

PUBLIC REPORT PROMTPRESS

# Channel audit

## AliExpress - Халявщики



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Learn to save on AliExpress and more! We know all promo codes, coupons, and deals. We'll share all secrets and show how to order items for 1-2 rubles. RKN: <https://hlv.su/brcbw> For ads:...

SUBSCRIBERS

**243 453**

-2831 per month

ERR (% SEE POSTS)

**2.0%**

per day 1.2%

REACH/POST

**3K**

ad reach 3K/24h

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**— CONTENTS · 2026**

# What's inside the report

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**01 Channel snapshot**

12 key metrics · AI summary

**02 Content Analysis**

Top 5 posts · worst 3 · insights

**03 Subscriber dynamics**

Yearly chart · growth

**04 Citation rate**

Who mentions the channel and how

**05 Ad potential**

How long a post generates reach

**06 Competitors**

Niche neighbors · your rank

**07 Mention dynamics**

6 months · monthly

**08 Niche comparison**

Position in 'Sales' category

**09 Strategy**

5 priority actions

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>243 453</div> <div>—</div>            | <div><div></div><div>SUBSCRIBER REACH</div></div> <div>1.25%</div> <div>avg % subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>3K</div> <div>median 2.9K · 29 days</div>                          | <div><div></div><div>POSTS/DAY</div></div> <div>29.1</div> <div>~204 per week</div>                     |
| <div><div></div><div>7D TREND</div></div> <div>-17.0%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>—</div> <div>MTPROTO only</div>              | <div><div></div><div>POST LENGTH</div></div> <div>404 chars</div> <div>median 363 · 29 days</div>                   | <div><div></div><div>POSTS ANALYZED</div></div> <div>845</div> <div>29 days</div>                       |
| <div><div></div><div>AD REACH</div></div> <div>3K</div> <div>24h avg</div>              | <div><div></div><div>CHURN / MONTH</div></div> <div>-2831</div> <div>last month</div>             | <div><div></div><div>CITATION RATE</div></div> <div>31</div> <div>citation index · 99 channels mentioned ever</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>10 years 8 months</div> <div>created 23.09.2015</div> |

AI EDITOR SUMMARY

Channel «AliExpress - Freeloaders» — 243 453 subs. Each post averages 3K people (1% of subs), reach is low — consider expanding audience. Publishes 204 posts/week (~29/day) — very active. For week Jun 1–7, reach dropped -17.0% to 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **845** posts in 29 days.
- 02 Dominant format — **Photo** (840/845 posts).
- 03 Avg post length — **404** chars (median 363).
- 04 Peak audience activity — **Monday**, 11:00 MSK.
- 05 Top posts get **4×** More views than the weakest (10K avg top vs 2.4K worst) — across 845 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                        |                                                                  |                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>01.06 · 08:30</div><div>TEXT</div></div> <div>REMINDER! AliExpress Great Chinese Sale + Brand Week is ALREADY on! These sales usually have great discounts and prices...</div>                 | <div>VIEWS</div> <div>20 088</div> <div>REP.</div> <div>23</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.3%</div> |
| <div><div>Nº2</div><div>26.05 · 18:00</div><div>PHOTO</div></div> <div>Cool bucket hats from YOUJQ Store brand from just 101₽ on AliExpress with free shipping. Models available in cotton, polyester, velour...</div> | <div>VIEWS</div> <div>5 025</div> <div>REP.</div> <div>8</div>   | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.1%</div> |
| <div><div>Nº3</div><div>23.05 · 18:02</div><div>PHOTO</div></div> <div>3-in-1 memory card reader for 84₽ on AliExpress. Adapter for SD, TF and USB. Connects to laptops, smartphones...</div>                          | <div>VIEWS</div> <div>4 999</div> <div>REP.</div> <div>10</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.1%</div> |

