Blaze Help Center

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Segments | Lead Generation on Blaze

The article talks about different ways on how you can generate leads and save them on Blaze

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What are segments?

Segments in the most simple terms means your 'lead list'.

These can be lists of potential new users, developers, and partners, created based on their social media (and transaction activity - for Web3). Segments can be tailored to various campaigns, helping you target specific audiences effectively.

Blaze supports lead generation across multiple platforms, including Twitter, LinkedIn, and Telegram, enabling you to create different segments aligned with your marketing goals.

Ways to Create a Segment on Blaze

1. Curated segments

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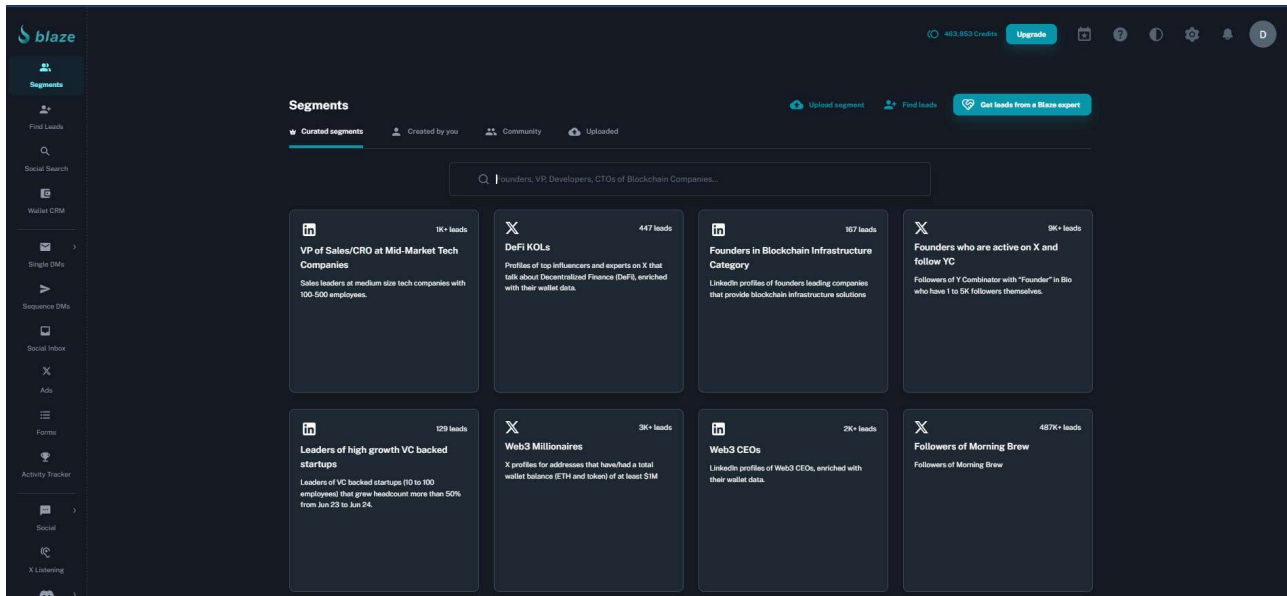
> **Locked segments:**
> While a selection are available for free (try the "Free" filter), some require [Credits](#) to access. Credits required are calculated based on the engagement potential of the segment (measured by the number of open DMs and wallet mappings), ensuring you reach the most interested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

