

— PUBLIC REPORT BY PROMTPRESS

Channel Audit

Amway Central Asia



@amway_central_asia

Health & wellness expert Full production cycle 🌱 6,000 acres of organic farms 800+ experts & scientists 75 labs www.kz.amway.com
taplink.cc/amway_central_asia

SUBSCRIBERS

13 064

-15 per month

ERR (% SEE POSTS)

26.0%

Daily **11.9%**

REACH/POST

3.4K

Ad reach **1.6K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 13 064 —	 SUBSCRIBER REACH 25.69% Avg % subs see post	 VIEWS/POST 3.4K Median 3.3K · 28 days	 POSTS/WEEK 3.7 For period
 7D TREND -24.0% vs previous week	 REACTIONS/POST 80.7 1,211 reactions, 433 reposts, 0 comments	 POST LENGTH 907 chars Median 1,000 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -15 Last month	 CITATION RATE 1 Citation index · 14 channels mentioned ever	 CHANNEL AGE 7 years 2 months Created 15.04.2019

AI EDITOR SUMMARY

Channel «Amway Central Asia» — 13 064 subs. Each post avg views 3.4K people (26% From subs), good reach. Publishes 4 posts/week (~1/day) — rare. Week Jun 22–28 reach dropped -24.0% To week Jun 15–21 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & laggards – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 28 days.
- 02 Dominant format – Video (8/15 posts).
- 03 Avg post length – 907 chars (median 1,000).
- 04 Audience Peak Activity – Friday, 10:00 ALMT.
- 05 Strongest posts get 3x More views than weakest (5.3K avg top vs 2.1K worst) – among 15 posts over 28 days. Analyze top’s common traits: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 05:48 TEXT (post without caption – text)	VIEWS 5 604 REP. 44	REACTIONS 13 ER 42.9%
Nº2 05.06 · 05:47 PHOTO Thank you for attending the webinar «Artistry Skin Nutrition™ Vitamin C Hydrogel Mask» on May 25, 2025...	VIEWS 5 333 REP. 16	REACTIONS 50 ER 40.8%
Nº3 16.06 · 13:30 VIDEO One of the key factors of Amway's success is long-term investment in science, research and innovation...	VIEWS 5 075 REP. 63	REACTIONS 103 ER 38.8%

Nº4 15.06 • 05:42 VIDEO On June 15, we celebrated the founder of Nutrilite™ and one of the pioneers of modern nutrition science – Carl F. Rehnborg...	VIEWS 4 427 REP. 38 REACTIONS 221 ER 33.9%
Nº5 22.06 • 12:08 PHOTO A great offer AWAITS YOU Buy special sets 343383 and 343384 at 15% off and get a gift 🎁💧 Stylish water...	VIEWS 4 278 REP. 37 REACTIONS 72 ER 32.7%
WORST 3	
↓ 30.06 • 13:20 VIDEO Important step in Amway Mongolia's growth! New office in Ulaanbaatar center is now open. This...	VIEWS 2 212 REP. 6 REACTIONS 106 ER 16.9%
↓ 01.07 • 05:02 PHOTO ⚡ Free registration ad for new VIP+ Clients! Register new VIP+ Clients under special conditions until August 31, 2026. 🔗 ...	VIEWS 2 146 REP. 24 REACTIONS 33 ER 16.4%
↓ 01.07 • 12:42 VIDEO Mongolia Welcome Days! We celebrated the opening of a new office, met with our leaders, regional management and Amway global...	VIEWS 1 943 REP. 8 REACTIONS 79 ER 14.9%

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 gained or lost subs.



PERIOD START

12 827

NOW

13 067

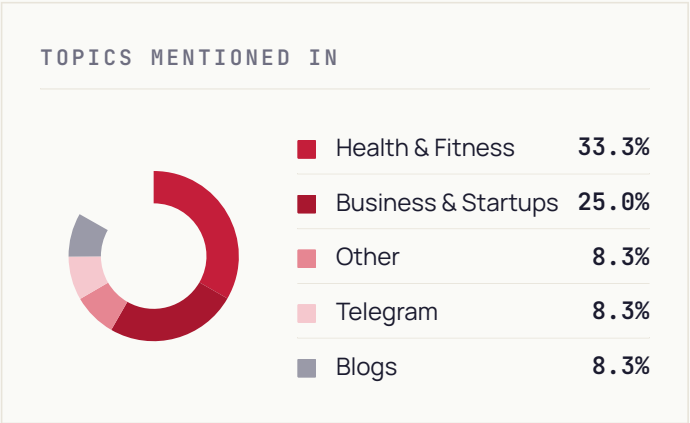
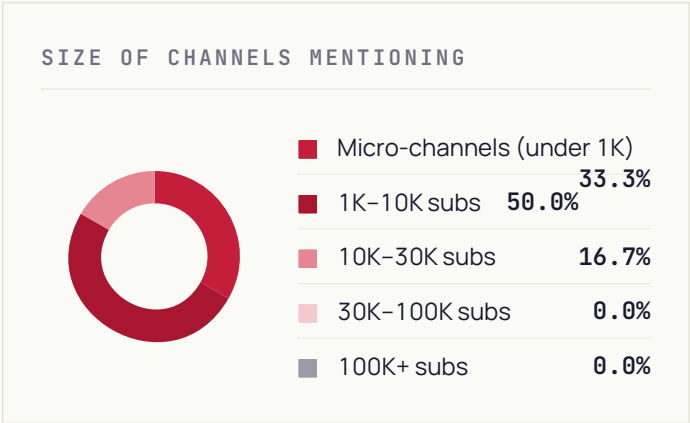
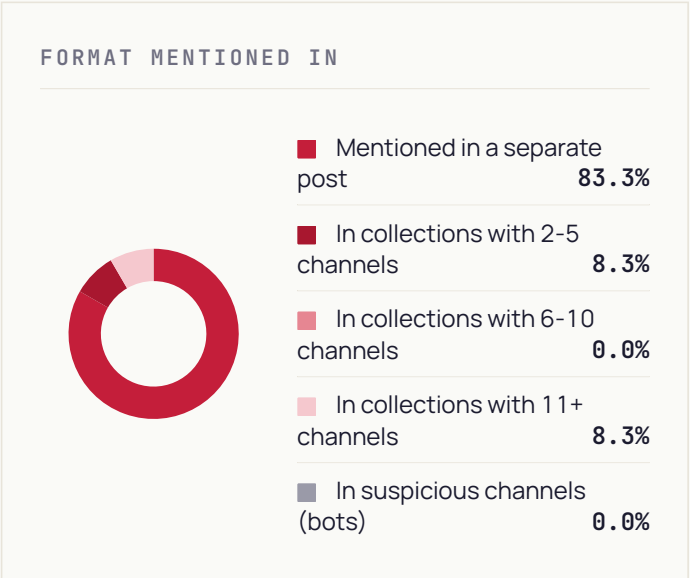
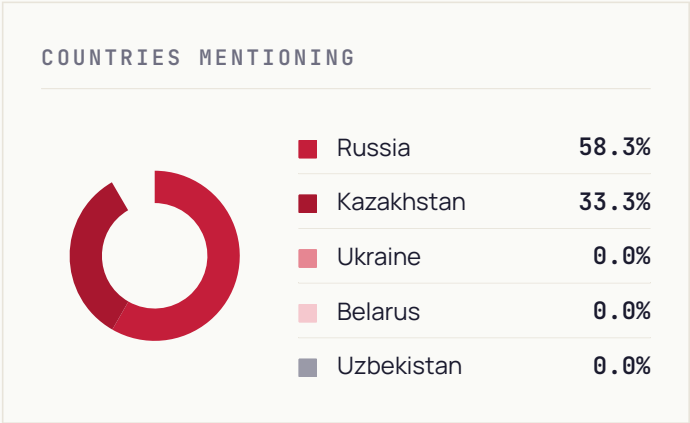
NET GROWTH

+240

SECTION 04 · MENTIONS

Who & How Mentions the Channel

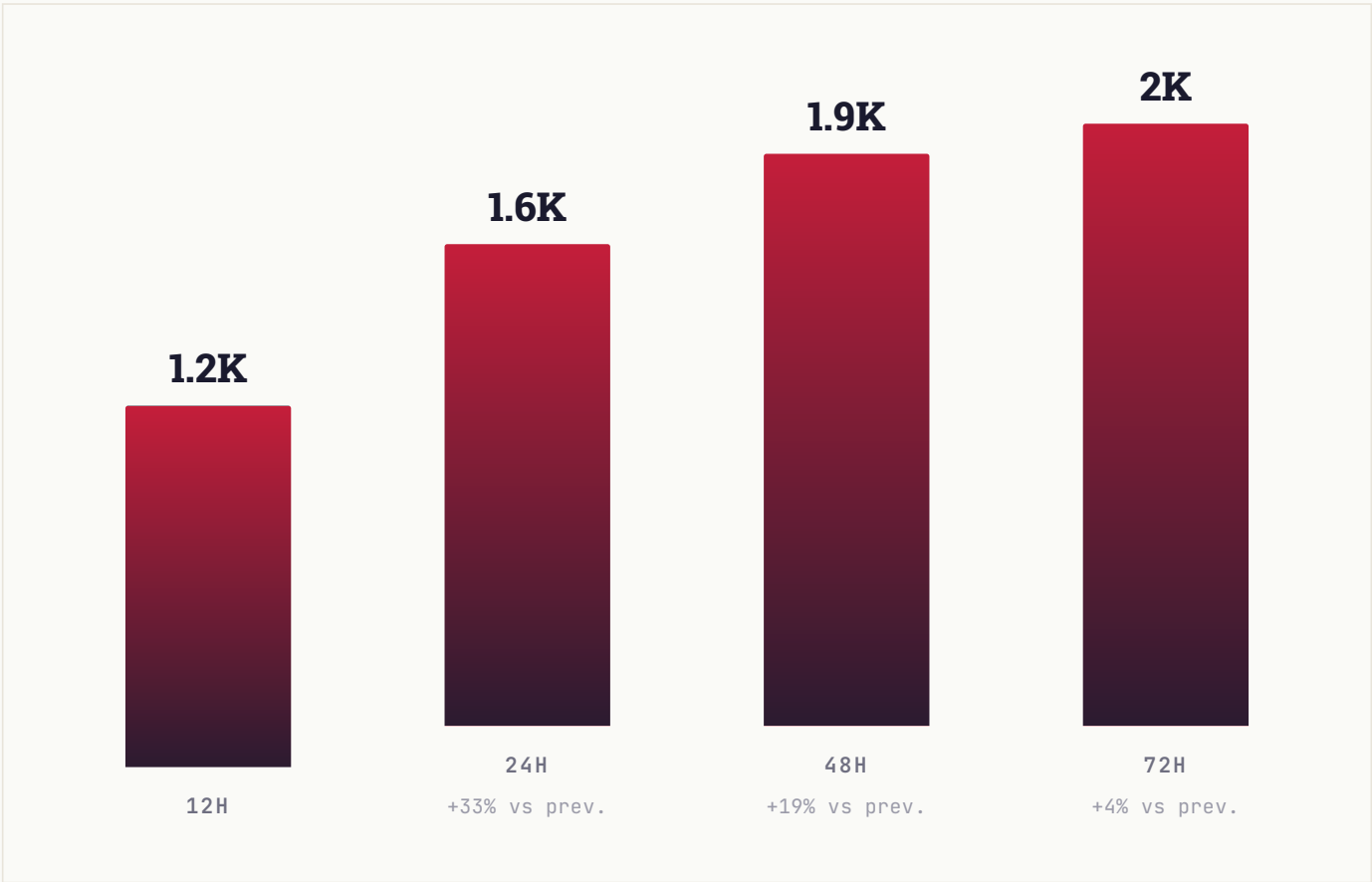
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 14 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
CP Kazakhstan Cheaper	206K
AK Rent Apartment Almaty Roommate	77.3K
JA Janapost.kz	33.2K
АП Almaty Sublet Apartments Apartment	29.4K
C- Skidki.live - Discounts in Kazakhstan	24.1K
TK TRENDSHOP CATALOG WHOLESALE	18.7K
CA Almaty Apartments Rent in Almaty Find Roommates Almaty	17.4K
AK Rent Apartment Almaty Roommate	16.8K
MO Model3D_stl	13.2K
AC Amway Central Asia YOU	13.1K
QO QMARKET WHOLESALE CATALOG	13K

COMPARATIVE CONCLUSION

Channel in Top 10 niche (#10 of 100). Strong position. Niche leader — Kazakhstan Cheaper (206K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **1**, they brought **664** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	83	
December 2025	0	0	87	
Nov 2025	1	1	114	
Oct 2025	0	0	164	
September 2025	0	0	147	
August 2025	0	0	69	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	664

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 Channels in category «Sales» and saw how the channel looks against them. Gray bar — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#10/100

RANK IN NICHE

Channel in top 10% sales



— 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**Increase posting frequency**

Now 3.7 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency >
Volume****02****Top post of the week — on Friday**

Audience most active on this day at 10:00 ALMT.

EFFECT

**Best Time for
Key Posts****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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with Neighbor 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 us to do it? **PromptPress?**

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

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
