, we...	REP.	ER
	4	9.3%

Nº4 22.05 · 12:01 PHOTO SUMMER. SUN. AND.. When vacation is far away but you crave the sea, I inhale my favorite perfume from RANDEWOO ☒ My personal pick...	VIEWS 14 793 REP. 12	REACTIONS 43 ER 8.6%
Nº5 26.05 · 12:07 PHOTO ☒☒☒ No more time to wait, summer is here☺️ But we have 5 DAYS to become the best version of ourselves☒☒ ☒ Until May 31, get unlimited for...	VIEWS 14 409 REP. 1	REACTIONS 26 ER 8.4%

|

WORST 3

↓ 03.06 · 11:14 PHOTO Awesome summer blazer from a trusted seller in trendy O-shape☒ 3 basic colors. 80% cotton & 20% ramie...	VIEWS 10 732 REP. 7	REACTIONS 44 ER 6.2%
↓ 04.06 · 08:56 VIDEO My anti-aging habit☒ Just 10 min 3-4 times a week with the MAMI face & body lifting massager from...	VIEWS 10 041 REP. 13	REACTIONS 28 ER 5.8%
↓ 09.06 · 07:10 PHOTO Bomb! Satin pajama-style suit with trousers in 4 colors♥☒ Fabric not smooth, nice texture. Medium weight, well...	VIEWS 9 079 REP. 8	REACTIONS 45 ER 5.3%

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.

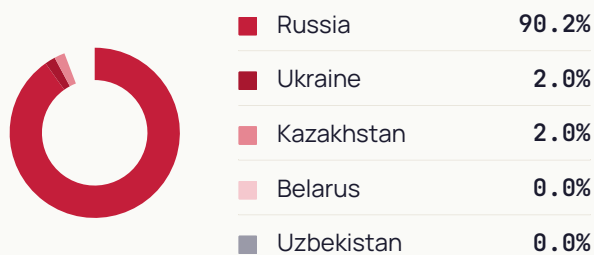


SECTION 04 • MENTIONS

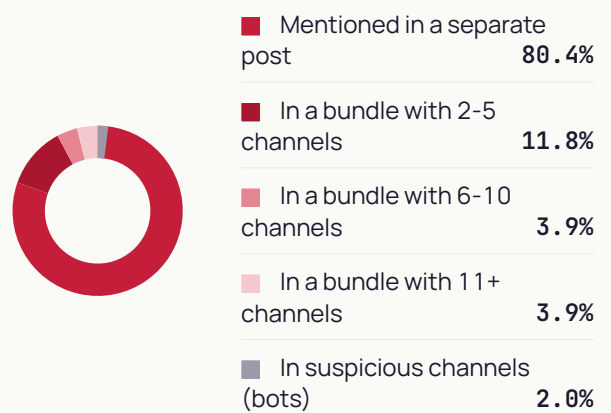
Who mentions the channel & how

Citation index **16** — channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **56** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



