

PUBLIC REPORT BY PROMTPRESS

Channel audit

HOW OTHERS LIVE. Olya Kachanova



@kakzhivutdrugie

Interior, renovation, design WANT TO BE A FEATURE? ■
 @NinaGolygina Buy ads @pranassergeeva and
 olga.kachanova.roomtour@mail.ru Channel included in RKN
 registry...

SUBSCRIBERS

65 643

25.06.2026
 -279 per month

ERR (% SEE POSTS)

8.0%

per day 4.4%

REACH/POST

5.1K

ad reach 2.9K/24h

[HTTPS://PROMTPRESS.COM/AUDIT/KAKZHIVUTDRUGIE](https://promptpress.com/audit/kakzhivutdrugie)

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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 65 643 —	 SUBSCRIBER REACH 7.72% avg % of subs see post	 VIEWS/POST 5.1K median 5.2K · 29 days	 POSTS/WEEK 31.8 for the period
 7D TREND -5.1% vs previous week	 REACTIONS/POST 60.6 total 8,058 reactions, 1,031 reposts, 0 comments	 POST LENGTH 717 chars median 991 · 29 days	 POSTS ANALYZED 133 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -279 last month	 CITATION RATE 96 citation index · 268 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 11.01.2022

AI EDITOR SUMMARY

Channel «HOW OTHERS LIVE. Olya Kachanova» — 65 643 subs. Each post averages 5.1K people (8% from subs), reach is low — need to grow audience. Publishes 32 posts per week (~5/day) — active posting. For week June 8–14, reach dropped -5.1% to week 1–7 June — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **133** posts over 29 days.
- 02 Dominant format — **Photo** (101/133 posts).
- 03 Avg post length — **717** chars (median 991).
- 04 Peak audience activity — **Sunday**, 15:00 MSK.
- 05 Top posts get **1x** more views than the weakest (6.3K avg for top vs 4.3K for worst) — among 133 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 12:00 PHOTO I noticed a pattern — almost every interior has something brought from a trip. Bed linen that someone so...	VIEWS 6 290 REP. 4	REACTIONS 69 ER 9.6%
Nº2 28.05 · 10:01 PHOTO 28.5 meters. St. Petersburg. An apartment as a declaration of love. Sara bought this apartment to come to St. Petersburg and wake up at home...	VIEWS 6 286 REP. 5	REACTIONS 66 ER 9.6%
Nº3 07.06 · 14:08 PHOTO We were gone almost 9 months. 😊 So much changed in our lives that we need a whole explanatory team)) So we decided...	VIEWS 6 180 REP. 17	REACTIONS 514 ER 9.4%

Nº4 30.05 · 13:00 PHOTO ⊠A dark bathroom scares for one reason: it seems that any splashes and water streaks will be immediately visible and stay forever. This...	VIEWS 6 065 REP. 13	REACTIONS 45 ER 9.2%
Nº5 03.06 · 13:12 PHOTO Soundproofing is one of those things you easily overlook before renovation and very hard to fix after. Maxim approached this issue...	VIEWS 6 017 REP. 15	REACTIONS 82 ER 9.2%