▶ **Segment Categories**

2. Uploaded Segments

These are segments that are uploaded by the user manually. You can upload a csv or enter the a list of audiences in a comma separated format.
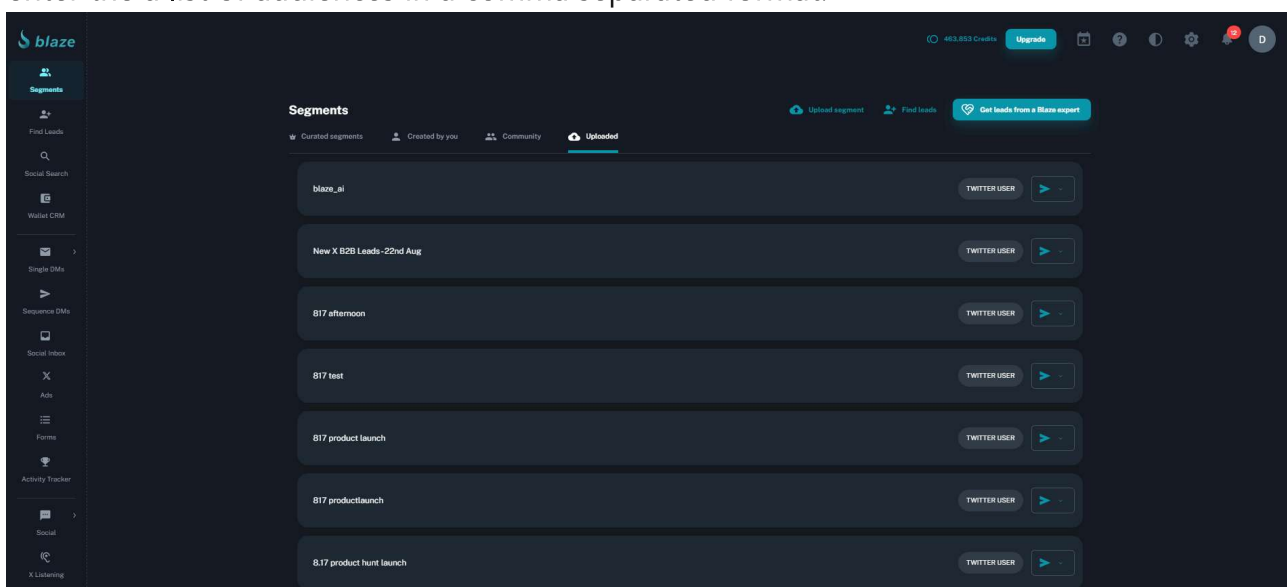
3. Created by You Segments

Blaze allows you to create and manage segments across multiple platforms, including Twitter, LinkedIn, Telegram, and Discord, helping you curate potential leads and users efficiently.
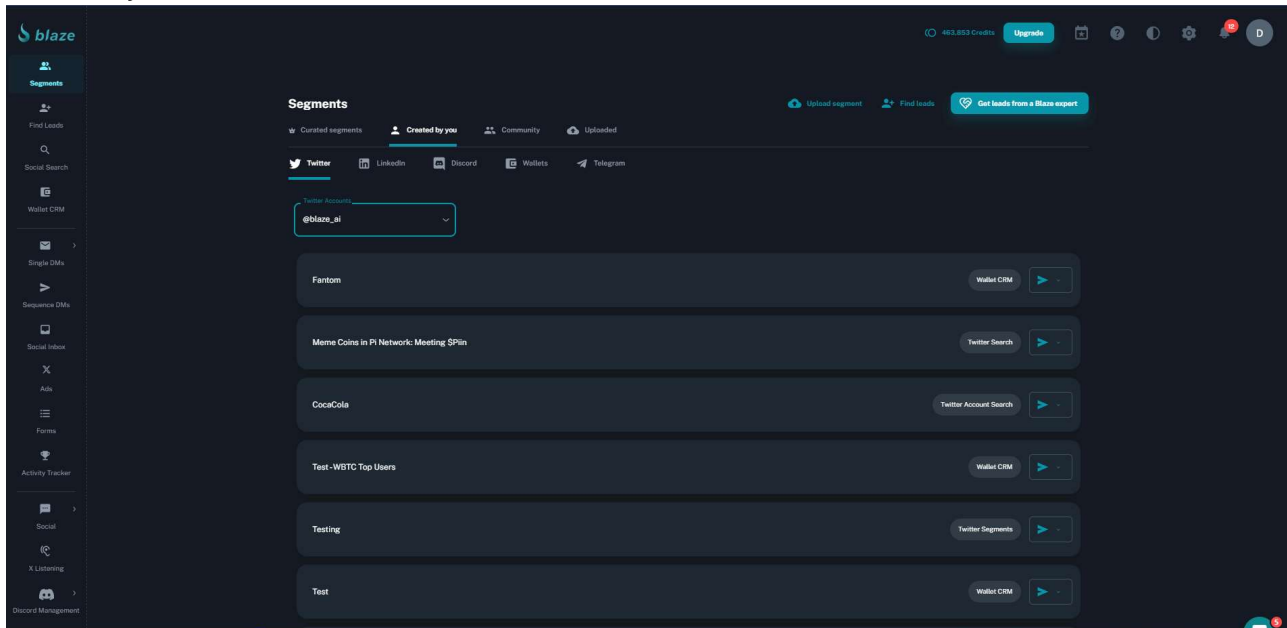
- **Twitter & LinkedIn**
  Find Leads Tab:
  You can create and save custom segments through the Segment Creation tab. These segments are stored under 'Created by You Segments' in the Segments tab for future use in campaigns or enrichment.

