

PUBLIC REPORT BY PROMTPRESS

Channel audit

AliExpress для авто



@you_cargoods

Only useful stuff for your swallow Questions - @Pavel_kekw <https://knd.gov.ru/license?id=6754544f0acf9c1f42d6f40e&istryType=bloggersPermission>

SUBSCRIBERS

93 410

-693 per month

ERR (% WHO SEE POSTS)

6.0%

per day 3.5%

REACH/POST

4.9K

ad reach 3.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Динамика подписчиков

График за год · прирост

04 Cite rate

Who mentions the channel & how

05 Ad potential

Как долго пост приносит охват

06 Competitors

Niche neighbors · your spot

07 Динамика упоминаний

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Каждая карточка — отдельный индикатор здоровья канала. Подзаголовок под цифрой говорит, за какой период она посчитана.

 SUBSCRIBERS 93 410 —	 SUBS REACH 5.26% avg % subs see post	 VIEWS/POST 4.9K median 5.2K · 29 days	 POSTS/DAY 8.1 ~57 per week
 7D TREND +1.6% vs previous week	 REACTIONS/POST 8.6 total 2,062 reactions, 1,100 reposts, 0 comments	 ДЛИНА ПОСТА 207 chars median 140 · 29 days	 POSTS ANALYZED 241 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -693 last month	 CITE RATE 747 citation index · 479 channels mentioned over all time	 ВОЗРАСТ КАНАЛА 4 years 5 months created 23.01.2022

AI EDITOR SUMMARY

Канал «AliExpress для авто» — 93 410 subs. Each post averages 4.9K people (5% from subs), reach is low — consider expanding audience. Publishes 57 posts per week (~8/day) — active posting. Week of Jun 15–21 reach stable (+1.6% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **241** posts over 29 days.
- 02 Доминирующий формат — **Видео** (219/241 posts).
- 03 Avg post length — **207** chars (median 140).
- 04 Audience peak — **Sunday**, 17:00 MSK.
- 05 Top posts get **1x** more views than the weakest (5.6K avg top vs 4.2K worst) — among 241 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

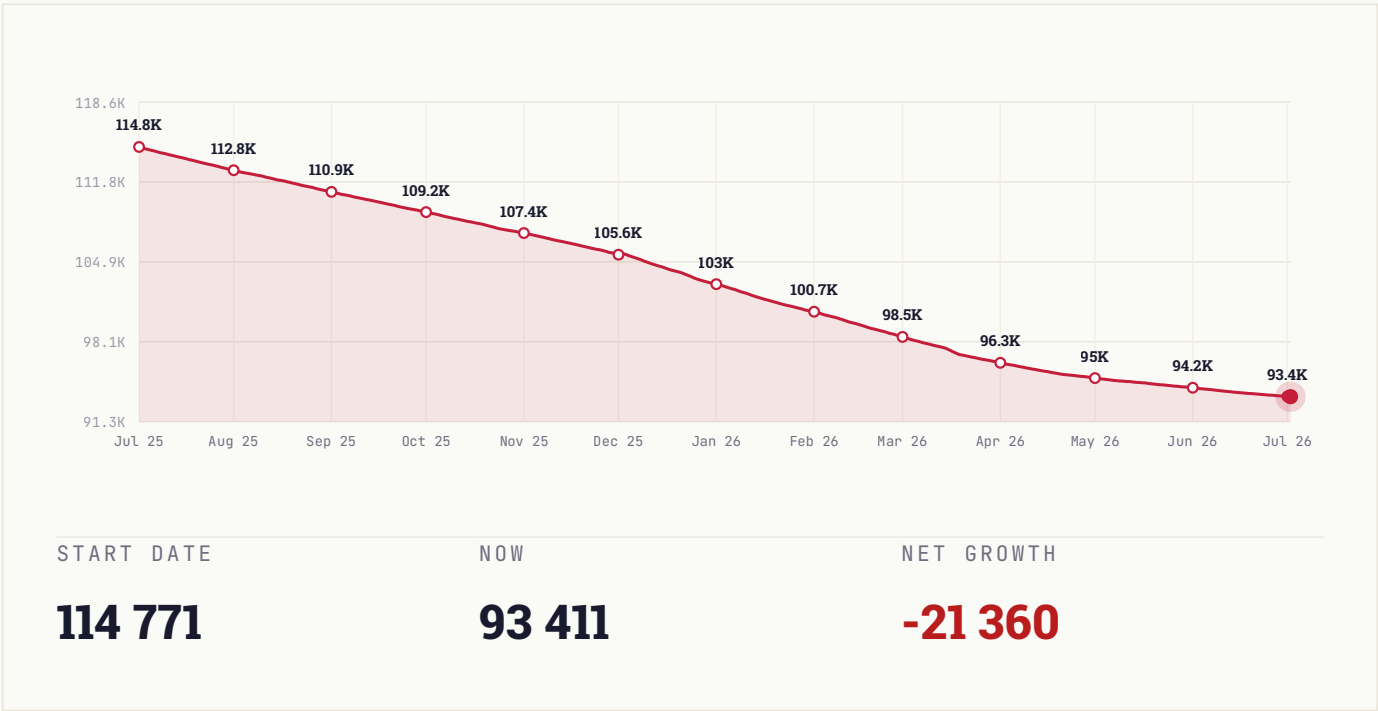
Nº1 16.06 · 20:03 ВИДЕО Spray gun for aerosol cans 2585 orders, rating 4.7/5  On Aliexpress -...	VIEWS 5 656 REP. 11	REACTIONS 14 ER 6.1%
Nº2 18.06 · 20:03 ВИДЕО Winch  On Aliexpress - https://ali.click/odz6f15? erid=2SDnjenvYGJ  Subscribe to Ali for auto	VIEWS 5 650 REP. 5	REACTIONS 9 ER 6.0%
Nº3 07.06 · 20:29 ВИДЕО Reverse hammer 610 orders, rating 4.6/5  On Aliexpress - https://ali.click/knxtz0?erid=2SDnjcTsUXb  Subscribe to Ali for auto	VIEWS 5 556 REP. 3	REACTIONS 10 ER 5.9%

