

PUBLIC REPORT PROMTPRESS

Channel Audit

AliExpress для мужиков



@man_product

We find unusual and useful things for men at low prices. Questions - @Pavel_kekw <https://knd.gov.ru/license?id=6754585f9d804a279b1eebe4&istryType=bloggersPermission>

SUBSCRIBERS

416 551

-4448 per month

ERR (% SEE POSTS)

4.0%

daily 2.6%

REACH/POST

15.6K

ad reach 10.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 416 551 —	 SUBSCRIBER REACH 3.74% avg % subs see post	 VIEWS/POST 15.6K median 15.8K · 29 days	 POSTS/DAY 13.6 ~95 per week
 7D TREND -11.4% vs previous week	 REACTIONS/POST 30.2 total 12,322 reactions, 7,242 reposts, 0 comments	 POST LENGTH 188 chars median 131 · 29 days	 POSTS ANALYZED 408 29 days
 AD REACH 10.8K 24h avg	 CHURN / MONTH -4448 last month	 CITATION RATE 2 431 citation index · 1,882 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 14.11.2023

AI EDITOR SUMMARY

Channel «AliExpress for Men» — 416 551 subs. Each post averages 15.6K people (4% from subs), reach is low — consider expanding audience. Publishes 95 posts per week (~14/day) — very active posting. For week Jun 1–7, reach dropped -11.4% vs week May 25–31 — worth analyzing why.

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 **408** posts in 29 days.
- 02 Dominant format — **Video** (374/408 posts).
- 03 Avg post length — **188** chars (median 131).
- 04 Peak audience activity — **Sat**, 09:00 MSK.
- 05 Top posts get **1x** more views than the weakest (19.2K avg top vs 13.2K worst) — among 408 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 21:01 VIDEO Super powerful flashlight ☑ On Aliexpress - https://ali.click/d0wsc1g?erid=2SDnjcom1Qv Aliexpress for men☑	VIEWS	REACTIONS
	19 487	54
	REP.	ER
	9	4.7%
Nº2 25.05 · 21:03 VIDEO Hydraulic trolley for emergency vehicle towing ☑ On Aliexpress - https://ali.click/74pvc1h?erid=2SDnjdCrCan Aliexpress for...	VIEWS	REACTIONS
	19 101	77
	REP.	ER
	53	4.6%
Nº3 25.05 · 07:05 VIDEO Log splitter ☑ On Aliexpress - https://ali.click/taqv51s?erid=2SDnjdHsLqp Aliexpress for men☑	VIEWS	REACTIONS
	19 050	45
	REP.	ER
	8	4.6%

Nº4 24.05 · 20:03 VIDEO Multi-purpose canister 1350 orders, rating 4.7 out of 5 ⭐ On Aliexpress - https://ali.click/z5vsc1h?erid=2SDnjdgAFWi Aliexpress for...	VIEWS 18 975 REP. 19	REACTIONS 37 ER 4.6%
Nº5 26.05 · 05:03 VIDEO Laser engraver ⭐ On Aliexpress - https://ali.click/2vpvc1h?erid=2SDnjey9M2a Aliexpress for men⭐	VIEWS 18 863 REP. 9	REACTIONS 21 ER 4.5%

|

WORST 3

↓ 13.06 · 10:09 VIDEO Smartphone endoscope 1450 orders, rating 4.6 out of 5 ⭐ On Aliexpress - https://ali.click/pm6oe1o?erid=2SDnjeb8fLE Aliexpress for men⭐	VIEWS 13 445 REP. 24	REACTIONS 30 ER 3.2%
↓ 14.06 · 09:33 VIDEO Air freshener ⭐ On Aliexpress - https://ali.click/emhqelv?erid=2SDnjdWbPwQ Aliexpress для мужиков⭐	VIEWS 13 044 REP. 8	REACTIONS 23 ER 3.1%
↓ 14.06 · 10:08 VIDEO Coffee machine ⭐ On Aliexpress - https://ali.click/7vkqe17?erid=2SDnjeCeQUS Aliexpress for men⭐	VIEWS 12 988 REP. 14	REACTIONS 31 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 subs and which months they left.