  Social Search: You can create Social Search searches across social activity on Twitter and LinkedIn to find new users based on their activity and create segments from those searches.

  Wallet CRM: (only X) You can use wallet CRM feature to create segments based on their on-chain ad off-chain activity.

  Existing Segments:
  Build segments by applying filters to existing categories like Uploaded, Curated, Pre-Built, or Saved Segments.

- **Telegram**

  Find Leads Tab:
  Just like Twitter and LinkedIn, you can create Telegram segments using the Segment Creation tab and manage them with various filters.

- **Discord**

  Pre-Built Segments:

Discord segments are typically created from Pre-Built segments, offering a ready-to-use audience for your campaigns.

When you purchase a curated segment, it's saved to your 'Created by You' segment. You can then run campaigns or perform enrichment on these leads to ensure they align with your goals.

4. Community Segments

Blaze offers pre-populated segments derived from integrated social platforms, allowing you to target specific audiences quickly and efficiently. Here's a breakdown of the segments:
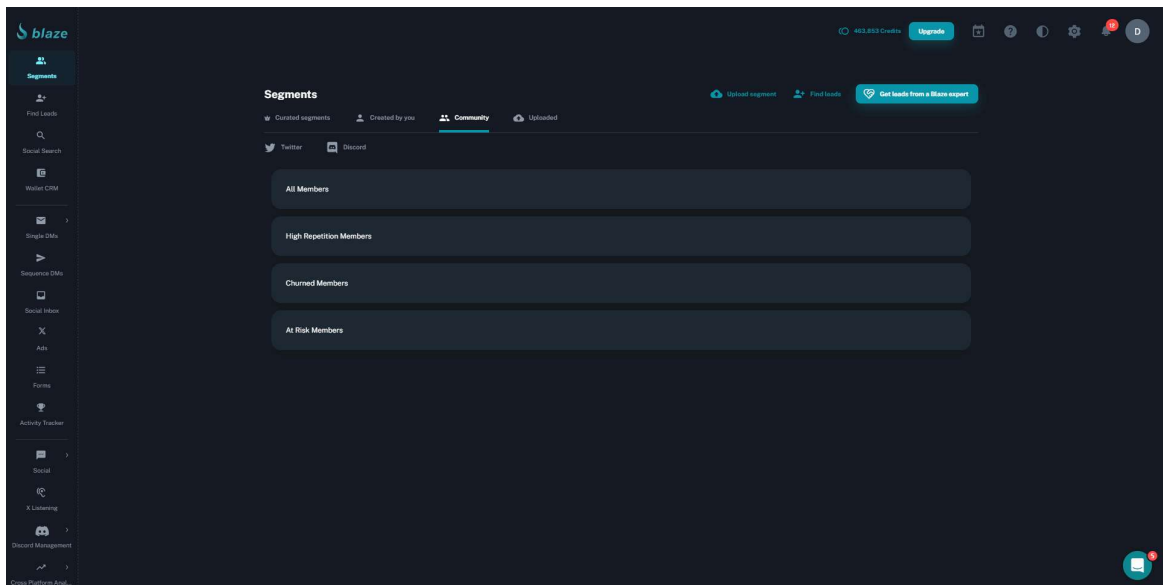
- **Twitter**
  - **Followers Segment**:
    This segment contains a list of followers from the integrated Twitter account. It's a ready-to-use segment that helps you identify and target your Twitter audience easily.

- **Discord**
  - **Server Participants**
    Pre-built Discord segments help you engage with different types of members from your integrated Discord server:

1. **All Members**: A comprehensive list of all the members from the integrated Discord server.

2. **High Repetition Members**: Members with high engagement scores, indicating frequent interaction and participation within the server.

3. **Churned Members**: A segment that includes members who have disengaged or churned out from the Discord server.

4. **At-Risk Members**: A list of members who are at risk of churning out based on their engagement patterns, helping you proactively retain them.

These pre-populated segments streamline your targeting strategy by providing an organized, actionable audience base.

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Did this answer your question?

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