|

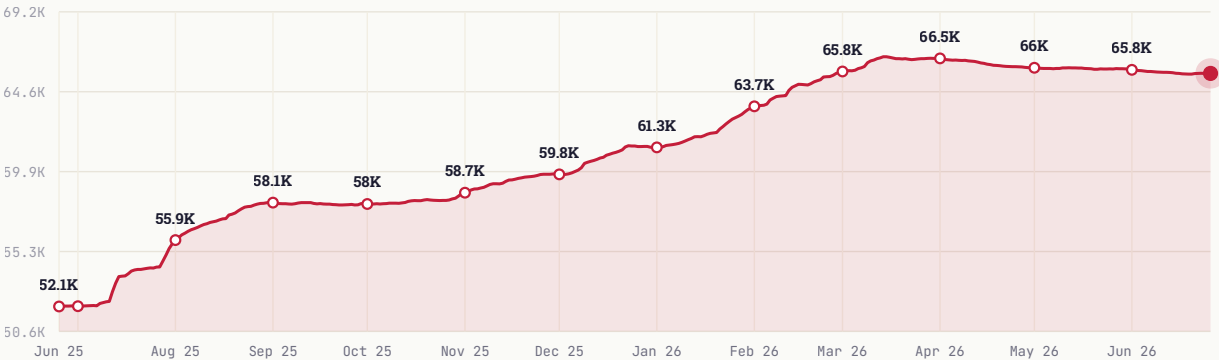
WORST 3

↓ 16.06 · 12:01 PHOTO ⊠ Anya has an adorable dog, and that gave me an idea. There was a recent lecture about animals at the club that you should watch...	VIEWS 4 400 REP. 17	REACTIONS 66 ER 6.7%
↓ 22.06 · 12:20 TEXT Sharing materials Ira used in her renovation: — Am.pm kitchen plumbing. — Regular...	VIEWS 4 266 REP. 11	REACTIONS 21 ER 6.5%
↓ 22.06 · 12:02 PHOTO 55 sqm, on Petrogradskaya with historic 2.75m ceilings. All DIY, no designer: Irina herself was the foreman. The building...	VIEWS 4 124 REP. 12	REACTIONS 75 ER 6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

