

PUBLIC REPORT PROMTPRESS

Channel audit

Skolkovo Leaks



@skolkovoleaks

Private opinion on innovation and beyond — at Skolkovo and planet Earth. Rarely covered in media, quietly spoken by eyewitnesses. News, offers, ads: @skolkovo_leaks_bot We are in...

SUBSCRIBERS

16 040

-47 per month

ERR (% SEE POSTS)

9.0%

in 24h 4.4%

REACH/POST

1.4K

ad reach 702/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 16 040 —	 SUBS REACH 8.71% avg % subs see post	 VIEWS/POST 1.4K median 1.3K · 29 days	 POSTS/WEEK 21.1 for the period
 7D TREND -5.0% vs previous week	 REACTIONS/POST 9.8 total 866 reactions, 972 reposts, 139 comments	 POST LENGTH 611 chars median 647 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 702 24h avg	 CHURN / MONTH -47 for the last month	 CITATION RATE 309 citation index · 1,482 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 17.09.2017

AI EDITOR SUMMARY

Channel «Skolkovo Leaks» — 16 040 subs. Each post averages 1.4K people (9% from subs), reach is low — consider expanding audience. Publishes 21 posts/week (~3/day) — active posting. For week Jun 29 – Jul 5 reach stable (-5.0% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **88** posts in 29 days.
- 02 Dominant format – **Photo** (41/88 posts).
- 03 Avg post length – **611** chars (median 647).
- 04 Peak audience activity – **Thursday**, 09:00 MSK.
- 05 Top posts get **7x** more views than the weakest (6.4K avg for top vs 871 for worst) – among 88 posts in 29 days. Worth analyzing what top posts share – topic, format, publish time.

TOP 5 POSTS

Nº1 18.06 · 06:50 VIDEO ↑ Morning G7 video looks like a peaceful boardroom coup: politicians on screen, but all eyes on AI company CEOs. At working lunch...	VIEWS	REACTIONS
	15 466	8
	REPOSTS	ER
	85	96.4%
Nº2 07.07 · 10:53 PHOTO Subs and readers with experience well remember how the big 'Perestroika' ended in the 80s. It may end...	VIEWS	REACTIONS
	1 887	6
	REPOSTS	ER
	8	11.8%
Nº3 20.06 · 07:48 VIDEO ↑ SpaceX satellite growth - visual Saturday video Stark comparison of SpaceX satellite count vs all others, year...	VIEWS	REACTIONS
	1 881	6
	REPOSTS	ER
	26	11.7%

Nº4 27.06 • 12:55 PHOTO New economist* Anthropic directly says: 33% risk of human extinction is 'optimal'. 'Optimal to risk extinction...	VIEWS 1 825 REACTIONS 14 REPOSTS 26 ER 11.4%
Nº5 26.06 • 14:13 PHOTO Regular channel subs are looking for witnesses of a car accident The accident occurred on June 25 around 10:00 on the overpass above Minsk highway – this is the exit to...	VIEWS 1 700 REACTIONS 8 REPOSTS 1 ER 10.6%

WORST 3

↓ 11.07 • 09:34 PHOTO Barnaul manufacturer of medical staplers gets Skolkovo resident status JSC Glenver Medicine from Barnaul became a resident...	VIEWS 902 REACTIONS 11 REPOSTS 7 ER 5.6%
↓ 13.07 • 05:57 PHOTO Monday is tough. Skolkovo Foundation website even refuses to work. No big deal – top managers will come by 11 AM...	VIEWS 868 REACTIONS — REPOSTS 14 ER 5.4%
↓ 11.07 • 18:52 PHOTO Russian schoolchildren won five gold medals at the 56th International Physics Olympiad in Colombia, the Ministry of Education reported. ♦ ...	VIEWS 845 REACTIONS 11 REPOSTS 5 ER 5.3%

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.



