

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Male Aliexpress

**@man_gadgets**

Useful men's products at great prices Channel link - <https://t.me/+7KDpB-rAnm9jOGEy> For inquiries -...

SUBSCRIBERS

224 382**-2577** per monthERR (% WHO SEE
POSTS)**4.0%**per day **2.6%**

REACH/POST

8.7Kad reach **5.8K**/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 224 382 —	 SUBSCRIBER REACH 3.86% avg % subs see post	 VIEWS/POST 8.7K median 8.8K · 29 days	 POSTS/DAY 13.8 ~97 per week
 7D TREND -11.4% vs previous week	 REACTIONS/POST 19.2 total 7,957 reactions, 4,109 reposts, 0 comments	 POST LENGTH 174 chars median 120 · 29 days	 POSTS ANALYZED 414 29 days
 AD REACH 5.8K 24h avg	 CHURN / MONTH -2577 over the last month	 CITATION RATE 1 017 citation index · 3,699 channels mentioned ever	 CHANNEL AGE 1 year 8 months created 02.10.2024

AI EDITOR SUMMARY

Channel «Men's Aliexpress» — 224 382 subs. Each post gets on average 8.7K people (4% from subs), reach is low — worth expanding audience. Publishes 97 posts per week (~14 per day) — very active posting. For the week of June 1–7, reach dropped by -11.4% to the 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.

WHAT TOP POSTS SHARE

- 01 Analysis based on 414 posts over 29 days.
- 02 Dominant format — Video (380/414 posts).
- 03 Avg post length — 174 characters (median 120).
- 04 Peak audience activity — Friday, 09:00 MSK.
- 05 Top posts get 1x more views than the weakest (10.8K avg for top vs 7.4K for worst) — among 414 posts over 29 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

Nº1 24.05 · 21:01 VIDEO Enclosed tricycle ☒ On Aliexpress - https://ali.click/t1fd617? erid=2SDnjdmuPxW Men's Aliexpress ☒	VIEWS 10 893 REP. 10	REACTIONS 30 ER 4.9%
Nº2 25.05 · 21:01 VIDEO Huawei MateBook Fold slider laptop ☒ On Aliexpress - https://ali.click/djjuc17?erid=2SDnje1Ayai Male Aliexpress ☒	VIEWS 10 776 REP. 12	REACTIONS 24 ER 4.8%
Nº3 25.05 · 07:06 VIDEO Nozzle for making dowels 136 orders, rating 4.9 out of 5 ☒ On Aliexpress - https://ali.click/hs9t1p?erid=2SDnje6y84o Male...	VIEWS 10 675 REP. 7	REACTIONS 22 ER 4.8%

Nº4 24.05 · 20:03 VIDEO Adjustable grill ☒ On Aliexpress - https://ali.click/6hac7lw?erid=2SDnjdDFLTC Men's Aliexpress ☒	VIEWS 10 515 REP. 12	REACTIONS 39 ER 4.7%
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Nº5 25.05 · 20:01 VIDEO Creeper for car repair 1560 orders, rating 4.6 out of 5 ☒ On Aliexpress - https://ali.click/zziuc15?erid=2SDnjdhNnie Male...	VIEWS 10 472 REP. 12	REACTIONS 22 ER 4.7%
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WORST 3

↓ 14.06 · 09:33 VIDEO VR glasses 565 orders, rating 4.8 out of 5 ☒ On Aliexpress - https://ali.click/t59f6ln?erid=2SDnjbxAQ8a Male...	VIEWS 7 414 REP. 4	REACTIONS 16 ER 3.3%
↓ 14.06 · 11:03 VIDEO Rebar tying gun ☒ On Aliexpress - https://ali.click/a9kqe14?erid=2SDnjejmouk Male Aliexpress ☒	VIEWS 7 395 REP. 9	REACTIONS 27 ER 3.3%
↓ 14.06 · 10:03 VIDEO Cat treadmill ☒ On Aliexpress - https://ali.click/cdhle1z?erid=2SDnjcmvE6n Men's Aliexpress ☒	VIEWS 7 338 REP. 37	REACTIONS 19 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