|                                                                                                                                                                                                                        |                                                                 |                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>03.06 · 18:23</div><div>PHOTO</div></div> <div>Freestanding coffee machine Kuppersberg KCF 401 G (2026 mod.) on Yandex Market at a great price - 34860₽ with promo code: JUNE2000...</div>     | <div>VIEWS</div> <div>4 966</div> <div>REP.</div> <div>3</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.0%</div> |
| <div><div>Nº5</div><div>23.05 · 17:01</div><div>PHOTO</div></div> <div>Great price on 3D printer Flashforge Adventurer 5M - 16477₽ on AliExpress. It has a print area of 220×220×220 mm, speed up to 600 mm/s...</div> | <div>VIEWS</div> <div>4 899</div> <div>REP.</div> <div>24</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.0%</div> |

|

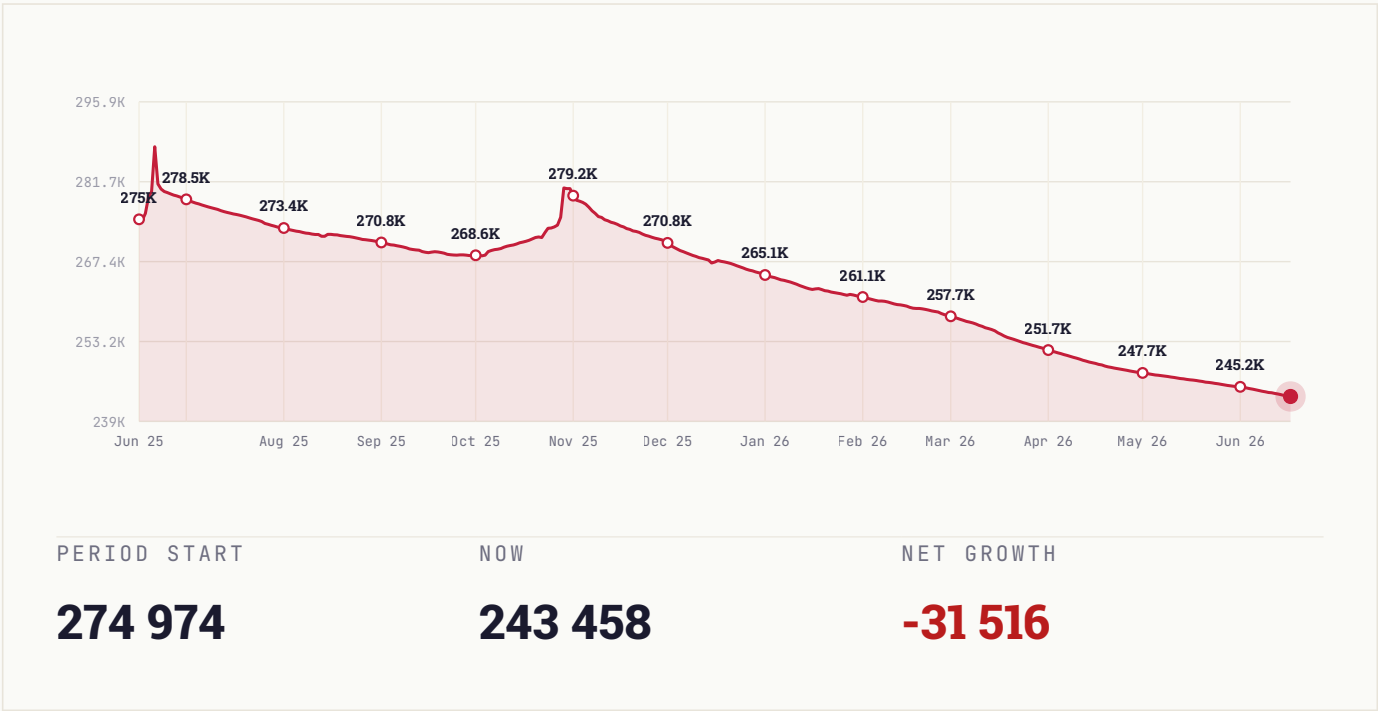
WORST 3