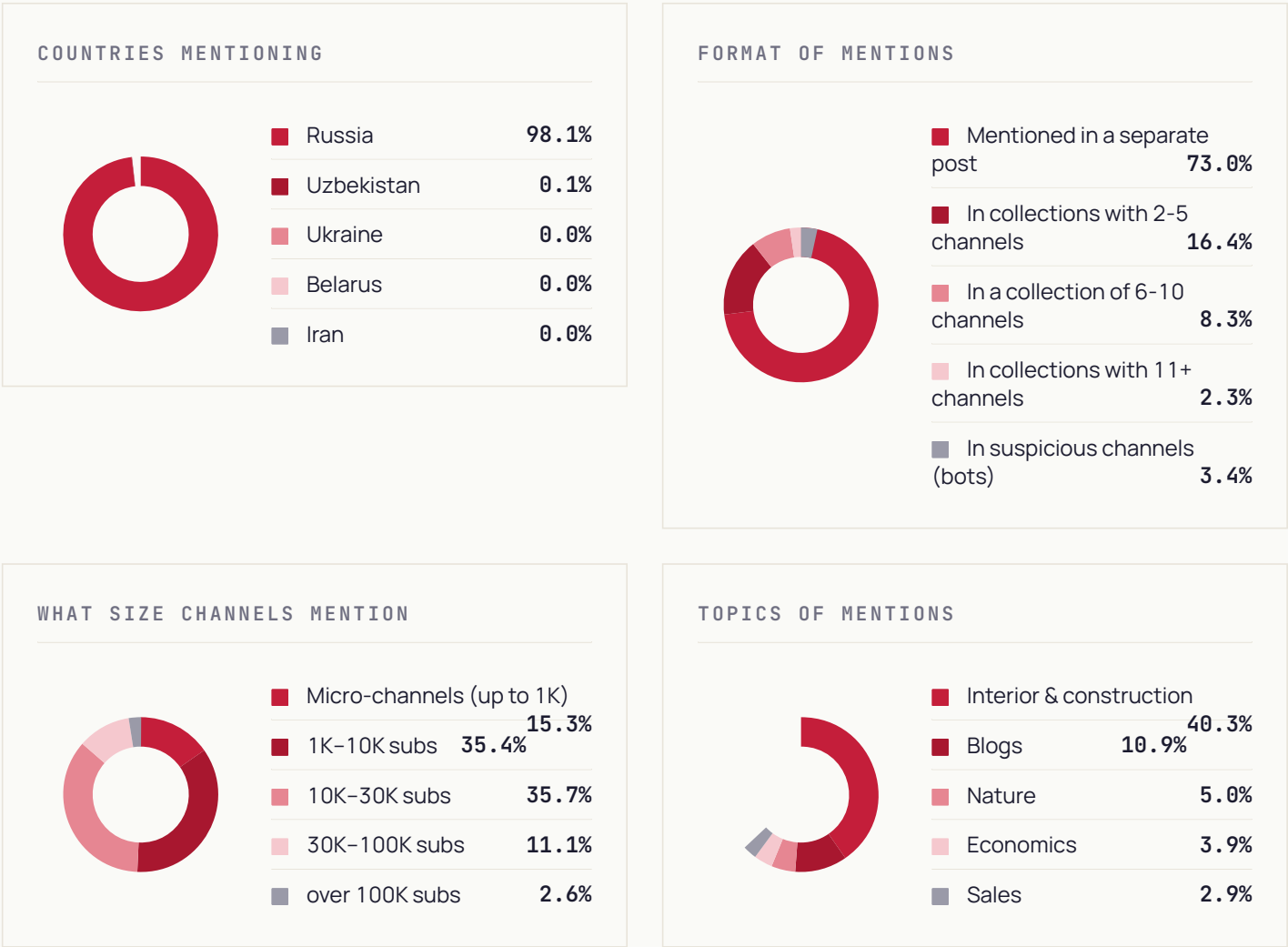


PERIOD START	NOW	NET GROWTH
52 051	65 640	+13 589

SECTION 04 · MENTIONS

Who mentions the channel & how

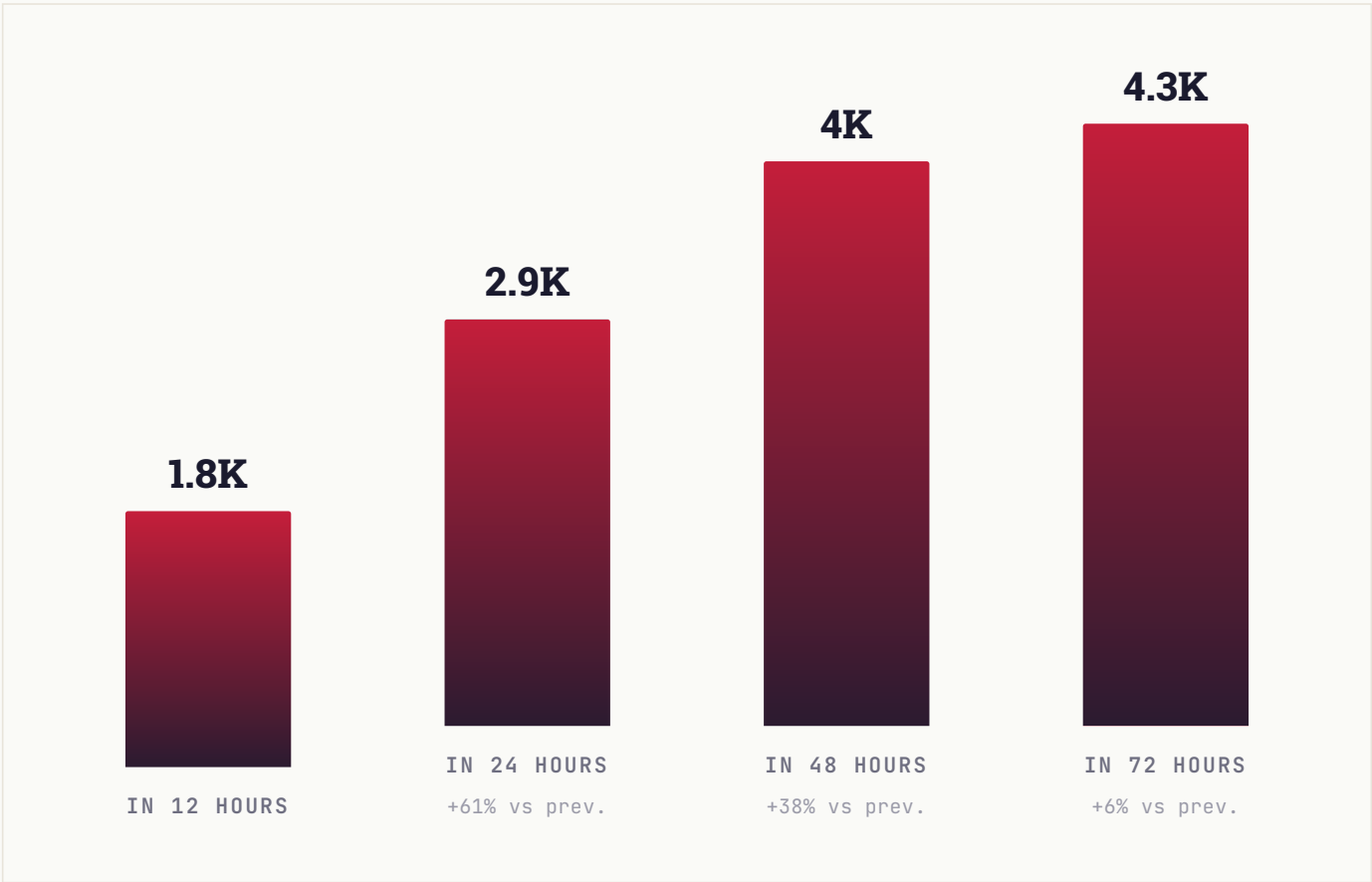
Citation index **96** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **268** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout	455.5K
AI Interior & decor	452K
MK My Apartment	429.1K
MS Wise Builder	411.3K
LK Favorite Apartment	410K
PR Pro Realty	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
KZh HOW OTHERS LIVE. Olya Kachanova YOU	65.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#81 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEO. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **100**, they brought **9 879** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	16	10	1 686	
Nov 2025	12	7	1 171	
Oct 2025	10	9	713	
September 2025	14	10	220	
August 2025	20	12	2 414	
July 2025	28	16	3 675	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
100	6	9 879

