

[PRODUCT GUIDES](#) > [LEAD GEN AND SEGMENTS](#) > [HOW TO FILTER SEGMENTS](#)

Twitter Audience filters

On-chain and Off-chain filter to make precise subsegments

Segment Creation

 Segment Wizard

 Get leads from a Blaze expert

Twitter Audience

LinkedIn Audience

Telegram Audience

Wallet Audience

Filters

Has Identifier

Exclude leads

Exclude leads with closed DMs

Segments

Bio

Country

Followers of

More personal filters

Total followers

Apply

0 selected Select All

Columns Segment Summary Create Segment

<input type="checkbox"/>	Avatar	Twitter Handle	Name	Bio
<input type="checkbox"/>		eysteinnss	Gun	Does fitness, catches fish, eats food, recreational gamb
<input type="checkbox"/>		ButchTripps	ButchTripps	https://t.co/wXYJ0fEtyj https://t.co/fXCrcCo0TNW https://
<input type="checkbox"/>		dkdldps	Surfer	NFT Hunter Free NFT, Whitelist, OG, Giveaway, Airdrop.
<input type="checkbox"/>		lth_uyen	Thao Uyen Le	Welcome
<input type="checkbox"/>		Antonin53439552	towuk	check my link3 profile https://t.co/9mv2NNDMh
<input type="checkbox"/>		PhyuPo10769	khin po phyu	hello \$RECORD
<input type="checkbox"/>		mimir18e	Mimir.eth	•Crypto Trader-Investor •@meetthatguy1 •Photograph
<input type="checkbox"/>		IamSolanaBoy	ben.eth	ben.eth
<input type="checkbox"/>		iyoti_1402	iyoti	iyoti1402.near https://t.co/flynM2Pbt0 #btc addre
<input type="checkbox"/>		vasilbAta	Erkut Yazgan .bit	Undeads
<input type="checkbox"/>		XdMorant	Morant Xd	TECHNICAL ANALYST-CRYPTOCURRENCY TRADER

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Filters available on twitter filters

General Filters:

1. Has Identifier:

- Wallet:** Helps filter leads with Wallet Addresses in the database
-

Filters

Has Identifier

Exclude leads

Exclude leads with closed DMs

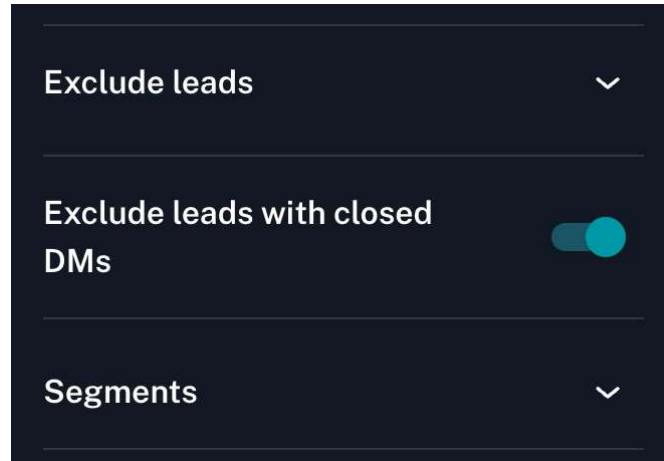
Segments

General Filters

2. **Exclude leads with closed DMs:** Switching the toggle on Whether the user or account can receive direct messages.

a. We recommend to use **Exclude leads with closed DMs** before creating any segment for outreach [Sequence campaign](#).

b.

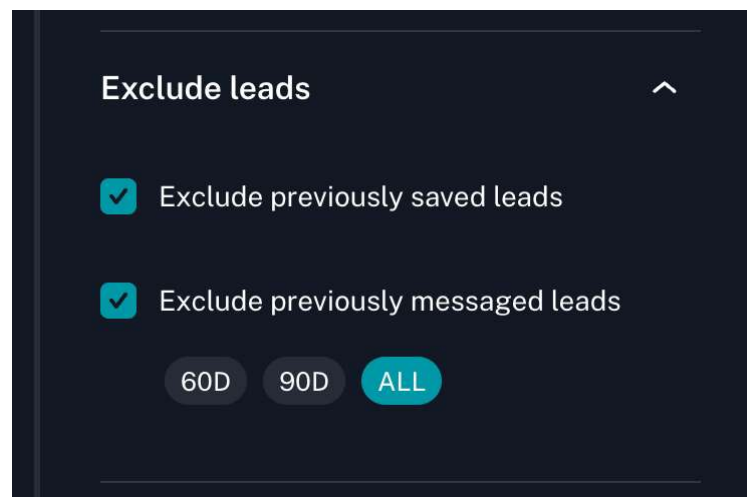


Exclude Leads with closed DM's

3. **Exclude leads:**

- a. **Exclude previously saved leads:** Removes the leads from the segment which you saved earlier
- b. **Exclude previously messaged leads:** Remove the leads from the segment which you reached out in an campaign

c.



