



**Web3 Analytics &  
Wallet Search Engine**

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# Problem

## Web2 analytics platforms are not built for Web3

1. **Knowledge:** Web3 projects want to know more about their users.
2. **Understandability:** DApp creators need a tool to understand Web3 specific data points. Knowledge
3. **Limited Service:** Google Analytics is limited to only providing Web2 specific metrics.
4. **Reliability:** DApp creators have no platform to reliably reach their ideal users.

The concept of product-market fit does not exist in Web3 right now. The recent boom in user activity has largely been fueled by unsustainably high yields and skyrocketing token prices. After the cooling down of this frenzy, Web3 companies need to focus on creating real value for their users, and that means they need to understand the on-chain user behavior. All the analytics platforms largely focus on analyzing projects from the point of view of an investor. None of them focuses on the on-chain behavior of wallet addresses, and dApps need a platform that does this for them.

***Web3 projects spent \$166.6 million in 2020 and there is no reliable way to know how well that money was spent. That spending is expected to reach \$4.37 billion by 2026. ([Source](#))***

## No way to know what kind of users they need to target

Web3 projects have no idea about their ideal wallet demographics.

If a team is building a product for liquidity providers, they have no way to know which addresses are long-time active LPs on Uniswap.

If a product is financially risky, the team needs to attract users who have a history of trying exotic products, but that data is not easily available.

## Solution

“Tools to analyze the behavior of users already exist in the Web2 world, so why not apply the same techniques for behavioral analysis for DeFi, NFTs, and Metaverse?”

### **Spock Search: Wallet Search Engine**

The vision of Spock is to facilitate Web3 companies to make sense of on-chain data. Spock is a wallet analytics platform to provide DAOs and protocols with the metrics they need to target, understand and grow their user base.

In September 2022, we launched Spock Analytics which allows you to get critical insights into your dApp related to the wallets that connect to your dApp and their journey from connection to submitting the transaction. In December, we will be launching the first version of Spock Search. Spock Search is the world's first wallet search engine.

# Use Cases

Spock is building the most sophisticated on-chain wallet search engine.

## Some use cases of Spock

1. Optimize your token airdrop to the addresses who have a good reputation of contributing to DAOs.

Look for labels such as: Elite DAO contributor, OP airdrop holder Uniswap airdrop holder.

2. Optimize your marketing campaigns to target those addresses who match your user profile.

Look for labels such as: Liquidity provider, Lender, Heavy DEX trader.

3. Optimize your NFTs launch and target addresses that buy, hold, and trade NFTs.

Look for labels such as: Blue chip NFTs holder, Rare NFTs collector.

4. Filter out addresses who have received value from Tornado Cash?

Look for labels such as: Privacy Protocols User, Tornado Withdrawer

5. Know the temperament of wallet addresses?

Look for labels such as: Explorer, Builder, Conservative investor.

6. You are launching a new DEX and want LPs from other DEXs to provide liquidity.

Look for labels such as: DEX User, Liquidity Provider.

# Technology

Spock provides the core technology to kickstart the data revolution in the Web3 industry.

Here is quick guide on the wallet labels and what they mean:

## General Information

### Wallet Information

ENS Names	Current and past ENS names associated with the address (if they exist)
Twitter	Twitter account associated with an address (if it exists)
Deployed	Contracts deployed by the address
Transferred	Addresses with which the address in question has exchanged value
Same Owner	Other addresses owned by the owner of the address in question
Associated	Other addresses associated with the address
Investments	List of investments made by address in token sales, ICOs, IDOs, etc.