|                                                                                                                                                                                                                    |                                                                |                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>12.06 · 11:33</div><div>PHOTO</div></div> <div>15% off Toshiba TVs on Yandex Market with promo code. Valid until June 16, but may be disabled early...</div>                                 | <div>VIEWS</div> <div>2 366</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.0%</div> |
| <div><div>↓</div><div>12.06 · 09:17</div><div>PHOTO</div></div> <div>No more lugging heavy bags from the store. VkusVill delivers groceries to your door, and with promo codes you can save up to 350₽ on...</div> | <div>VIEWS</div> <div>2 365</div> <div>REP.</div> <div>2</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.0%</div> |
| <div><div>↓</div><div>12.06 · 09:04</div><div>PHOTO</div></div> <div>Only 793₽ for a Homsly stainless steel pot, 3.6L from Yandex Market. Use promo code FACTORY20 for a discount in cart. It...</div>             | <div>VIEWS</div> <div>2 359</div> <div>REP.</div> <div>9</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

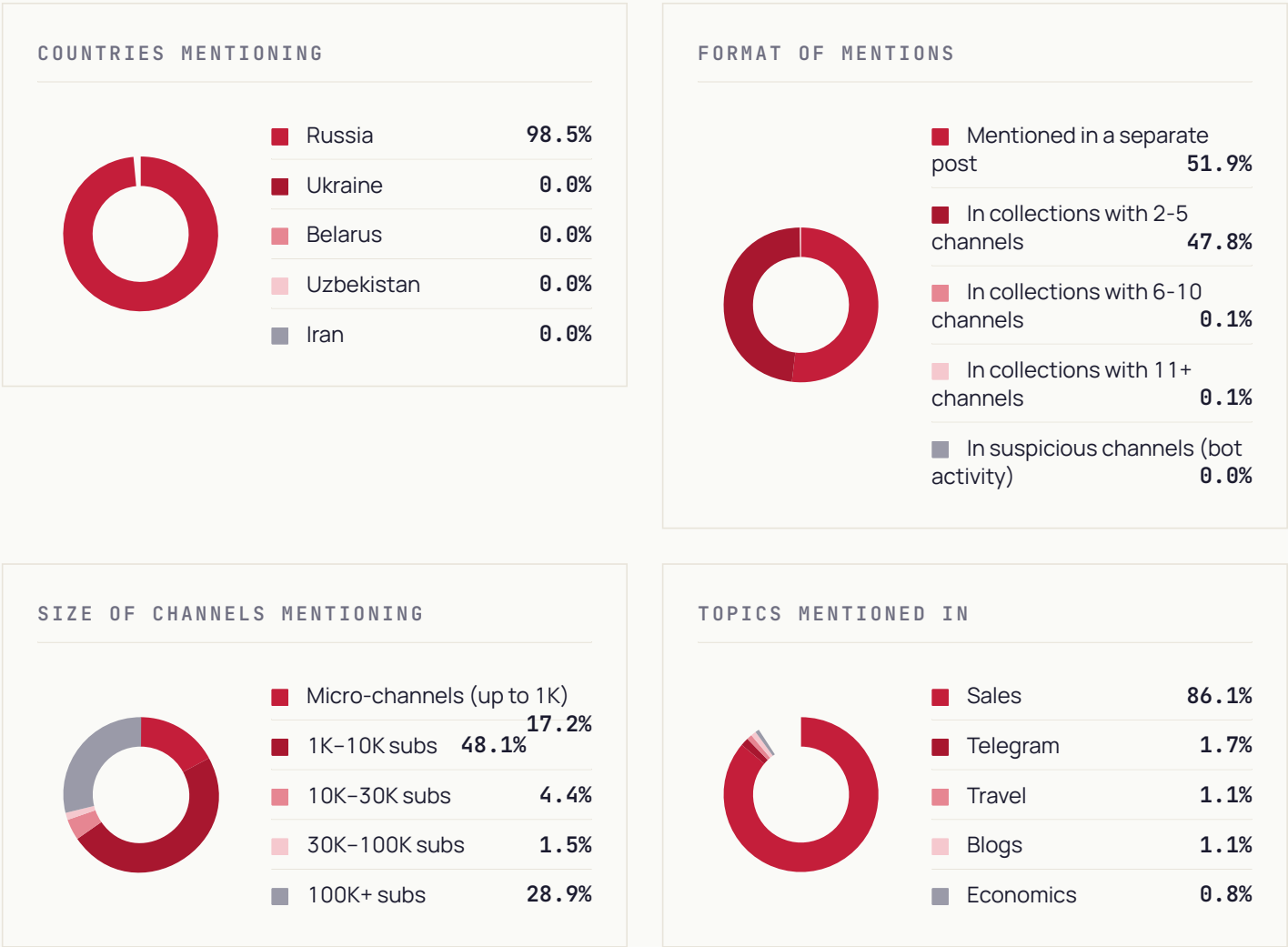
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