Nº4 17.06 • 20:04 ВИДЕО Adjustable grill 🛒 On Aliexpress - https://ali.click/tbf4flx?erid=2SDnjc797y4 👉Subscribe to Ali for auto	VIEWS 5 530 REACTIONS 16 REP. 13 ER 5.9%
Nº5 21.06 • 14:18 ВИДЕО Folding ladder 🛒 On Aliexpress - https://ali.click/l1f9y0?erid=2SDnjc2e82U 👉Subscribe to Ali for auto	VIEWS 5 504 REACTIONS 11 REP. 6 ER 5.9%
WORST 3	
↓ 29.06 • 18:03 ВИДЕО Держатель-зарядка для телефона 🛒 На Aliexpress - https://ali.click/94r0glo?erid=2SDnjegxb5t 👉Подписаться на Ali для авто	VIEWS 4 233 REACTIONS 5 REP. 2 ER 4.5%
↓ 29.06 • 16:09 ВИДЕО 🔥 Global flagship smartphone Redmagic 11S Pro 🔗 https://ali.click/lfj0gls?erid=2SDnjdWk9gE ! Grab discount coupon at...	VIEWS 4 131 REACTIONS 6 REP. 5 ER 4.4%
↓ 29.06 • 13:03 ВИДЕО Беспроводная зарядка 3 в 1 510 заказов, рейтинг 4.5 из 5 🛒 На Aliexpress - https://ali.click/kg00glf?erid=2SDnjdAWtUi 👉Подписаться на...	VIEWS 4 098 REACTIONS 6 REP. 4 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

Как канал рос за год

График роста подписчиков за год. На ключевых месяцах подписано точное число подписчиков. Видно, в какие месяцы канал прибавлял, а в какие подписчики уходили.