### Asset Holdings

Tokens	Tokens held by an address
NFTs	NFTs held by an address
% In Stables	% of holdings in stables
Historical Holdings	Historical holdings of tokens, NFTs, and stables

### Address Type

User	Address owned by a single person
Multisig	Multisig contract operated by more than one wallet

Bot	Address owned by a bot
Contract	Smart contract address

## Address Activity

All-time	All-time address on-chain activity chart
Yearly	Yearly address on-chain activity chart
Monthly	Monthly address on-chain activity chart
Weekly	Weekly address on-chain activity chart
Daily	Daily address on-chain activity chart

## Address Activity On DApps

Value deposited	Value deposited by an address
Value withdrawn	Value deposited by an address
Total Volume	Total volume between an address and a dApp
DApp Label	Primitive type of the dApp
Transactions	Table of all the transactions
{DApp} Transactions	Table of all the transactions on a specific dApp  Example: Transactions on Uniswap

## Wallet Labels

### Address Behavior

Explorer	Address has the tendency of exploring new protocols or has invested in newly launched assets
Builder	Address associated with development activity or has deployed many contracts
Conservative	Address has shown the behavior of using only blue chip protocols or has invested in only blue chip protocols

Deployer	Address has deployed at least one contract
Exotic Protocols User	Address has shown the behavior of using exotic protocols and buying and holding exotic assets
Cold Feet	Address gets cold feet quickly when a protocol does not work as intended
Warm Feet	Address gives enough time to new protocols when they decide to use one

## Address Profile

DEX User	Address associated with DEX activity
Lender	Address associated with lending activity
Borrower	Address associated with borrowing activity
Undercollateralized Lender	Address associated with undercollateralized lending activity
Undercollateralized Borrower	Address associated with undercollateralized borrowing activity
CDP Creator	Address associated with CDPs
Liquid Staker	Address associated with liquidity staking activity
Yield Farmer	Address associated with yield farming activity
Services User	Address associated with using on-chain services like PoolTogether
Yield Aggregators User	Address associated with yield aggregation activity
Derivatives User	Address associated with derivatives activity
Algo-Stables User	Address associated with holding or trading algorithmic stablecoins
Cross-chain Hopper	Address associated with using bridges to hop between chains
Synthetic User	Address associated with holding or trading synthetic assets
Insured	Address that has bought on-chain insurance
Previously Insured	Address that has bought on-chain insurance in the past
Launchpad Investor	Address associated with launchpad investing or other activity



Reserve Currency Holder	Address associated with holding, trading, or other activities in the reserve currency ecosystem
Options User	Address associated with buying, holding, and selling options
Indexes User	Address associated with buying, holding, and selling indexes
Payments Protocol User	Address associated with sending and receiving payments using payments protocols
Privacy Protocols User	Address associated with using privacy centric protocols
NFTs Trader	Address associated with buying, holding, and selling NFTs
NFT Lender	Address associated with lending NFTs
NFT Borrower	Address associated with borrowing NFTs
Real World Assets (RWA) User	Address associated with buying, holding, and selling real world assets
Staker	Address associated with staking activity
Farmer	Address associated with farming activity
Prediction Markets User	Address associated with prediction markets activity
Gamer	Address associated with gaming activity
Oracle User	Address associated with oracle activity
CLM User	Address associated with CLM activity

## Address Activity

Active on {Chain}	Address activity on a specific chain Examples: Ethereum, Polygon
Dormant	Address which has not seen any transaction for over a year
Empty	Address which has never done any transaction
High Gas Consumer	Address associated with high on-chain gas consumption
High Activity	Address in the top 10% of highly active addresses on any chain

0 Gas Price Sender	Address which frequently sends transactions with 0 gas price
Medium Activity on {Chain}	Address in the top 50% of highly active addresses on a specific chain Examples: Ethereum, Polygon
Heavy Activity on {Chain}	Address in the top 25% of highly active addresses on a specific chain Examples: Ethereum, Polygon
Medium Activity on {Chain}	Address in the top 10% of highly active addresses on a specific chain Examples: Ethereum, Polygon
Legendary Activity on {Chain}	Address in the top 1% of all activity on a specific chain Examples: Ethereum, Polygon
Mining Pool Recipient	Address that receives value from mining pools

