

PROMTPRESS PUBLIC REPORT

Channel audit

Cheaper from China



@cheap_china_goods

Find interesting products from China at great prices Channel link:
<https://t.me/+5cxdWyJts7ZINTI6> Applications accepted instantly

SUBSCRIBERS

129 897

-1873 per month

ERR (% SEE POSTS)

4.0%

per day 2.3%

REACH/POST

5K

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 129 897 —	 SUBSCRIBER REACH 3.82% avg % of subs see post	 VIEWS/POST 5K median 5K · 29 days	 POSTS/DAY 11.5 ~80 per week
 7D TREND -11.3% vs previous week	 REACTIONS/POST 8.4 total 2,894 reactions, 2,423 reposts, 0 comments	 POST LENGTH 154 chars. median 110 · 29 days	 POSTS ANALYZED 344 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -1873 over the last month	 CITATION RATE 0 citation index · 6 channels mentioned over all time	 CHANNEL AGE 10 months 11 days created 06.08.2025

AI EDITOR SUMMARY

Channel «Cheaper from China» – 129 897 subs. Each post is viewed on average by 5K people (4% of subs), reach is low – worth expanding audience. Publishes 80 posts per week (~11 per day) – very active posting. For the week of June 1–7, reach dropped by -11.3% vs week of May 25–31 – worth analyzing the 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 **344** posts over 29 days.
- 02 Dominant format — **Video** (331/344 posts).
- 03 Avg post length — **154** chars (median 110).
- 04 Audience peak activity — **Tuesday**, 13:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.5K avg for top vs 4K for worst) — among 344 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 09:26 VIDEO Bite alarm ⓧ On Aliexpress - https://ali.click/ndljc12?erid=2SDnjeLJ5RL Cheaper from China	VIEWS 6 779 REP. 19	REACTIONS 11 ER 5.2%
Nº2 19.05 · 21:01 VIDEO Multifunctional mixer ⓧ On Aliexpress - https://ali.click/49wj41y?erid=2SDnjboUIWZ ⓧ On Yandex Market - ...	VIEWS 6 406 REP. 7	REACTIONS 8 ER 4.9%
Nº3 20.05 · 21:01 PHOTO Affordable Android smartphone with physical buttons and touch display. Compact solution for those tired of huge screens...	VIEWS 6 345 REP. 4	REACTIONS 6 ER 4.9%

Nº4 18.05 · 21:01 VIDEO Portable multimeter with thermal imager ☒ On Aliexpress - https://ali.click/xovj41j?erid=2SDnjeyHU1X Cheaper from China	VIEWS 6 328 REP. 9	REACTIONS 7 ER 4.9%
Nº5 20.05 · 05:26 VIDEO Funny dog muzzle) ☒ On Aliexpress - https://ali.click/76occlq?erid=2SDnjcmd4LJ Cheaper from China	VIEWS 6 304 REP. 17	REACTIONS 4 ER 4.9%

WORST 3

↓ 14.06 · 19:26 VIDEO Pull-out basket for cabinet ☒ On Aliexpress - https://ali.click/n5fhe1v?erid=2SDnjd8updx Cheaper from China	VIEWS 4 046 REP. 15	REACTIONS 11 ER 3.1%
↓ 14.06 · 18:26 VIDEO RC model UAZ 469 ☒ On Aliexpress - https://ali.click/1dff51q?erid=2SDnjco8z6E Cheaper from China	VIEWS 4 033 REP. 8	REACTIONS 7 ER 3.1%
↓ 14.06 · 17:26 VIDEO External SSD enclosure ☒ On Aliexpress - https://ali.click/gukeel3?erid=2SDnjdcwBsp Cheaper from China	VIEWS 3 968 REP. 3	REACTIONS 4 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