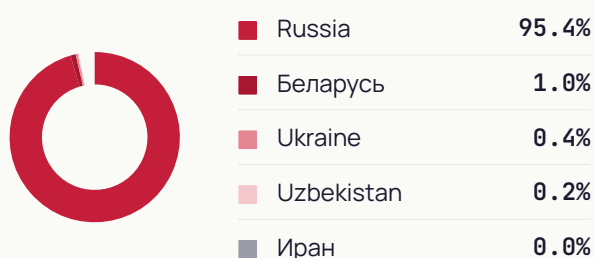
SECTION 04 • MENTIONS

Who mentions the channel & how

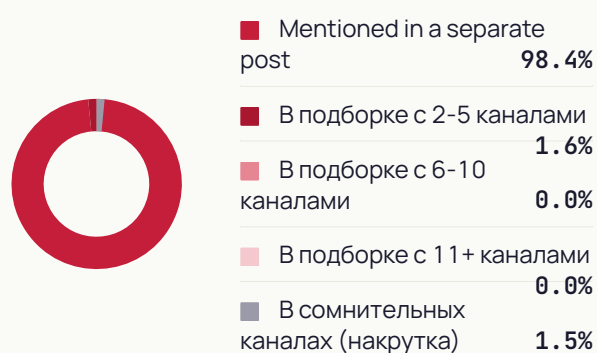
Индекс цитирования **747** — channel popularity rating based on mentions.

Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **479** different channels.