PERIOD START

16 409

NOW

16 040

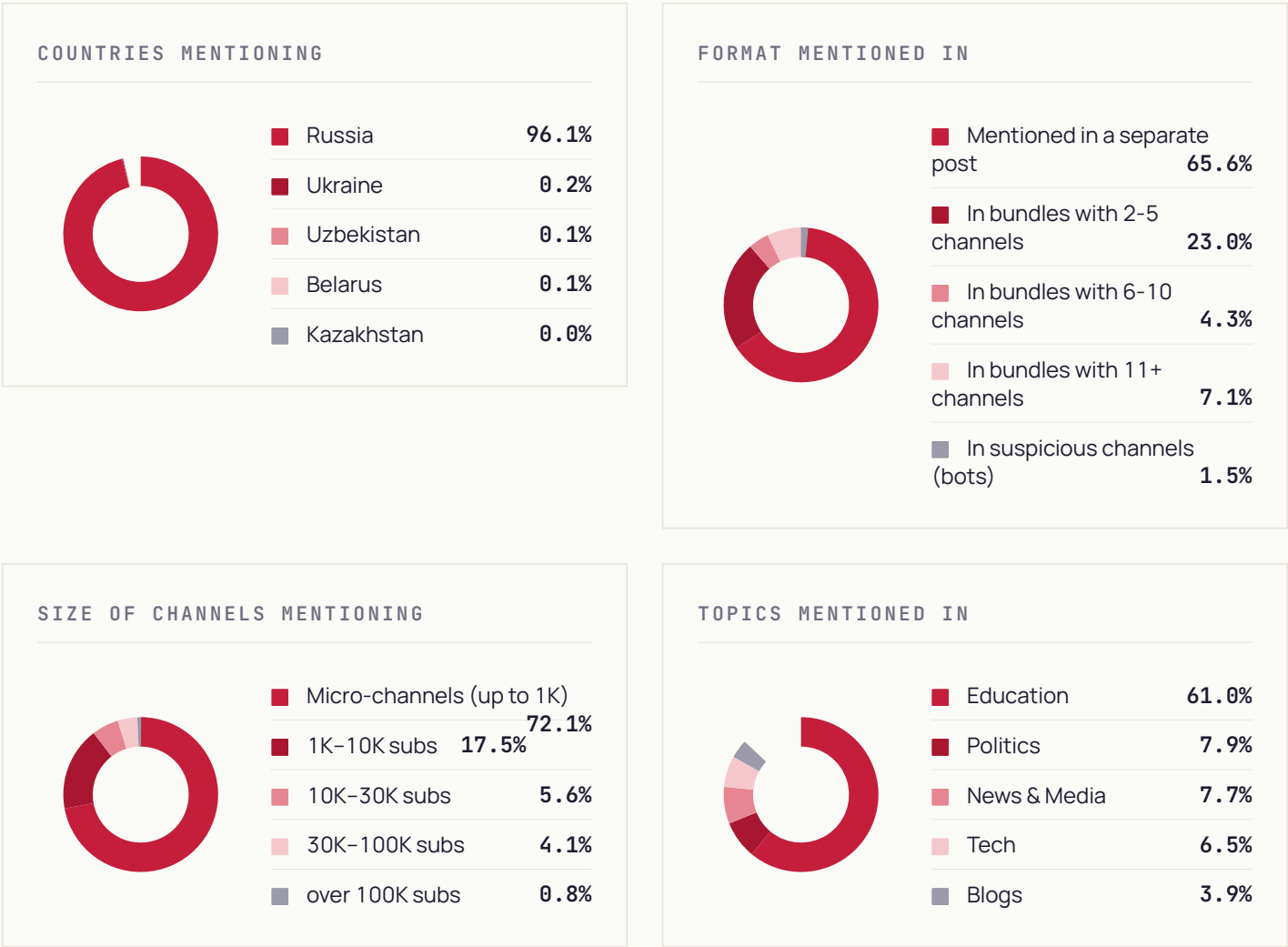
NET GROWTH

-369

SECTION 04 · MENTIONS

Who mentions the channel and how

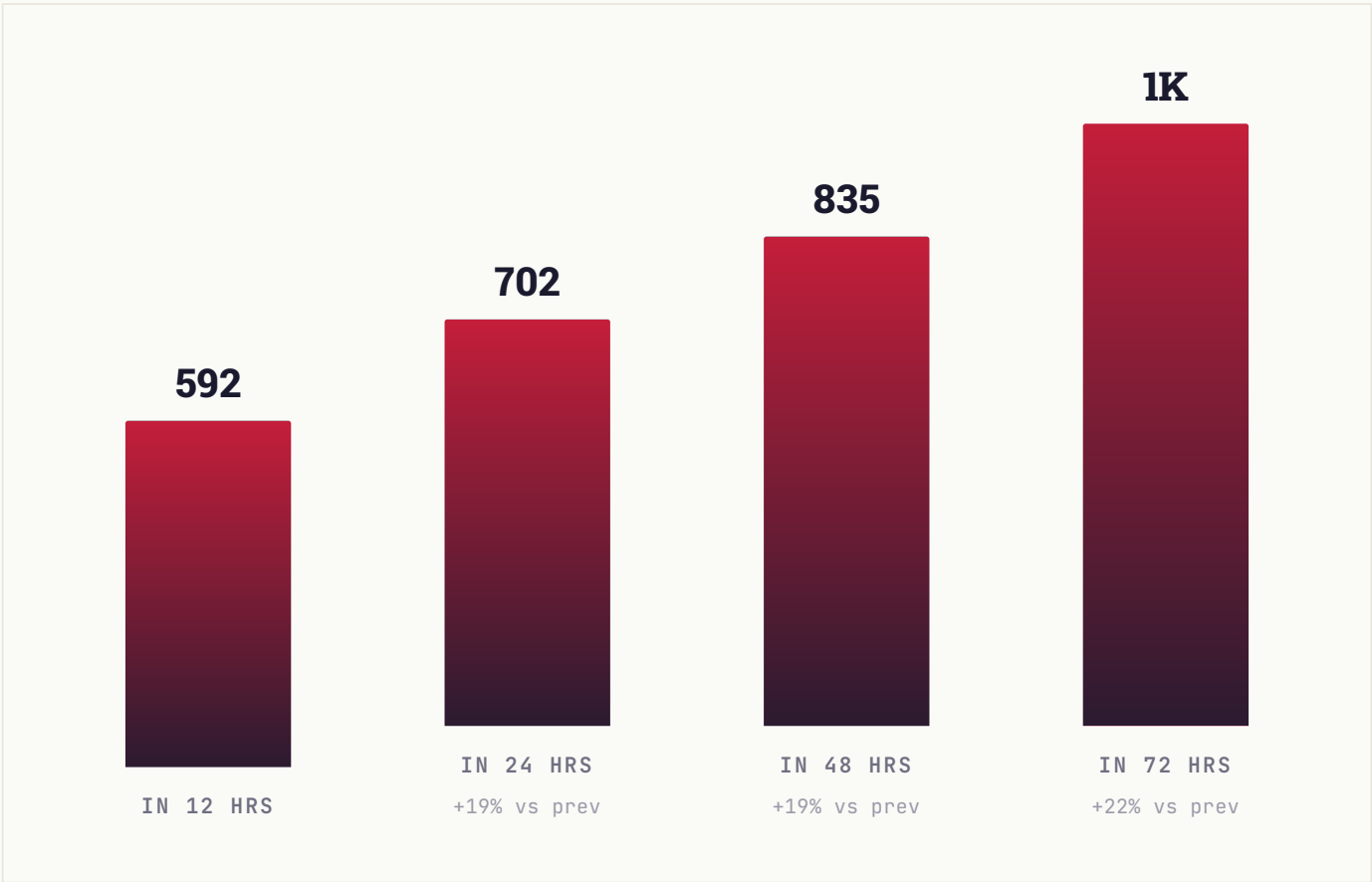
Citation index **309** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 482** different channels.



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 closest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO MoscowBusiness	1.1M
CN Books on a million business blog	861.7K
RP Roxman typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
SL Skolkovo Leaks YOU	16K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels mentioning yours monthly. Over the last **6 months** such mentions were **538**, they brought **571** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	74	10	26
December 2025	101	7	13
November 2025	80	18	273
October 2025	101	9	115
Sep 2025	97	6	48
August 2025	85	5	96

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
538	6	571

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category «Business & startups» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— 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

Best post day — Thursday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts****02**

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****03**

Test polls & interactive formats

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

EFFECT

+5-15% ER**04**

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05**

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from 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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