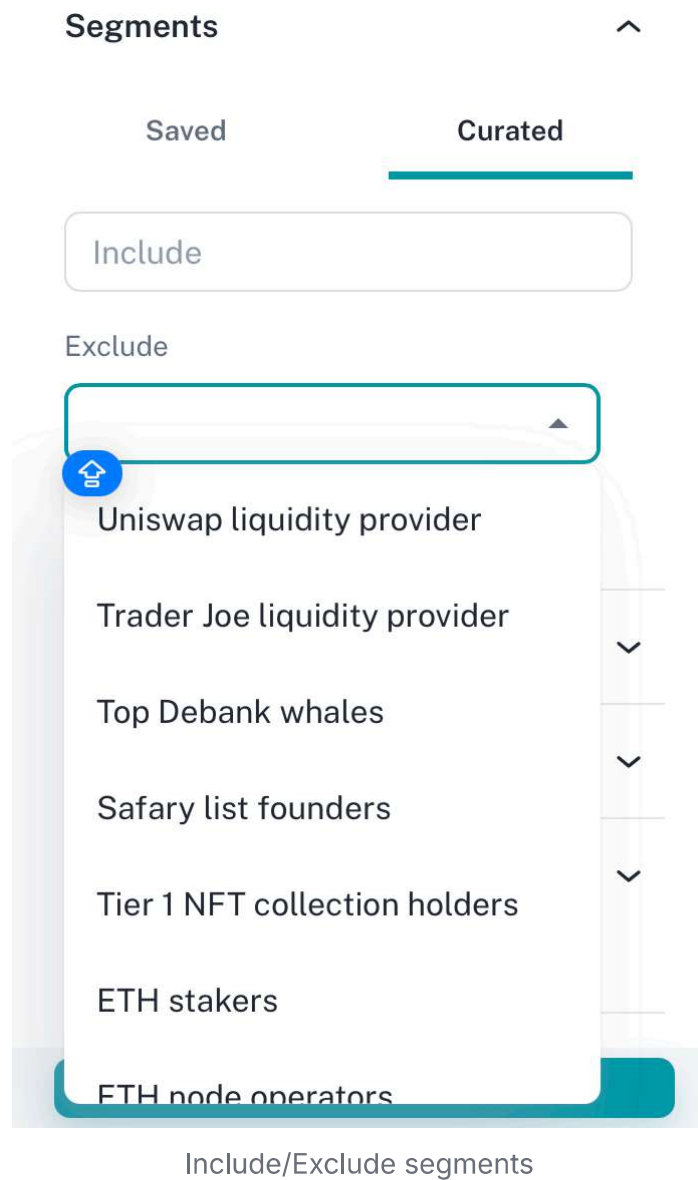
Exclude leads

4. **Include and Exclude Segments**

- a. **Curated:** Choose a segment from the curated segments to exclude or include out of the lead list to be created from the Twitter Audience

Builder

- b. **Saved:** Choose a segment from the saved segments to exclude or include out of the lead list to be created from the Twitter Audience Builder
- c.



i We recommend to use **Exclude leads with closed DMs** before creating any segment for outreach [Sequence campaign](#).

Personal Filters:

Personal identifiers that could be related to an individual or an account.

Identifiers

1. **Bio:** A short biography or description associated with the user or account.
2. **Location based:** The geographical location associated with the user or account.
 - a. **Country:** The country associated with the user or the account. You can select a country from the dropdown.
 - b. **Region:** The continent associated with the user of the account. You can select a region from the dropdown.
3. **Follower of :** The accounts that the individual is following.
4. **Full Name:** User's name on Twitter.
5. **Label:** Additional labels attached to the account or individual. These are the Labels available on Blaze currently

Trader	Developer	Founder
NFT Artist	Marketer	

8. **Category Tags:** Tags that categorize the individual or account into specific groups. These are the Category tags available on Blaze currently

Infra	Art	DeFi
VC	Social Media	NFT
CeFi	GameFi	Music
Finance	Tech	

9. **Industry Tags:** Tags that relate the individual or account to certain industries. These are the Industry tags available on Blaze currently

DevTool	Finance	Gaming
Music	Web3	

Advanced Filter operations

1. **Include:** This allows you to include a set of phrases/keywords
2. **Exclude:** This allows you to exclude a set of phrases/keywords

Followers of ▼

[Less personal filters](#)

Full name ▼

Label ▼

Category tags ▼

Industry tags ▼

Personal Filters

Engagement Filters

1. **Total Followers:** Count of users following the individual or account.
2. **Total Following:** The number of users or accounts an individual is following.

