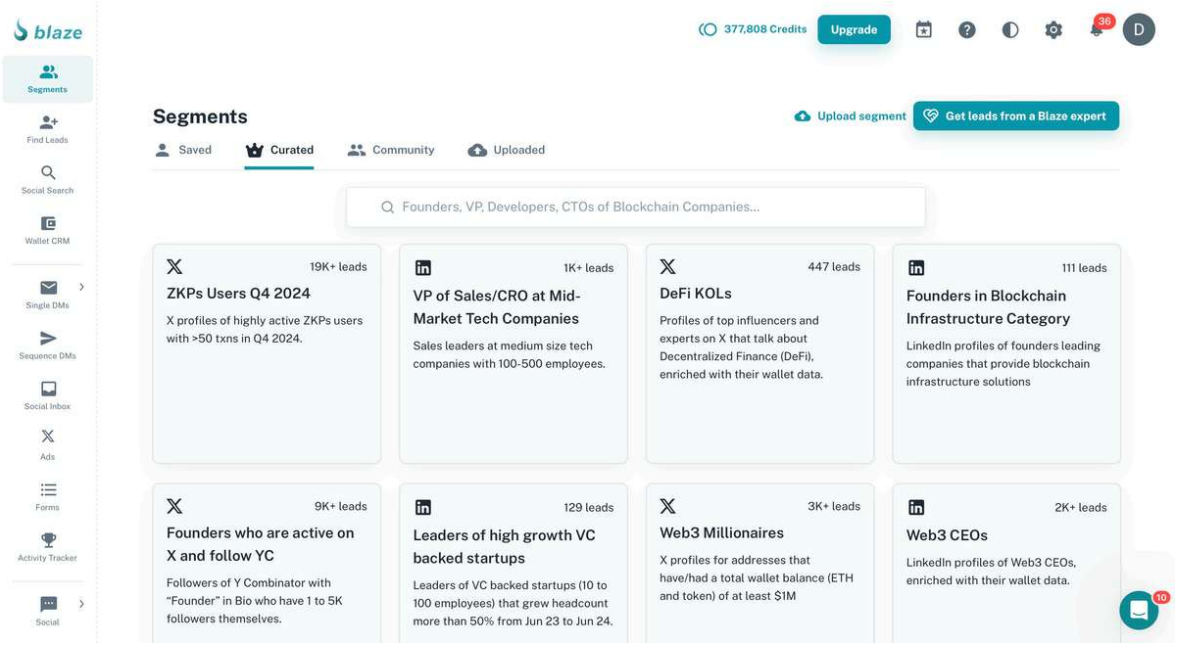
Blaze

PRODUCT GUIDES > LEAD GEN AND SEGMENTS > SEGMENT TYPES

Curated segments

Twitter and LInkedIn Segments Created by Blaze Experts

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

Blaze has curated segments that belong to the following categories. While there are no category tabs, you can **search using relevant keywords** to find segments that fit these themes:

- **KOLs (Key Opinion Leaders)**: Individuals or entities with significant expertise and influence in the blockchain and crypto space. They're perfect candidates for affiliate programs and are often looking for ways to monetize their audiences. Check out how you can Reach out to Web3 KOLs with Twitter (X) DMs ↗ on Blaze. This segment category contains segments like: DeFi KOLs, Bitcoin Maxis, NFT KOLs, P2E (Play to earn) KOLs, and more.
- **Web3 Projects:** contains segments with profiles of Web3 and DeFi companies.
- **Web3 Founders:** contains segments with profiles (Twitter & LinkedIn) of Web3 founders such as: Safary list founders, Web3 CTOs, Web3 CEOs, Web3 Head of Marketing, Ex FAANG in Web3m and more. Check out how you can Reach out to Web3 Founders with Twitter (X) DMs ↗ on Blaze.
- **Web3 Employees**: contains people employed in the Web3 space.
- **Power on-chain users:** they're influential users with significant on-chain activity. Find segments like: Uniswap Liquidity provider, Top Debank Whales, Crypto Miners, Farcaster users, Airdrop Hunters, and more in this category.
- **Blaze Exclusive**: segments exclusively created on Blaze, using insights from on-chain and off-chain data.

Credit Pricing for Curated Segment

There are multiple curated segments on Blaze and the price to un lock these segmenst depends on the size of audience and the category of these segments.

Pricing of Twitter Curated Segment

Blaze offers flexible and transparent pricing for curated segments across Twitter and LinkedIn, tailored to help you reach high-quality leads with precision.

For **Twitter curated segments**, the credit cost is calculated as **1/30th of the total segment size**, with the final number **rounded to the nearest 50**. These curated segments are handpicked by **Blaze experts**, ensuring high relevance and engagement potential. Additionally, if the curated segment includes **fewer than 100 users**, it is **completely free**—allowing you to explore niche communities without using any credits.

For **LinkedIn curated segments**, the pricing follows a **per-lead model**, where each lead costs **1 credit**, and the total is **rounded to the nearest 50 credits**. This structure reflects the high quality and intent of leads collected via LinkedIn engagement and ensures clear control over credit usage.

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