## Net Worth

Millionaire	Has a total net worth of => \$1,000,000 on all EVM chains
Billionaire	Has a total net worth of => \$1,000,000,000 on all EVM chains
{Token} Millionaire	Has a total net worth of => \$1,000,000 on all EVM chains in a specific coin or token Examples: ETH Millionaire, Uniswap Millionaire
{Token} Billionaire	Has a total net worth of => \$1,000,000,000 on all EVM chains in a specific coin or token Examples: ETH Billionaire, Uniswap Billionaire
Whale	Has a total net worth of => \$10,000,000 on all EVM chains
Shark	Has a total net worth of =< \$10,000,000 on all EVM chains
Fish	Has a total net worth of =< \$100,000 on all EVM chains

## Contract Type

CEX	Address owned and operated by a centralized exchange
Social recovery contract	Contract used for the purpose of social recovery wallet
Treasury	Treasury contract owned and operated by a DAO
Centralized contract	Contract which has given admin access to a single address
Upgradeable contract	Contract which can be upgraded by the admin
Protocol	Protocol contract Examples: Uniswap, Compound
Primitive Type	Primitive type of the protocol Examples: DEX, Lending, Staking
{Type} Token	Token contract Examples: ERC-20 Token, ERC-721 Token
Factory	Contract used by an EOA to create other contracts
Self-Destruct	Contract that contains a self-destruct function
Proxy	Contract that creates other contracts
Token Channel	Contract used to disperse tokens to addresses
Forwarder	Contract that forwards funds to another address
Mixer	Contract that mixes tokens to create anonymity

## Attacker/Scam/Suspicious Addresses

Attacker	Address linked to attacks Example: Sandwich attack
Sandwich Attacker	Address linked to sandwich attacks

MEV Attacker	Address linked to general MEV attacks
Scam	Address linked to a scam
Hacker	Address linked to a known hack

*More labels will be added to this category later.*

## Attack Victim

MEV Attack Victim	Address that has been a victim of a general MEV attack
Sandwich attack Victim	Address that has been a victim of a sandwich attack
Vulnerable	Contract address that has a known vulnerability
{Name} Vulnerability	Name of the known vulnerability in a contract

*More labels will be added to this category later.*

## Token Investor Profile

Token Sale Investor	Address associated with investments in token sales
ICO Investor	Address associated with investments in ICOs
IDO Investor	Address associated with investments IDOs
{Token} Sale Investor	Address associated with investments in a specific token sale Example: Ethereum Sale Investor
{Token} ICO Investor	Address associated with investments in a specific ICO Example: Ethereum ICO Investor
{Token} IDO Investor	Address associated with investments in a specific IDO Example: Polygon IDO Investor
Investor Distribution Recipient	Address which has received vested tokens from their token sale investments

Diamond Hands	Address associated with holding tokens in bear markets
Conservative Investor	Address only interested in investments in blue chip assets and stable coins
Diversified Token Holder	Address which has diversified assets portfolio
Exchange Listing Flipper	Address associated with profiting from exchange listing of tokens

## NFTs Investor Profile

NFT Collector	Address associated with collecting NFTs
Uncommon NFT Collector	Address that holds the top 10% of NFTs
Rare NFT Collector	Address that holds the top 2.5% of NFTs
Epic NFT Collector	Address that holds the top 1% of NFTs
Legendary NFT Collector	Address that holds the top 0.1% of NFTs
NFT Blue Chip Holder	Address associated with buying, holding, and selling of bluechip NFTs
OpenSea Account	Address that has an account on OpenSea
NFT Marketplace Account	Address that has an account on a marketplace other than OpenSea

## Governance

DAO	Address associated with a DAO
Airdrop Receiver	Address which has received at least one airdrop
Airdrop Hodler	Address associated with holding the airdrops received
Airdrop Seller	Address associated with selling the airdrops received
{Token} Airdrop Receiver	Address associated with receiving a specific airdrop Examples: OP Airdrop Receiver, Uniswap Airdrop Receiver