Filter operations

1. **Min:** Checks if the chosen measure is more than a specified value.
2. **Max:** Checks if the chosen measure is less than a specified value.

Total followers ▼

[Less engagement filters](#)

Total following ▼

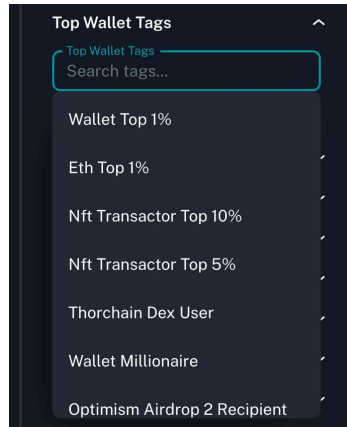
Engagement Filters

On Chain Filters

Identifiers

- **ERC20 Tokens:** Tokens held that follow the Ethereum ERC20 token standard.

- **ERC721 Tokens:** Tokens held that adhere to the Ethereum ERC721 (often associated with NFTs) standard.
- **Wallet tags:** Blaze assigned Wallet Tags associated with profile based on on-chain data



- **Ethereum Token Portfolio Value (USD):** The total USD value of Ethereum tokens held within the user's portfolio.
- **Polygon Token Portfolio Value (USD):** The total USD value of Polygon tokens held within the user's portfolio.
- **Arbitrum Token Portfolio Value (USD):** The total USD value of Arbitrum tokens held within the user's portfolio.
- **Optimism Token Portfolio Value (USD):** The total USD value of Optimism tokens held within the user's portfolio.
- **BSC Token Portfolio Value (USD):** The total USD value of BSC tokens held within the user's portfolio.
- **NFT Portfolio Value (ETH):** The total value of Non-Fungible Tokens held by the individual.
- **Bitcoin Balance:** The balance of Bitcoin in the individual's account.
- **NFT Activity Label:** Label related to the activity involving NFTs. These are the available activity labels - "Active", "Zero", "Dormant" and "Neutral"
- **Unique Tokens:** The number of distinct tokens held by the individual.
- **Bitcoin Address:** The Bitcoin wallet address linked to the individual.
- **Ethereum Address:** The Ethereum wallet address linked to the individual.
- **NFT Volume Label:** Label associated with the volume of NFTs. These are the available volume labels - "Zero", "Light", "Neutral" and "Heavy"

- **Wash Category:** Category indicating potential wash trading or other suspicious activities. These are the available volume labels - "Moderate", "High", "Low" and "None"

Filter operations


Personal identifiers that could be related to an individual or an account.


Advanced Filter operations

1. **Include:** This allows you to include a set of phrases/keywords
2. **Exclude:** This allows you to exclude a set of phrases/keywords
3. **Min:** Checks if the chosen measure is more than a specified value.
4. **Max:** Checks if the chosen measure is less than a specified value.

ON CHAIN	^
Active on CEX	▼
Top Wallet Tags	▼
ERC20 Tokens	▼
ERC721 Tokens	▼
Wallet Balance (USD)	▼
Portfolio Value - Ethereum (USD)	▼
Portfolio Value - Polygon (USD)	▼
Portfolio Value - Arbitrum (USD)	▼
Portfolio Value - Optimism (USD)	▼
Portfolio Value - Base (USD)	▼
Portfolio Value - BSC (USD)	▼
NFT Portfolio Value (ETH)	▼

On-chain Filters

 Exclude previously messaged and saved leads by clicking on the "More" option besides the Filter header. Select "Exclude previously saved leads" or "Exclude previously messaged leads" based on the requirement and click apply.

 Note: The filters are applied only after you click the "Apply" button towards the end of the scroll within the filters section.

Previous
How to filter segments

Next

LinkedIn Audience filters

Last updated 1 month ago

Was this helpful?