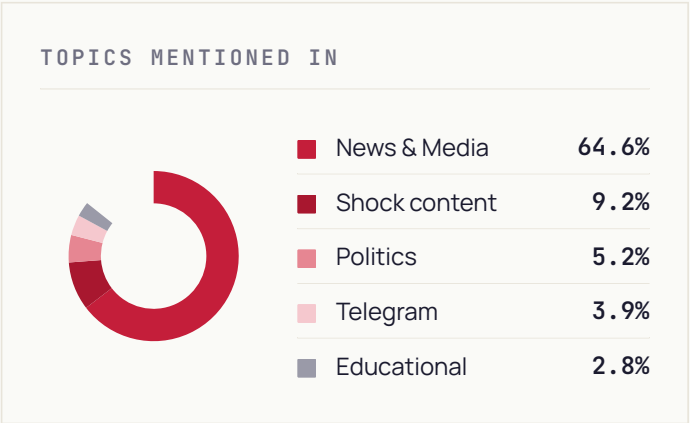
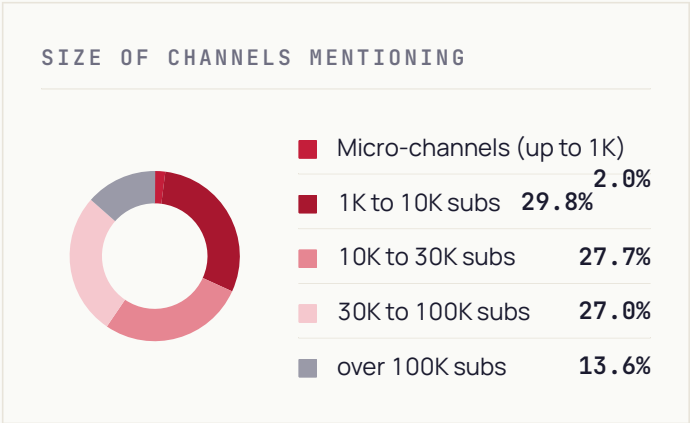
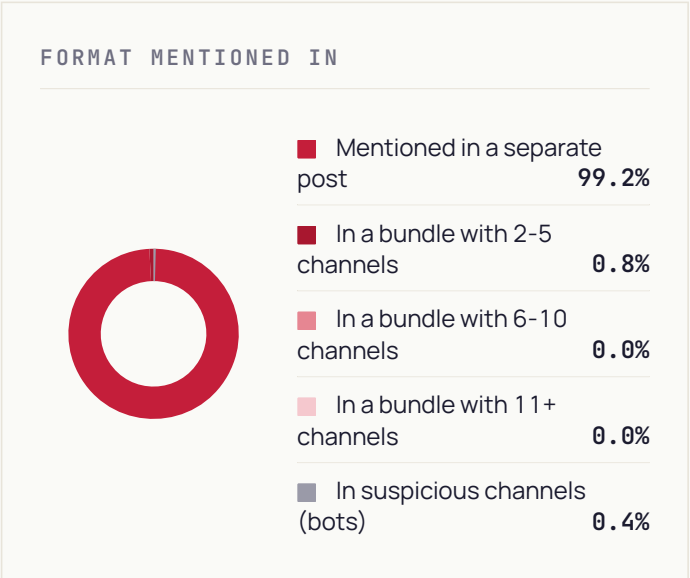
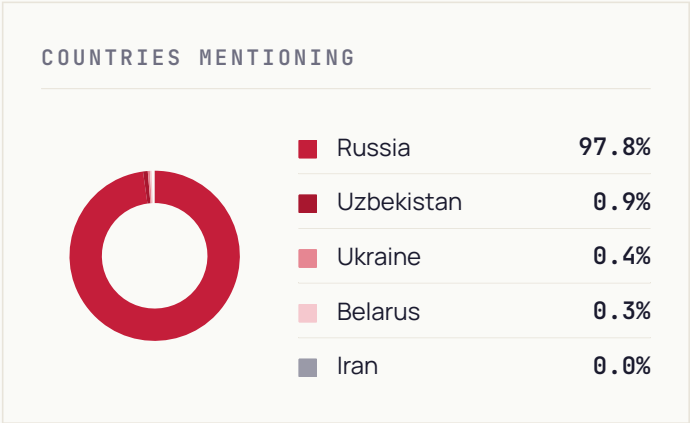
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

