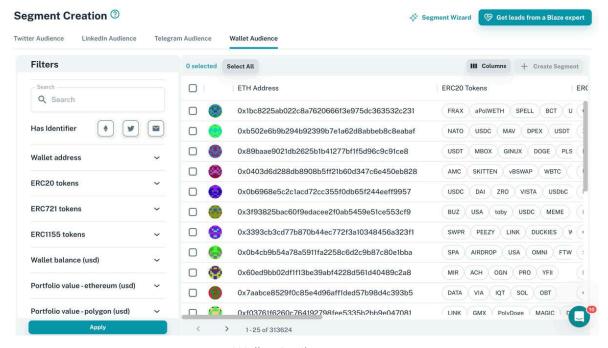


PRODUCT GUIDES > LEAD GEN AND SEGMENTS > HOW TO FILTER SEGMENTS

Wallet Audience filters

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



Wallet Audience page

General Filters:

- 1. Has Identifier:
 - a. Email: Helps filter leads with Email IDs in the database
 - b. Twitter: Helps filter leads with Twitter accounts in the database

On Chain Filters

Identifiers

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

- Wallet Address:
- **ERC721 Tokens**: Tokens held that adhere to the Ethereum ERC721 (often associated with NFTs) standard.
- 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"

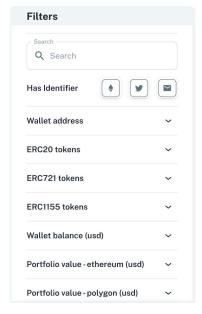
Filter operations

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.



Wallet audience filters

① Note: The filters are applied only after you click the "Apply" button towards the end of the scroll within the filters section.

