

# Connect with Crypto enthusiasts on Twitter at a whole new level

If something is happening in the world of crypto you will hear it on Twitter first. The community is exceptionally active, but effectively targeting specific audiences within this industry remained a challenge until now. SuperAudiences for B2C and B2B finally allow advertisers to reach any group within crypto. And, with that the audience that is most receptive to your message.

SuperAudiences allow far more precise targeting of desired audience segments based on a range of characteristics, such as casual vs hardcore interest, combined interests, job roles, competitors, exclusion groups and more. In this way you can connect with your crypto audience with precision and ease, and optimize your Twitter advertising efforts.

## About Socialdatabase

Socialdatabase specializes in restructuring and analyzing publicly available Twitter data.

As #1 Twitter Enriched Audiences partner we design audiences to find hard-to-reach groups, increase audience reach and improve overall media effectiveness.


## Design tailor-made audiences to match your campaign goals


Reach the people you're looking for and deliver the right message to build meaningful connections.

### Just a few examples of our SuperAudiences:

- Hardcore or casual crypto enthusiasts
- Multi-Coin portfolio holders
- Followers of exchanges
- Developers with an interest in blockchain
- Asset Managers
- Business decision makers
- Competitor audiences


#### Top Influential Accounts




**Cointelegraph**   
@Cointelegraph

The leader in Bitcoin, Ethereum & blockchain news.


935 Following 1.8M Followers




**CoinMarketCap**   
@CoinMarketCap

Showcasing the crypto revolution to +340M monthly visitors.

1,914 Following 5.7M Followers



**Bitcoin Magazine**   
@CleanTechnica

The most trusted voice in #Bitcoin

833 Following 2.8M Followers

#### Interests

##### Words (Bio)

Crypto  
Enthusiast  
Investor  
Trader  
Blockchain

##### Interest

Crypto  
Forex  
Digital

## The building process

### 1 The perfect sample

We work together with you to establish your target audience. We then find the 'Perfect Sample' that represents this audience in our database.

### 2 Analyze behaviour

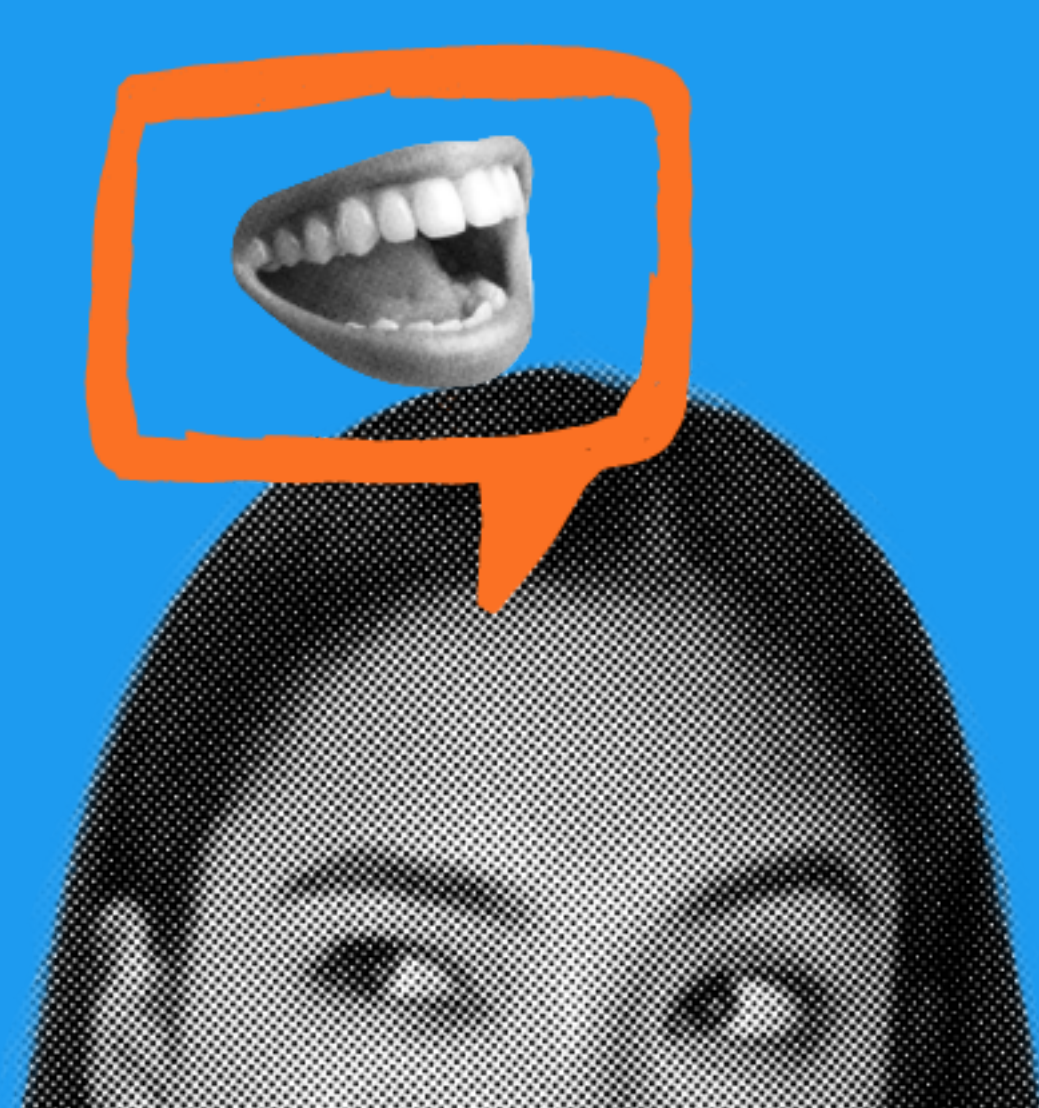
We analyze the Twitter behaviour of the sample: likes, retweets, conversations, connections and more, and all is taken into account to create a blueprint of the behaviour of the desired audience.

### 3 Scale the behaviour

Based on the behaviour pattern, we let our algorithms identify profiles that match this exact criteria and anomalies are removed.

### 4 Activate the audience

We upload the audience to the Twitter account via "Ads Manager" access. The audience is then ready to be used in your campaign.



Get to know the power  
of SuperAudiences!

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