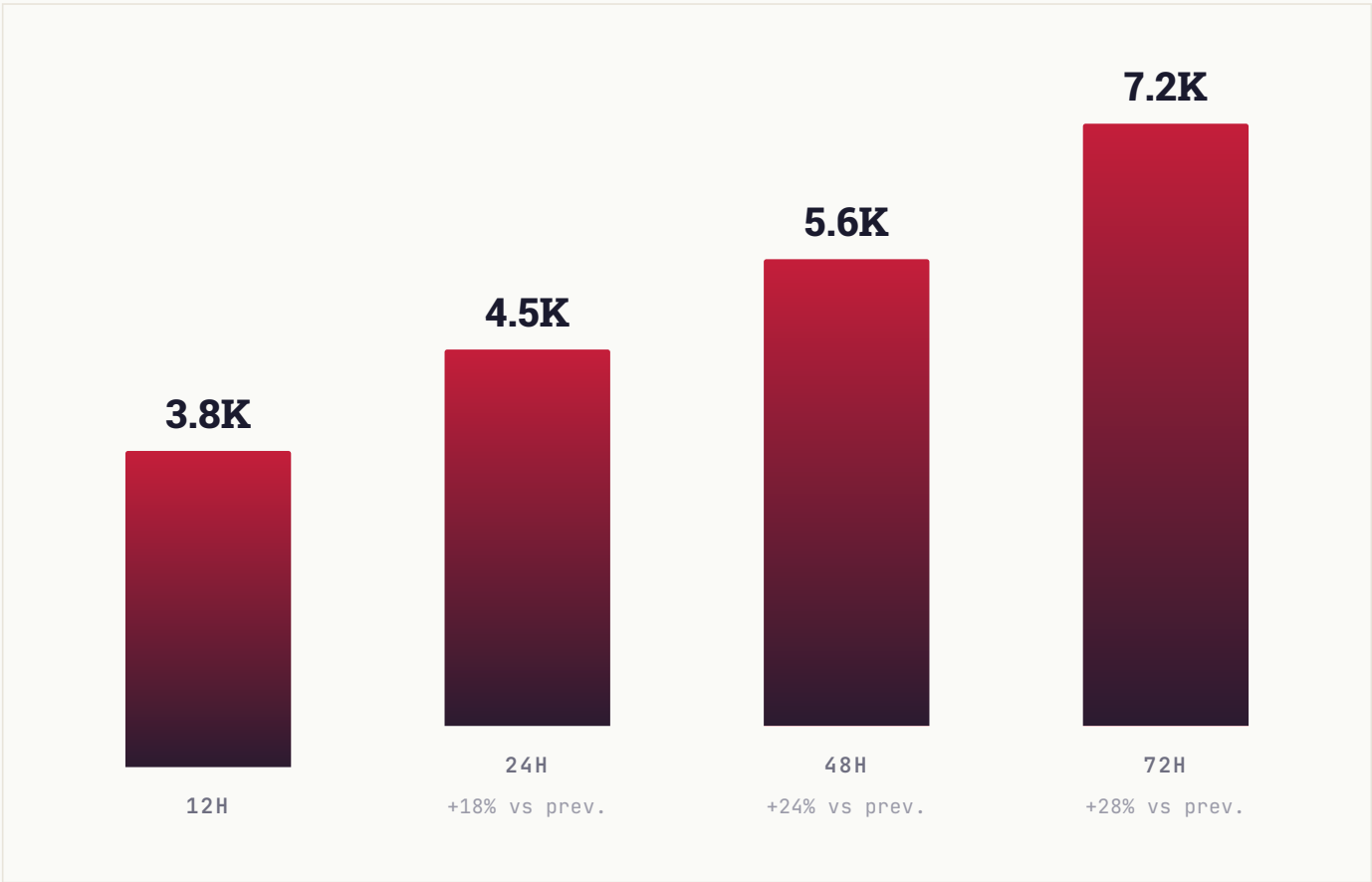
TOPICS MENTIONED IN



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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Deals Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
AO Alishopping_guru Reviews YOU	171.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#55 of 94). Niche median — 201.1K subs. First growth KPI — reach the median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **1 021** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
Nov 2025	1	1	0	
Oct 2025	0	0	27	
September 2025	1	1	939	
August 2025	0	0	0	
July 2025	0	0	55	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2	6	1 021

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took 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.

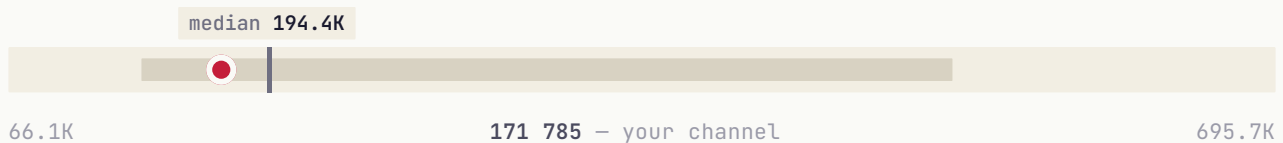
#55

/100

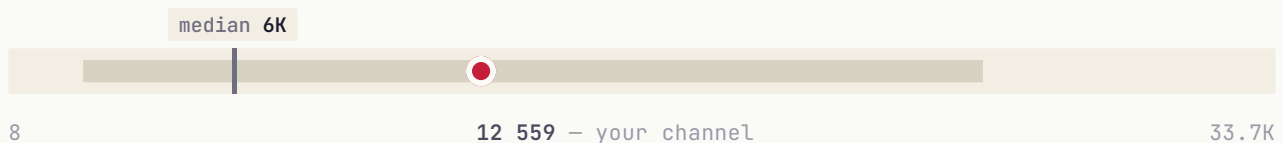
POSITION IN NICHE

Channel in bottom half of ranking

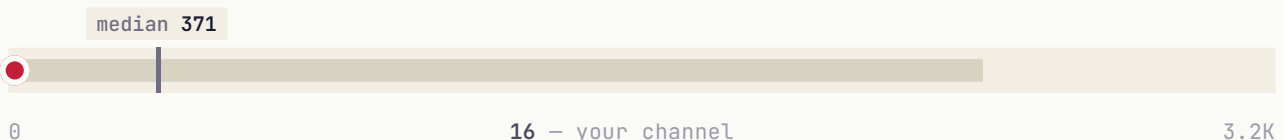
SUBSCRIBERS

worse than median by 12%


AVG REACH / POST

better than 63% of niche


CITATION INDEX

worse than median by 96%


— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — an easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit your growth
target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
