



Blaze



PRODUCT GUIDES > LEAD GEN AND SEGMENTS

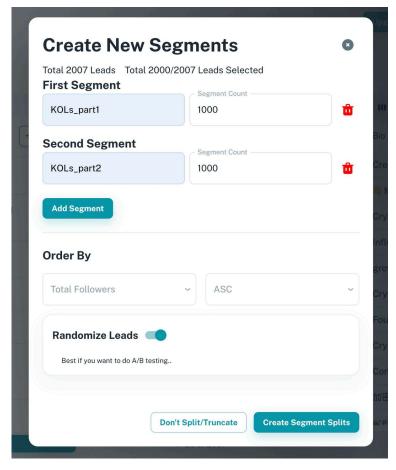
How to split a segment into multiple subsegments for A/B testing

Split or truncate your lead list

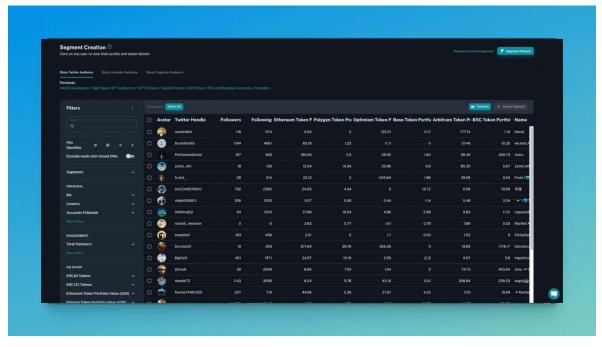
You can now split and truncate your Blaze segments. This can help you set up A/B campaigns and is a easy way to pick top leads for your DM campaigns. Follow the following steps to split and truncate a lead list:

- Filter and select leads basis your requirements and click on the "Create Segment" button
- 2. Blaze allows you to split segments basis size and the leads can be ordered by various attributes while splitting. Enter the different segment sizes basis your requirement.
- 3. Select the attributes that you wish to order by. Currently Blaze supports the following attributes by which you can order the leads while segmented:
 - Total followers
 - Total following
 - Ethereum Token Portfolio Value (USD)
 - Polygon Token Portfolio Value (USD)
 - Optimism Token Portfolio Value (USD)
 - Base Token Portfolio Value (USD)
 - Arbitrum Token Portfolio Value (USD)
 - BSC Token Portfolio Value (USD)
 - NFT Portfolio Value (ETH)
 - Unique Tokens

- Bitcoin Balance
- 4. Alternatively, you can also randomize leads while splitting and truncating a lead list. This is best suited for A/B testing.



Split/truncate lead list



Split and truncate segments

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