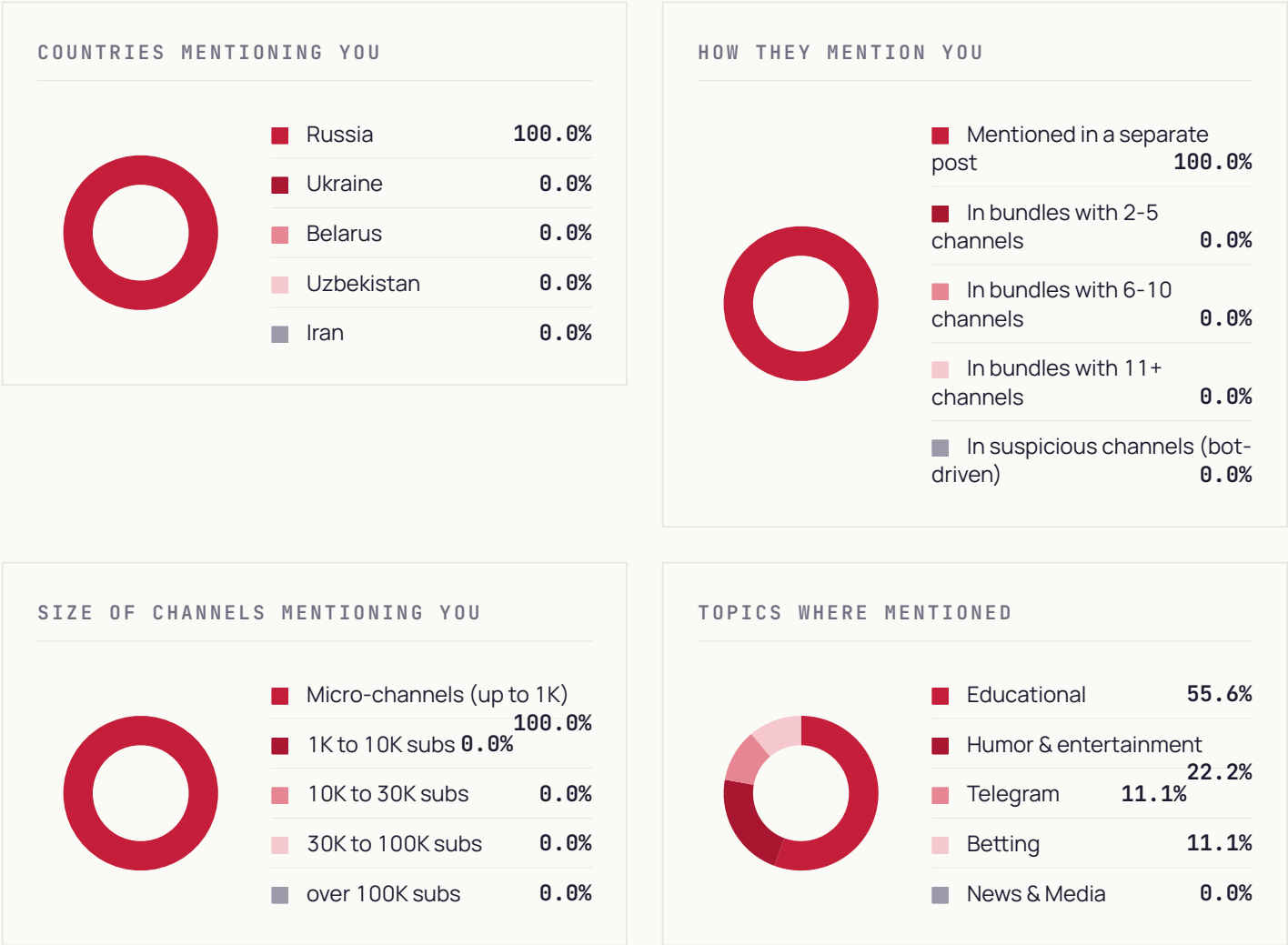
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

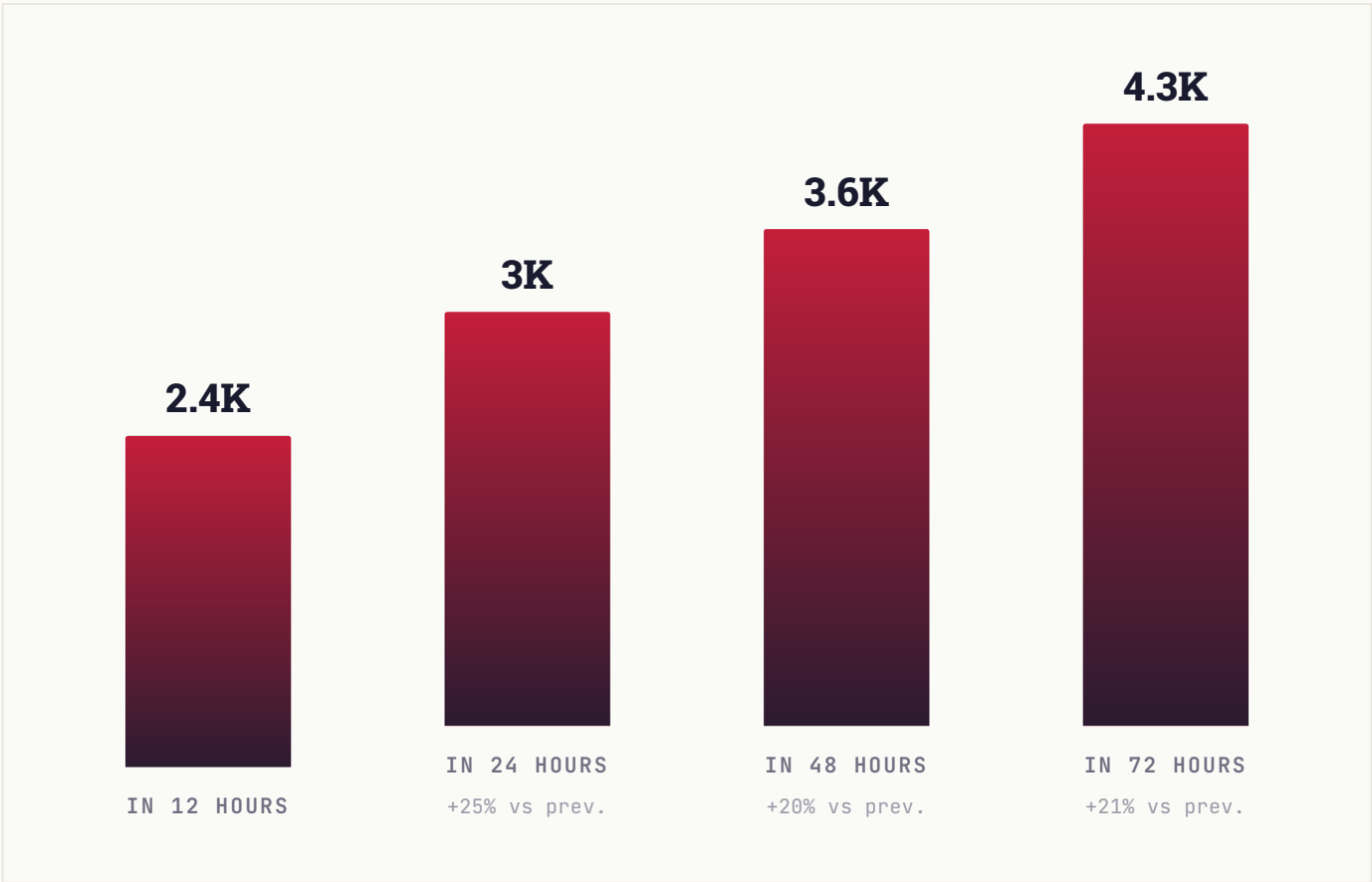
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 6 different channels.