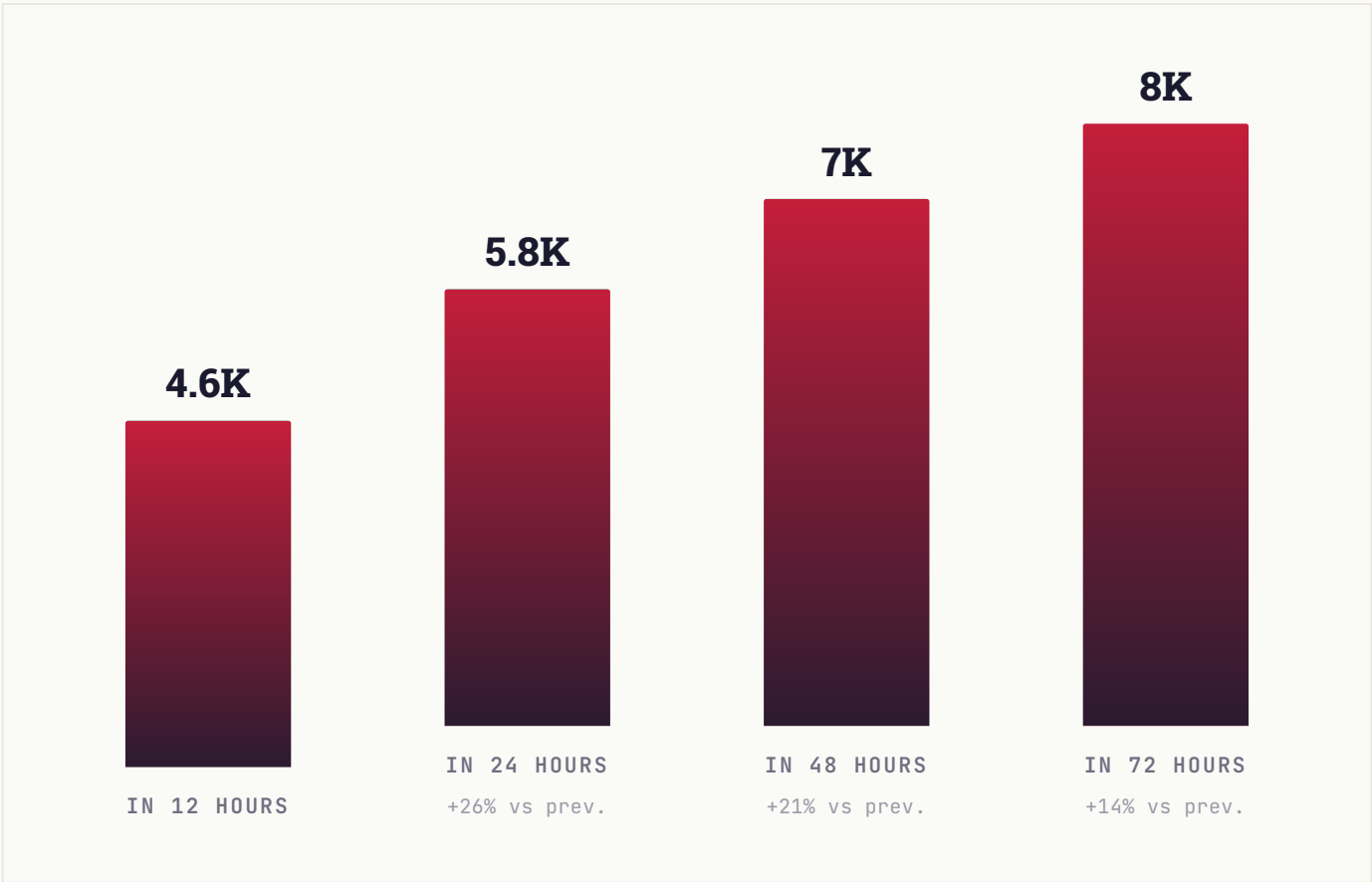
Citation index **1 017** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 699** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freebie seekers - Lightning	1M
SN 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
MA Male Aliexpress YOU	224.4K

