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[HOW TO GENERATE A LEAD LIST OR SEGMENT OF WALLETS USING WALLET CRM](#)

How to refine & create a segment of wallets

The insights provided by Blaze's Wallet CRM enables you to enrich, profile and segment any set of Wallets based on specific filters. You can use it to understand your user's on-chain & off-chain behavior to improvise your outreach strategies.

Wallet CRM can help you in these ways:

1. **Outreach mediums:** Figure out which leads have open DMs with the social identifier you plan to use for your marketing. Which leads have XMTP enabled for on-chain & account engagement data for off-chain users.
2. **Analyse your user's on-chain activity:** What supported blockchains are they currently active on like ETH, Polygon, Arbitrum, Optimism, Base and BSC. What other tokens & NFTs they hold and filter by any wallet tags, if you're looking for any specific data. Use advanced filters to get as precise as you'd like to get and create a custom segment of these wallet users.
3. **Detect last trade dates:** Know which users are currently active and which ones are dormant is important for prioritizing targeting and re-engagement efforts.

To get started, here's a quick walkthrough

Introducing Wallet CRM: Aggregate insights for a set of wallet...



For more on what wallet metrics we offer:

[Wallet metrics glossary](#)



You can also use our forms to collect wallets from your users. We auto-match wallets with social identifier where possible, or you can provide social identifiers should you already have these mappings.

[Create and share a form](#)



If you require a custom analysis, please contact us at support@withblaze.app

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