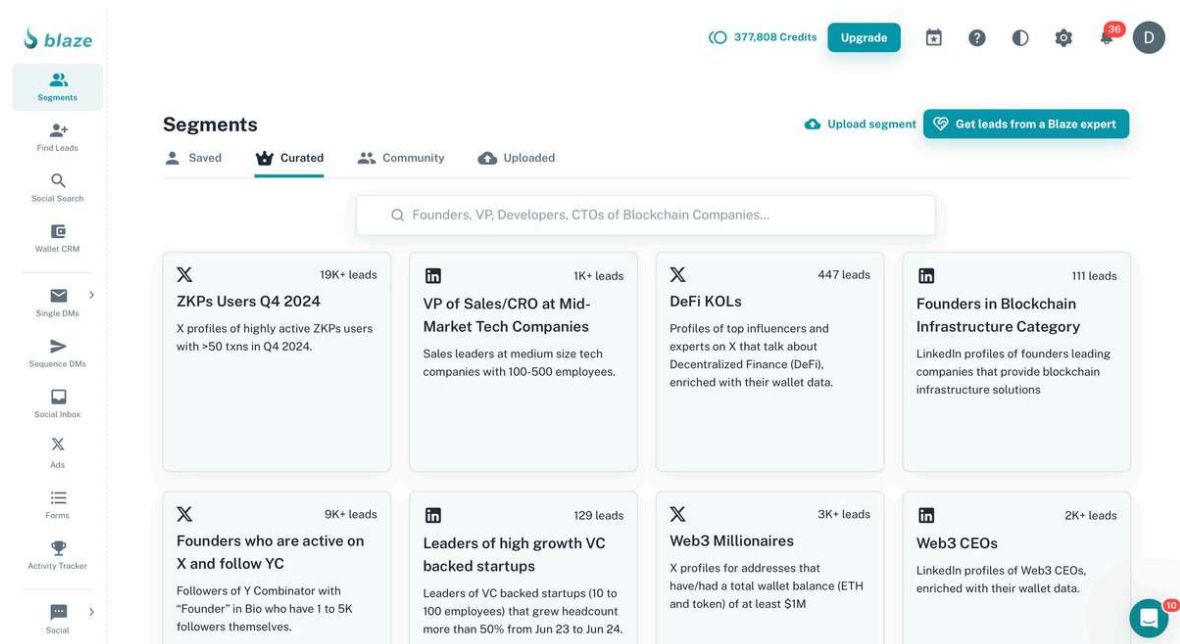


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Curated segments

Twitter and LinkedIn Segments Created by Blaze Experts

[Curated segments](#) are pre-populated segments that have been hand-crafted by the Blaze team based on data from top performing keywords, hashtags, links and tweet engagement to kickstart lead generation. You can find leads based on filters beyond the ones available in [Audience builder](#), without the time and hassle to create your own audience. We include segments for web3 and web2 focused industries.



The screenshot displays the Blaze Segments interface. On the left is a sidebar with navigation options: Segments, Find Leads, Social Search, Wallet CRM, Single DMs, Sequence DMs, Social Inbox, Ads, Forms, Activity Tracker, and Social. The main area is titled 'Segments' and includes tabs for Saved, Curated (selected), Community, and Uploaded. A search bar contains the text 'Founders, VP, Developers, CTOs of Blockchain Companies...'. Below the search bar, there are eight segment cards arranged in a 2x4 grid. Each card shows a platform icon (X or LinkedIn), the number of leads, the segment name, and a brief description. The segments are: 1. ZKPs Users Q4 2024 (19K+ leads, X), 2. VP of Sales/CRO at Mid-Market Tech Companies (1K+ leads, LinkedIn), 3. DeFi KOLs (447 leads, X), 4. Founders in Blockchain Infrastructure Category (111 leads, LinkedIn), 5. Founders who are active on X and follow YC (9K+ leads, X), 6. Leaders of high growth VC backed startups (129 leads, LinkedIn), 7. Web3 Millionaires (3K+ leads, X), and 8. Web3 CEOs (2K+ leads, LinkedIn). At the top right of the interface, there is a credit balance of 377,808 Credits, an Upgrade button, and several utility icons. A notification bubble with '10' is visible in the bottom right corner.