COMPARATIVE INSIGHT

Channel intop half of niche (#44 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 track posts in other channels that mention yours. Over the last **6 months** mentions total **3 792**, they brought **30 587** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	80	80	384	
Nov 2025	97	91	12 508	
Oct 2025	48	41	6 719	
September 2025	917	898	5 837	
August 2025	1 388	1 296	2 770	
July 2025	1 262	1 218	2 369	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
3 792	6	30 587

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

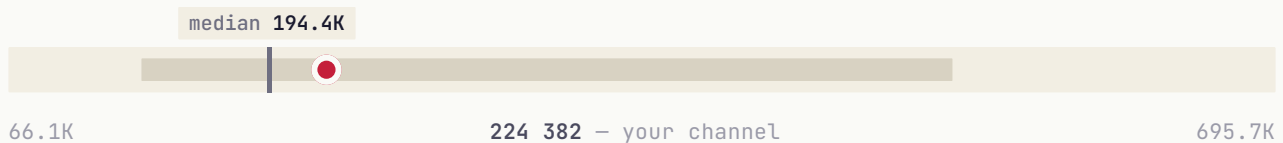
#44 /100

RANK IN NICHE

Channel in the top half of the ranking

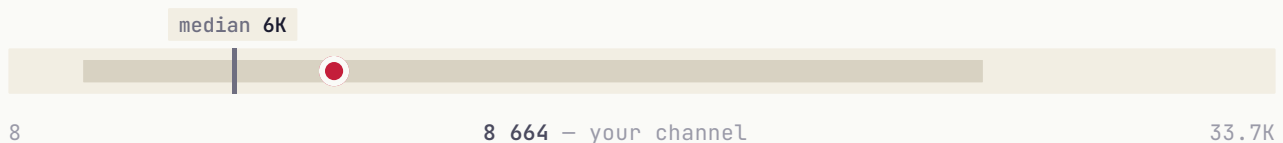
SUBSCRIBERS

better than 53% of niche



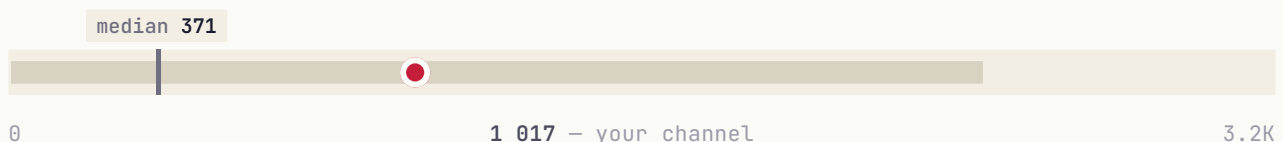
AVG REACH / POST

better than 55% of niche



CITATION INDEX

better than 62% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Friday
Audience is most active on this day at 09:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | ER below niche benchmark — rethink formats
Current ER 3.86% vs norm 5.5%. Try polls and interactive formats. | EFFECT
+1.6pp 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 win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. 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