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Interior & construction» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

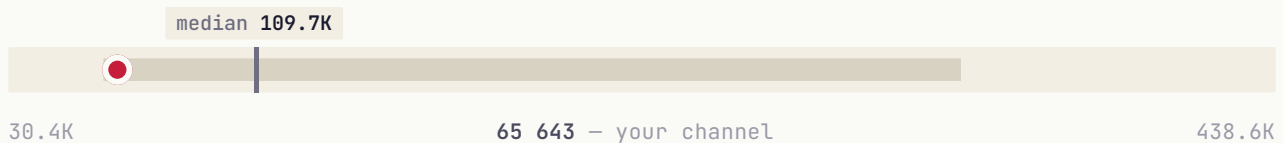
#81/100

RANK IN NICHE

Channel in the bottom half of the ranking

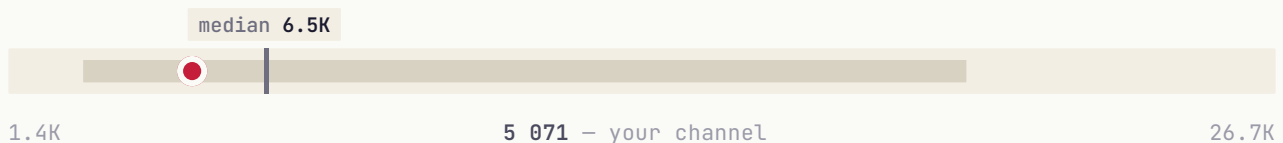
SUBSCRIBERS

worse than median by 40%



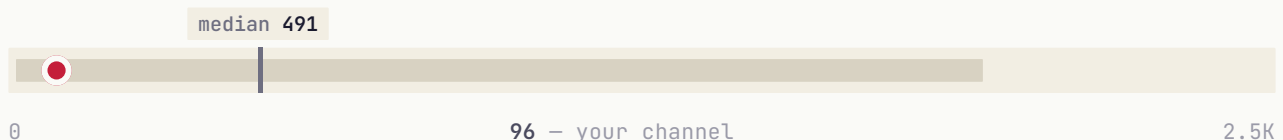
AVG REACH / POST

worse than median by 22%



CITATION INDEX

worse than median by 80%



— 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

Main post of the week — on Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best time for
key posts**

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

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**

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 neighboring 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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? 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