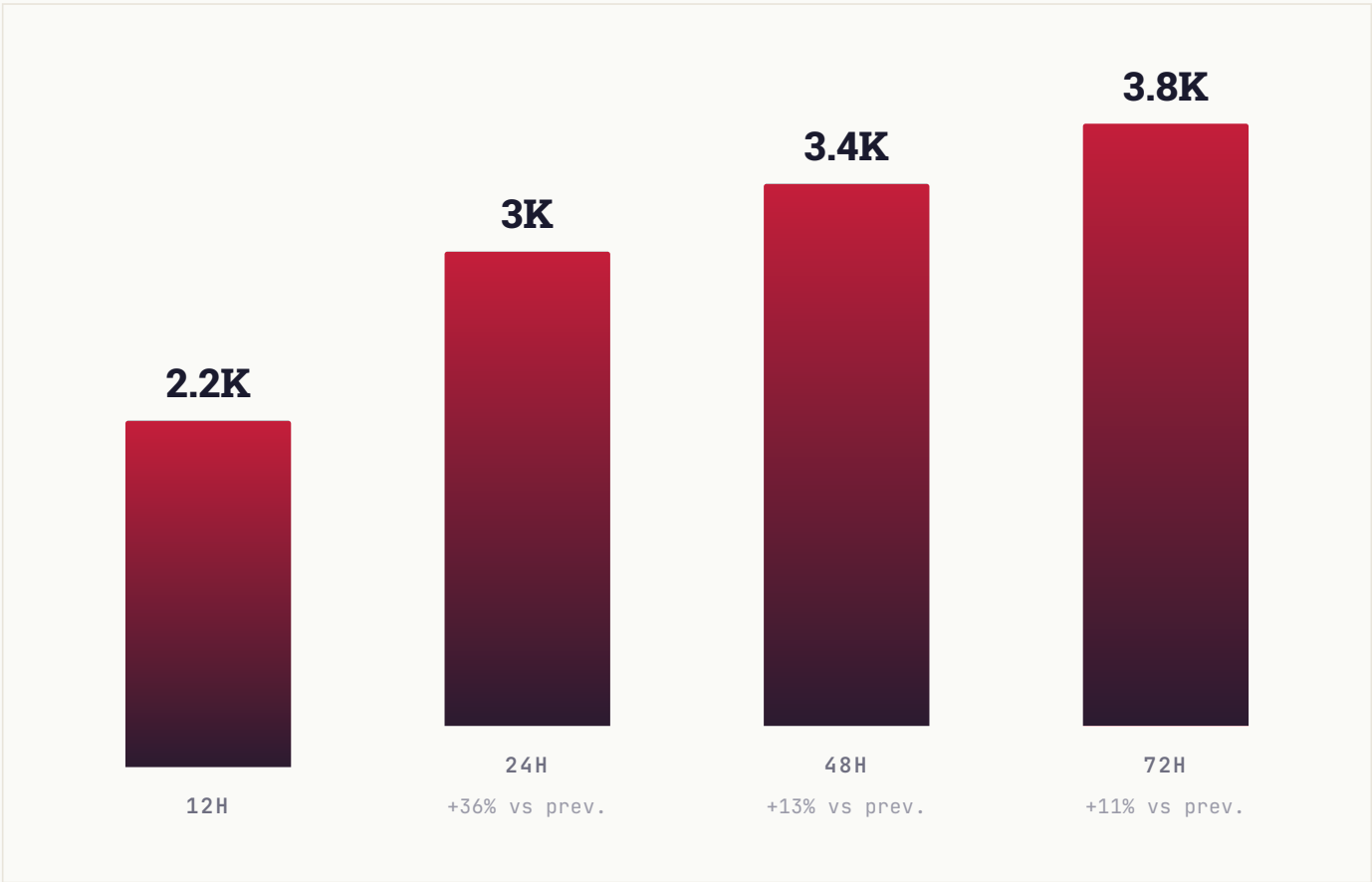
Citation index **31** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **99** different channels.