PERIOD START

323 268

NOW

416 559

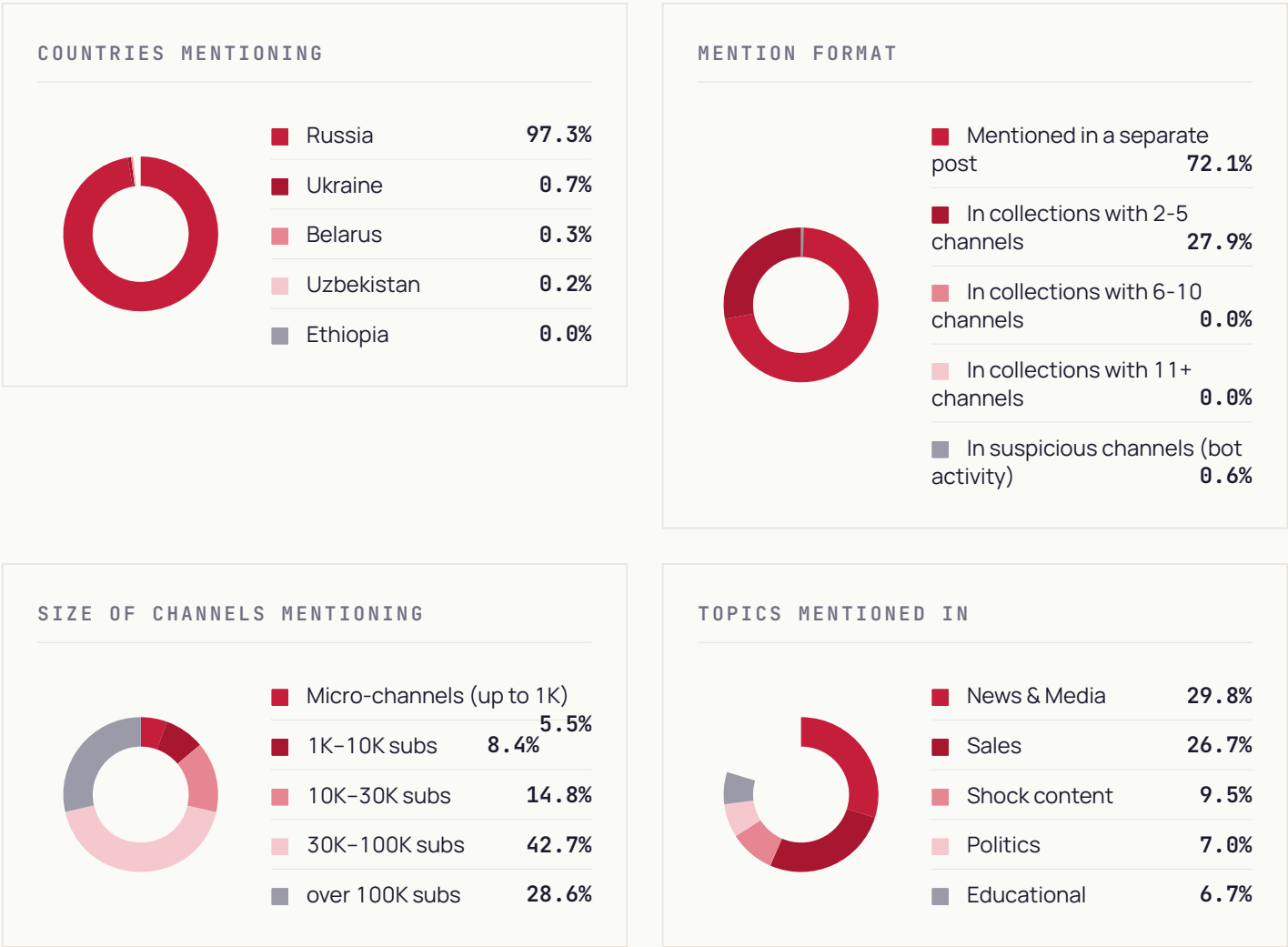
NET GROWTH

+93 291

SECTION 04 · MENTIONS

Who mentions the channel and how

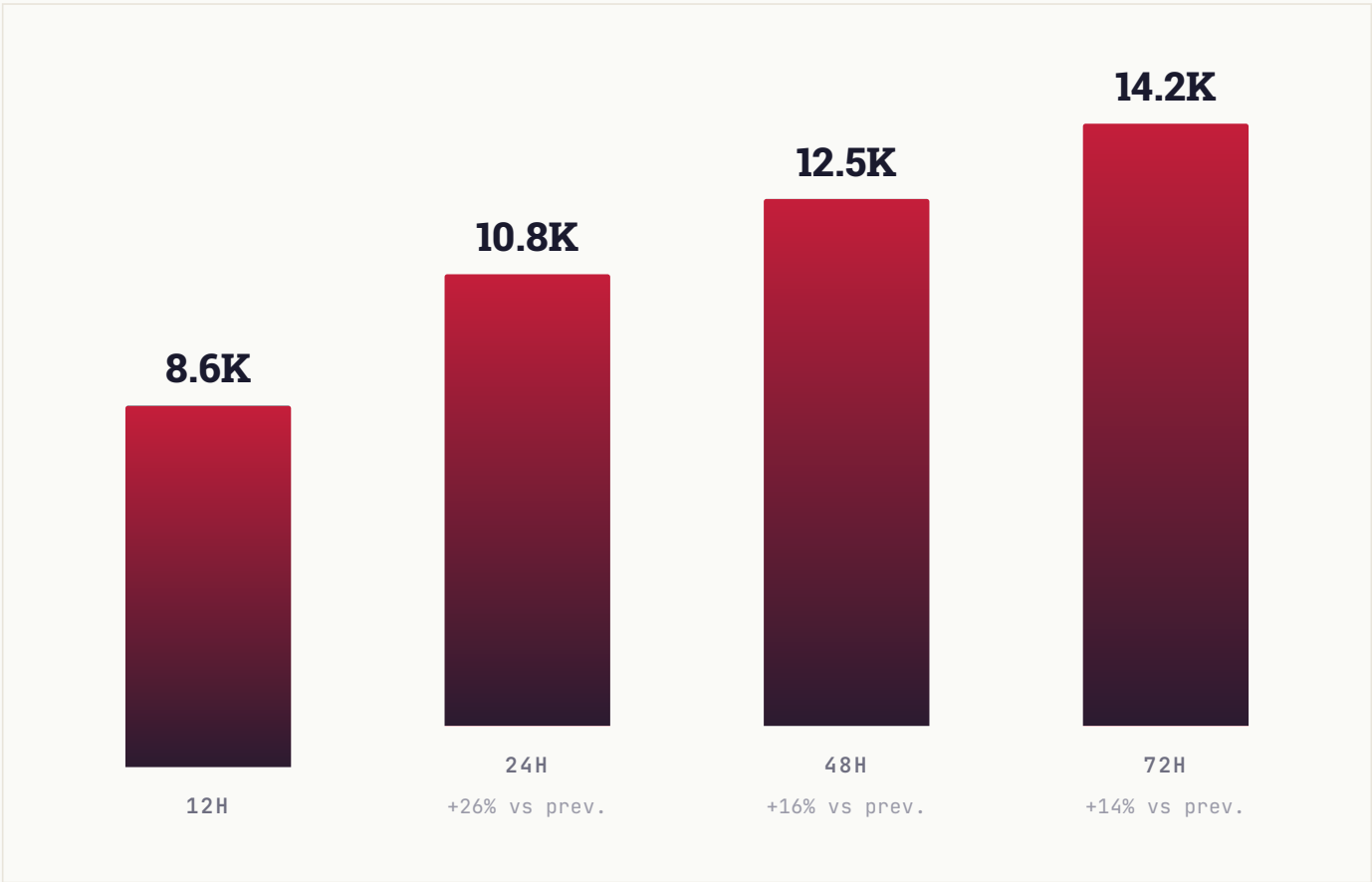
Citation index **2 431** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **1 882** different channels.



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 neighbors.

CHANNEL	SUBSCRIBERS
oz OZON	1.1M
ym 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 Deals Discounts	877.5K
w Wildberries finds	799.3K
vi ITEMS FROM VIDEO	711.7K
ал Alfa-Profitable	563K
ад AliExpress для мужиков YOU	416.6K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#19 of 94). Leader — OZON (1.1M). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **1 185**, they brought **134 257** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	638	286	2 191
November 2025	428	375	19 922
October 2025	30	10	20 453
September 2025	26	9	28 114
August 2025	34	9	30 816
July 2025	29	8	32 761
TOTAL MENTIONS			1 185
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			134 257

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#19/100

RANK IN NICHE

Channel in top 19% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience 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 3.74% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.8pp 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 is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

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

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager