

## THE FUNNEL TEARDOWN

# Every way this niche turns attention into money

471 accounts taken apart one by one: what they promote, where the link starts, where it actually lands, and how hard each model travels. The gaps are where the room is.

|                       |                             |                              |                          |
|-----------------------|-----------------------------|------------------------------|--------------------------|
| 13<br>distinct models | 94<br>running a real funnel | 143<br>with no funnel at all | 15<br>with a broken link |
|-----------------------|-----------------------------|------------------------------|--------------------------|

## How the market splits

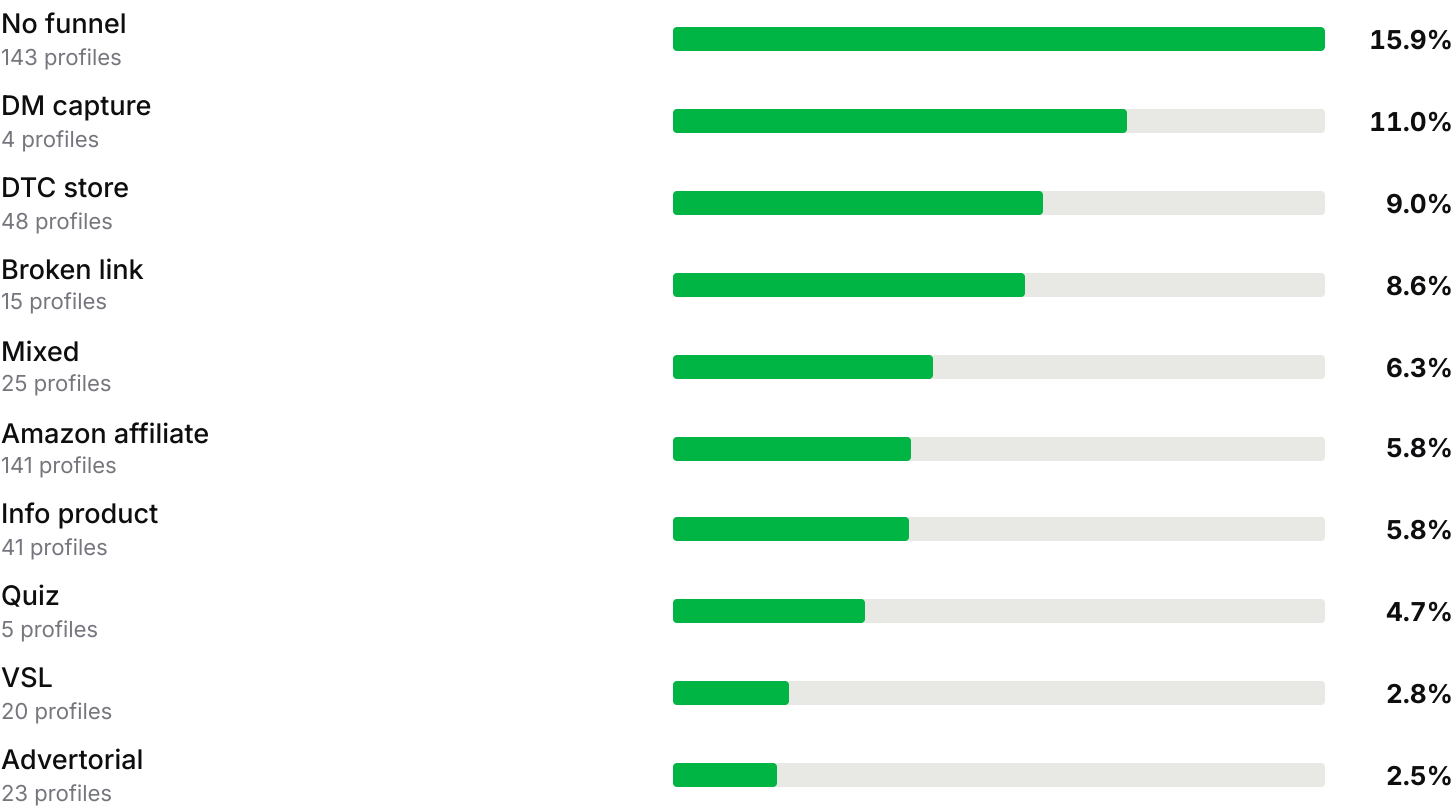
Two models cover more than half the set, and one of them is not a model at all.

|                  |             |     |
|------------------|-------------|-----|
| No funnel        | <div></div> | 143 |
| Amazon affiliate | <div></div> | 141 |
| DTC store        | <div></div> | 48  |
| Info product     | <div></div> | 41  |
| Mixed            | <div></div> | 25  |
| Advertorial      | <div></div> | 23  |
| VSL              | <div></div> | 20  |
| Broken link      | <div></div> | 15  |
| Quiz             | <div></div> | 5   |
| DM capture       | <div></div> | 4   |
| Service          | <div></div> | 2   |
| Lead capture     | <div></div> | 1   |
| TikTok Shop      | <div></div> | 1   |

Profiles per funnel model.