ИЗ КАКИХ СТРАН УПОМИНАЮТ



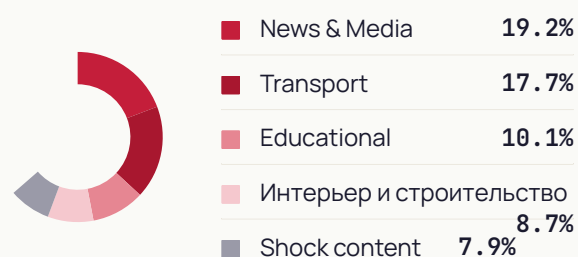
В КАКОМ ФОРМАТЕ УПОМИНАЮТ



КАНАЛЫ КАКОГО РАЗМЕРА УПОМИНАЮТ



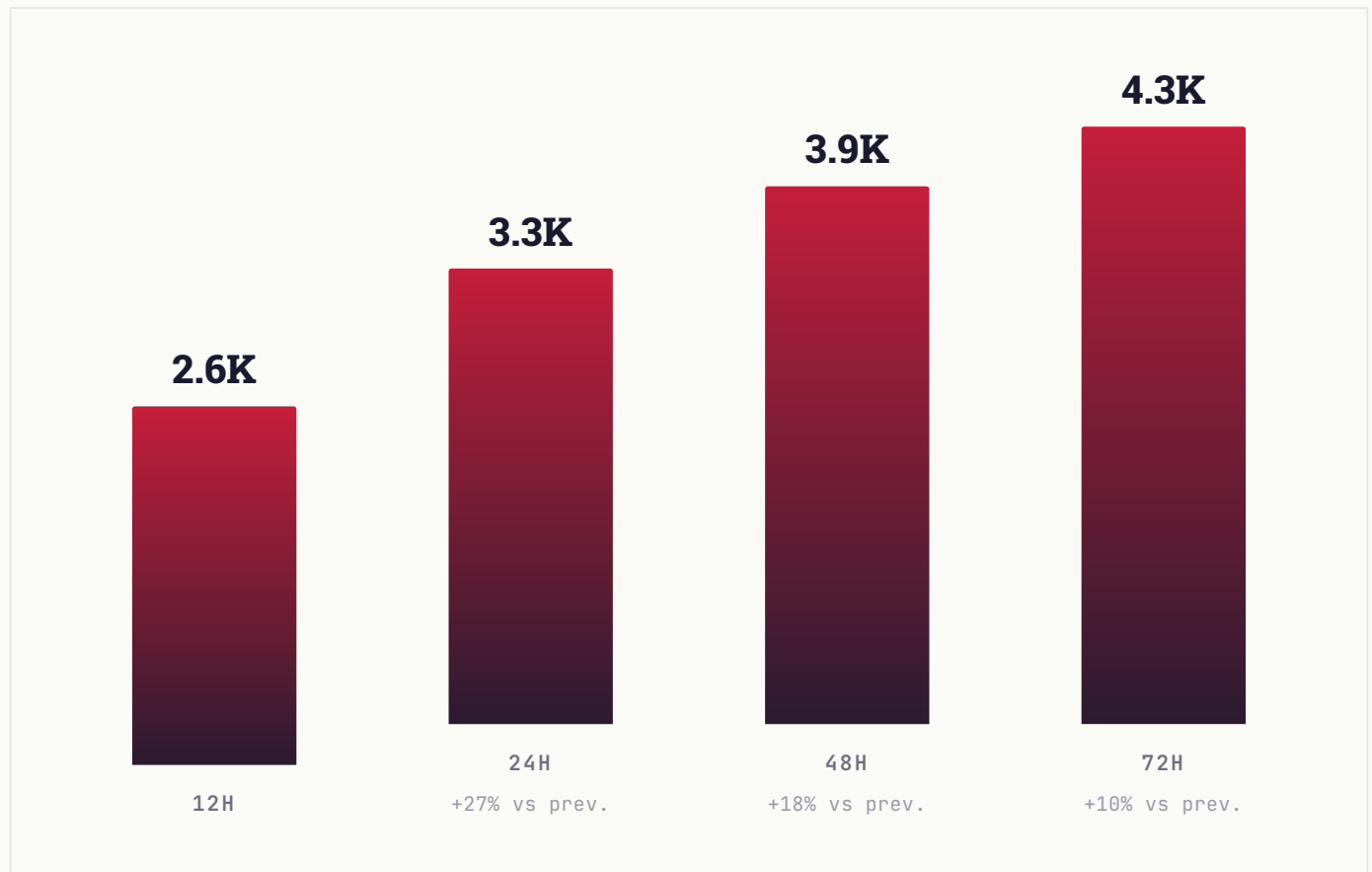
В КАКИХ ТЕМАТИКАХ УПОМИНАЮТ



— SECTION 05 · AD POTENTIAL

Как долго пост приносит охват

Avg ad post reach over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

КАНАЛ	SUBSCRIBERS
TI Cars & Point	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	1M
ДС Дубровский Синдикат Жекич Дубровский	692.1K
FI Fighterbomber	520.1K
AB Auto.ru	495.6K
ГА Гараж	484.4K
AB AVTOZAKAZ.RU	480.7K
KM КРЫМСКИЙ МОСТ: оперативная информация	478.3K
ЗР За рулём	472.2K
AD AliExpress для авто Вы	93.4K

COMPARATIVE INSIGHT

Канал в bottom half of top-100 niche (#90 of 98). Niche median — 164.4K subs. First growth KPI — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

Как часто канал упоминают

Ежемесячно мы фиксируем посты в других каналах, где упомянули ваш канал.
За последние **6 months** such mentions were **5**, they brought **56** new subs.

PERIOD	MENTIONS	КАНАЛОВ	SUBS ACQUIRED
Jan 2026	0	0	0
Декабрь 2025	0	0	56
Nov 2025	1	1	0
Oct 2025	4	1	0
Sep 2025	0	0	0
August 2025	0	0	0

ВСЕГО УПОМИНАНИЙ	MONTHS OF DATA	SUBS ACQUIRED
5	6	56

SECTION 08 · NICHE COMPARISON

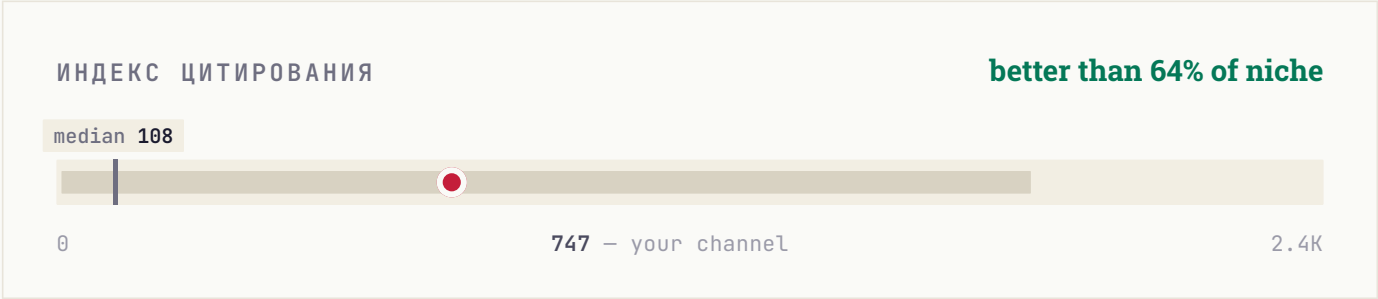
Где канал в своей лиге

Взяли топ-100 channels in category «Transport» (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.

#90/100

RANK IN NICHE

Канал в нижней половине рейтинга



— 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

Главный пост недели — в Sunday

В этот день и в 17:00 MSK аудитория наиболее активна.

EFFECT

Best time for key posts
- 02

ER below niche benchmark — rethink formats

Current ER 5.26% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.2pp ER
- 03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with similar channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01	Запустить рекламу в Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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