Platform	Leads	Segment Name	Description
X	19K+	ZKPs Users Q4 2024	X profiles of highly active ZKPs users with >50 txns in Q4 2024.
LinkedIn	1K+	VP of Sales/CRO at Mid-Market Tech Companies	Sales leaders at medium size tech companies with 100-500 employees.
X	447	DeFi KOLs	Profiles of top influencers and experts on X that talk about Decentralized Finance (DeFi), enriched with their wallet data.
LinkedIn	111	Founders in Blockchain Infrastructure Category	LinkedIn profiles of founders leading companies that provide blockchain infrastructure solutions
X	9K+	Founders who are active on X and follow YC	Followers of Y Combinator with "Founder" in Bio who have 1 to 5K followers themselves.
LinkedIn	129	Leaders of high growth VC backed startups	Leaders of VC backed startups (10 to 100 employees) that grew headcount more than 50% from Jun 23 to Jun 24.
X	3K+	Web3 Millionaires	X profiles for addresses that have/had a total wallet balance (ETH and token) of at least \$1M
LinkedIn	2K+	Web3 CEOs	LinkedIn profiles of Web3 CEOs, enriched with their wallet data.

Locked segments

While a selection are available for free (try the "Free" filter), some require [Credits](#) to access. Credits required are calculated based on the engagement potential of the segment (measured by the number of open DMs and wallet mappings), ensuring you reach the most interested and relevant leads.

Segment categories

Blaze has curated segments that belong to the following categories. While there are no category tabs, you can **search using relevant keywords** to find segments that fit these themes:

- **KOLs (Key Opinion Leaders):** Individuals or entities with significant expertise and influence in the blockchain and crypto space. They're perfect candidates for affiliate programs and are often looking for ways to monetize their audiences. Check out how you can [Reach out to Web3 KOLs with Twitter \(X\) DMs ↗](#) on Blaze. This segment category contains segments like: DeFi KOLs, Bitcoin Maxis, NFT KOLs, P2E (Play to earn) KOLs, and more.
- **Web3 Projects:** contains segments with profiles of Web3 and DeFi companies.
- **Web3 Founders:** contains segments with profiles (Twitter & LinkedIn) of Web3 founders such as: Saylor list founders, Web3 CTOs, Web3 CEOs, Web3 Head of Marketing, Ex FAANG in Web3m and more. Check out how you can [Reach out to Web3 Founders with Twitter \(X\) DMs ↗](#) on Blaze.
- **Web3 Employees:** contains people employed in the Web3 space.
- **Power on-chain users:** they're influential users with significant on-chain activity. Find segments like: Uniswap Liquidity provider, Top Debank Whales, Crypto Miners, Farcaster users, Airdrop Hunters, and more in this category.
- **Blaze Exclusive:** segments exclusively created on Blaze, using insights from on-chain and off-chain data.

Credit Pricing for Curated Segment

There are multiple curated segments on Blaze and the price to unlock these segments depends on the size of audience and the category of these segments.

Pricing of Twitter Curated Segment

Blaze offers flexible and transparent pricing for curated segments across Twitter and LinkedIn, tailored to help you reach high-quality leads with precision.

For [Twitter curated segments](#), the credit cost is calculated as **1/30th of the total segment size**, with the final number **rounded to the nearest 50**. These curated segments are handpicked by **Blaze experts**, ensuring high relevance and engagement potential. Additionally, if the curated segment includes **fewer than 100 users**, it is **completely free**—allowing you to explore niche communities without using any credits.

For [LinkedIn curated segments](#), the pricing follows a **per-lead model**, where each lead costs **1 credit**, and the total is **rounded to the nearest 50 credits**. This structure reflects the high quality and intent of leads collected via LinkedIn engagement and ensures clear control over credit usage.

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