# Reach does not follow the money

The models with the least monetization pull the most attention. That inversion is the whole opportunity in this niche.



Median engagement by model. Only models with four or more profiles.

## The models, side by side

| MODEL · WHERE THE LINK STARTS               | PROFILES | MEDIAN ENG. | EXAMPLES                                                           |
|---------------------------------------------|----------|-------------|--------------------------------------------------------------------|
| <b>No funnel</b><br>Bio (2), Pin link (1)   | 143      | 15.9%       | <b>Health Is Gold</b><br><b>Simply Pure Health</b>                 |
| <b>Amazon affiliate</b><br>Bio (53), DM (4) | 141      | 5.8%        | <b>masteryoshihealthtips</b><br><b>Rhodiola plant based health</b> |
| <b>DTC store</b><br>Bio (40), Pin link (5)  | 48       | 9.0%        | <b>jane_hef</b><br><b>natures_cures</b>                            |
| <b>Info product</b><br>Bio (26), DM (4)     | 41       | 5.8%        | <b>Everyday Vital</b><br><b>healthyhumans4life</b>                 |

| MODEL · WHERE THE LINK STARTS                        | PROFILES | MEDIAN ENG. | EXAMPLES                                         |
|------------------------------------------------------|----------|-------------|--------------------------------------------------|
| <b>Mixed</b><br>Bio (17), Pin link (1)               | 25       | 6.3%        | <b>Nature knows best</b><br><b>Ryan Daco</b>     |
| <b>Advertorial</b><br>Pin link (12), Bio (6)         | 23       | 2.5%        | <b>Review-Hub</b><br><b>gelatina.bariatrica</b>  |
| <b>VSL</b><br>Video description (7), Bio (7)         | 20       | 2.8%        | <b>ForexProTrading24</b><br><b>floridamusik</b>  |
| <b>Broken link</b><br>Video description (7), Bio (2) | 15       | 8.6%        | <b>vitaminreports</b><br><b>polopolak</b>        |
| <b>Quiz</b><br>Bio (4), DM (1)                       | 5        | 4.7%        | <b>emma.evans098</b><br><b>fit_grandma_rose_</b> |
| <b>DM capture</b><br>DM (2), Bio (1)                 | 4        | 11.0%       | <b>SerahsHealthcorner</b><br><b>NonnaMaria</b>   |
| <b>Service</b><br>Bio (1)                            | 2        | 27.3%       | <b>Natalie Loo</b><br><b>eraofhealth</b>         |
| <b>Lead capture</b><br>Bio (1)                       | 1        | 4.2%        | <b>genuinely.healthy</b>                         |
| <b>TikTok Shop</b><br>entry point not mapped         | 1        | 3.1%        | <b>trysereneherbs</b>                            |

## Real routes, start to finish

This is what the click actually does. Bio, then a shortener, then the page that takes the money. Traced by hand, not guessed.

| PROFILE                                    | ROUTE                                                    |
|--------------------------------------------|----------------------------------------------------------|
| <b>Review-Hub</b><br>YouTube · Advertorial | Canal de reviews. geni.us → Text Presentation ProDentim. |
| <b>jane_hef</b><br>Instagram · DTC store   | Bio → janesformula.com                                   |

| PROFILE                                                      | ROUTE                                                                     |
|--------------------------------------------------------------|---------------------------------------------------------------------------|
| <b>masteryoshihealthtips</b><br>Instagram · Amazon affiliate | Bio → linktw.in/vZKoPr → www.amazon.com (KORELLA Saffron)                 |
| <b>goldennia_glow</b><br>Instagram · Amazon affiliate        | Bio → amzn.to/43GLZxl                                                     |
| <b>healthyhumans4life</b><br>Instagram · Info product        | Bio → stan.store/HealthyHumans4Life                                       |
| <b>natures_cures</b><br>TikTok · DTC store                   | nture.uk redireciona para nture.co.uk → loja Shopify de suplementos (UK). |
| <b>Valerius Organix</b><br>Facebook · DTC store              | Legenda/bio → loja DTC. DM ('ROOT') não respondeu                         |
| <b>SerahsHealthcorner</b><br>Facebook · DM capture           | Bio → Amazon (CTA 'legs' não aparece nos posts recentes)                  |

309 routes traced in the full vault.

## Three gaps nobody is filling

These are counts, not opinions.

### **The best reach has no exit**

**143 of 471**

publish with nothing to click, and they sit at 16% median engagement. The attention is already there. The path out is not.

### **Almost nobody builds their own path**

**94 of 471**

run an advertorial, a VSL, a quiz or a store of their own. Everyone else hands the visitor to a marketplace and gives up control of the sale.

### **Half of all funnels are one link**

**141 profiles**

point at an Amazon listing. No page, no email, no second chance. If the listing changes, the business changes with it.

### **And some are simply broken**

**15 profiles**

are running content today behind a link that does not resolve. Nobody is watching the thing that takes the money.