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 should live.



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
OZ OZON	1.1M
YAM Yandex Market	1M
X- Freeloaders - Lightning	1M
CIS Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
DI Cheaper from China YOU	129.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#95 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **5 months** such mentions were **2**, they brought **82 588** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	29 306
Nov 2025	1	1	40 197
Oct 2025	1	1	13 085
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2		5	82 588

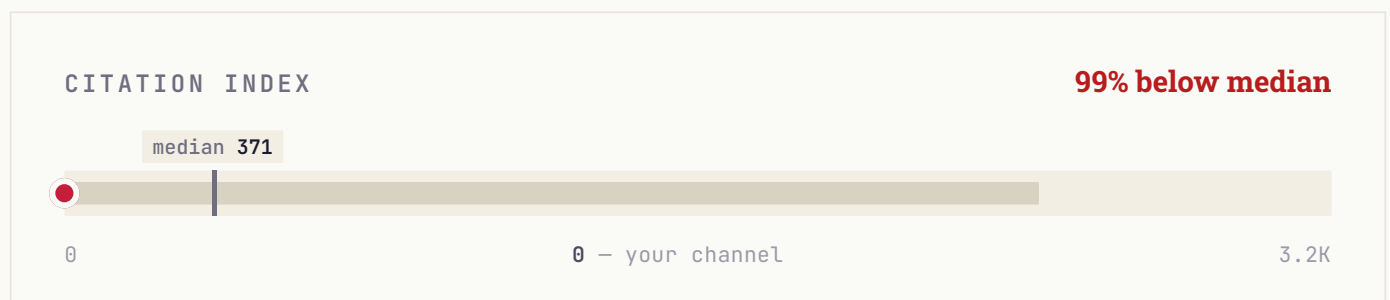
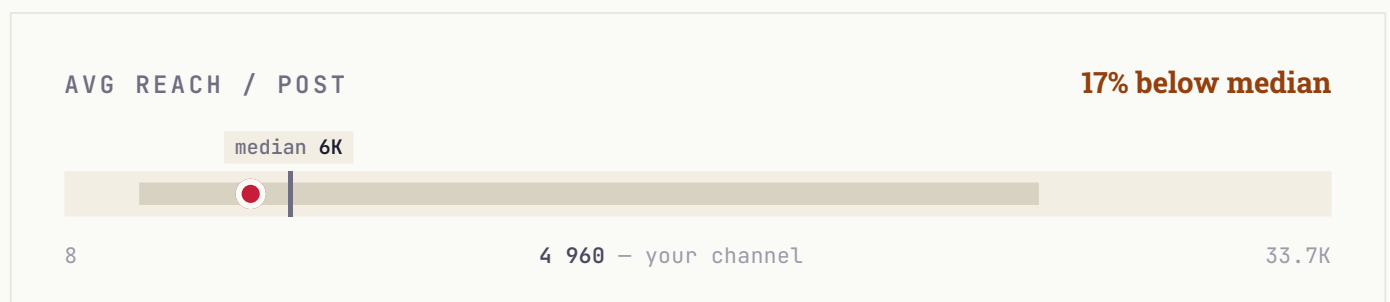
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#95 /100

RANK IN NICHE
Channel in the bottom 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.

01

Top post of the week — on Tuesday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best time for
key posts**

02

ER below niche benchmark — rethink formats

Current ER 3.82% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.7pp 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 & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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