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

| CHANNEL                                                               | SUBSCRIBERS |
|-----------------------------------------------------------------------|-------------|
| <div>OZ</div> OZON                                                    | 1.1M        |
| <div>YM</div> Yandex Market                                           | 1M          |
| <div>X-</div> Freebie seekers - Lightning                             | 1M          |
| <div>CIS</div> Market discounts                                       | 993.1K      |
| <div>WS</div> WB Sniper   Finds from Wildberries   Discounts   Promos | 932.9K      |
| <div>PB</div> By Blat                                                 | 888K        |
| <div>Z </div> Hare   Deals   Discounts                                | 877.5K      |
| <div>W </div> Wildberries   finds                                     | 799.3K      |
| <div>VI</div> ITEMS FROM VIDEO                                        | 711.7K      |
| <div>AL</div> Alfa-Profitable                                         | 563K        |
| <div>A-</div> AliExpress - Халявщики <div>YOU</div>                   | 243.5K      |

COMPARATIVE CONCLUSION

Channel in top half of niche (#38 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 your channel. Over the last **6 months** such mentions were **63**, they brought **13 269** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS           |
|----------------|----------|----------|-------------------------------|
| December 2025  | 6        | 4        | 439 <div><div></div></div>    |
| November 2025  | 2        | 2        | 0 <div><div></div></div>      |
| October 2025   | 17       | 6        | 12 212 <div><div></div></div> |
| September 2025 | 26       | 9        | 257 <div><div></div></div>    |
| August 2025    | 11       | 5        | 361 <div><div></div></div>    |
| July 2025      | 1        | 1        | 0 <div><div></div></div>      |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 63             | 6              | 13 269                |

## SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

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

# #38 /100

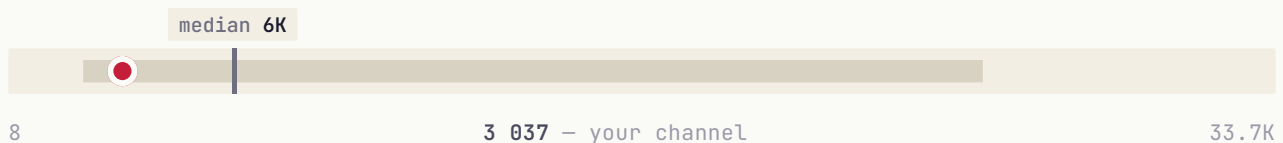
POSITION IN NICHE

## Channel in top half of ranking

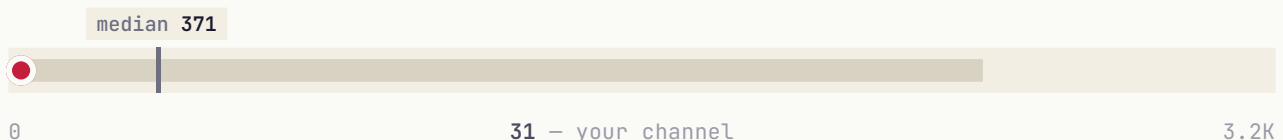
### SUBSCRIBERS

**better than 55% of niche**


### AVG REACH / POST

**49% below median**


### CITATION INDEX

**worse than median by 92%**


— 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

## Top post of the week — on Monday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains  
audience  
better**

03

## ER below niche benchmark — rethink formats

Current ER 1.25% vs norm 5.5%. Try polls and interactive formats.

EFFECT

**+4.2pp ER**

04

## 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**

05

## Test polls and interactive formats

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

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. To go further, run ads through us and hit your growth target in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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