{Token} Airdrop Hodler	Address associated with holding a specific airdrop received Examples: OP Airdrop Hodler, Uniswap Airdrop Hodler
{Token} Airdrop Seller	Address associated with selling a specific airdrop received Examples: OP Airdrop Seller, Uniswap Airdrop Seller
Multisig Creator	Address which has created at least one multisig account
Multisig Owner	Address which is an owner of at least one multisig account
Medium Multisig Activity	Address in the top 50% of all multisig activity
Heavy Multisig Activity	Address in the top 25% of all multisig activity
Elite Multisig Activity	Address in the top 10% of all multisig activity
Legendary Multisig Activity	Address in the top 1% of all multisig activity
Medium DAO Contributor	Address in the top 50% of all DAO activity
Heavy DAO Contributor	Address in the top 25% of all DAO activity
Elite DAO Contributor	Address in the top 10% of all DAO activity
Legendary DAO Contributor	Address in the top 1% of all DAO activity

## Primitive Type

DEX	Address associated with a DEX protocol
Lending & Borrowing	Address associated with a lending & borrowing protocol
Undercollateralized Lending & Borrowing	Address associated with a undercollateralized lending & borrowing protocol
CDP	Address associated with a CDP protocol
Liquid Staking	Address associated with a liquid staking protocol

Yield	Address associated with a yield generating protocol
Services	Address associated with an on-chain service protocol
Yield Aggregator	Address associated with a yield aggregator protocol
Derivative	Address associated with a derivatives protocol
Algo-Stable	Address associated with an algorithmic stablecoin protocol
Cross-chain	Address associated with a cross-chain bridge
Synthetic	Address associated with a synthetics protocol
Insurance	Address associated with an insurance protocol
Launchpad	Address associated with a project launchpad
Reserve Currency	Address associated with a reserve currency protocol
Options	Address associated with an options protocol
Indexes	Address associated with an asset index
Payments	Address associated with a payments protocol
Privacy	Address associated with a privacy protocol
NFT Lending & Borrowing	Address associated with an NFT lending & borrowing protocol
Real World Assets (RWA)	Address associated with RWA protocol
Staking	Address associated with a staking protocol
Farming	Address associated with a farming protocol
NFT Marketplace	Address associated with an NFT marketplace
Prediction Market	Address associated with a prediction market protocol
Gaming	Address associated with a gaming protocol
Oracle	Address associated with an oracle
CLM	Address associated with a CLM protocol
{Protocol} Fork	Protocol address which is a fork of some other protocol

	Example: Uniswap Fork
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## DEX & CLM

DEX Trader	Address associated with DEX trading
{DEX} Trader	Address associated with a specific DEX trading Example: Uniswap Trader
Medium DEX Trader	Address in the top 50% of all DEX trading activity
Heavy DEX Trader	Address in the top 25% of all DEX trading activity
Elite DEX Trader	Address in the top 10% of all DEX trading activity
Liquidity Provider	Address in the top 1% of all DEX trading activity
{DEX} Liquidity Provider	Address associated with liquidity provision on a specific DEX Example: Uniswap Liquidity Provider
Medium Liquidity Provider	Address in the top 50% of all liquidity providing activity
Heavy Liquidity Provider	Address in the top 25% of all liquidity providing activity
Elite Liquidity Provider	Address in the top 10% of all liquidity providing activity
Legendary Liquidity Provider	Address in the top 1% of all liquidity providing activity
CLM User	Address associated with activity on CLM protocols
{CLM} User	Address associated with liquidity provision on a specific CLM Example: Unipilot User
Medium CLM User	Address in the top 50% of all CLM activity
Heavy CLM User	Address in the top 25% of all CLM activity
Elite CLM User	Address in the top 10% of all CLM activity
Legendary CLM User	Address in the top 1% of all CLM activity



Pool Creator	Address associated with pool creation activity
Medium Pool Creator	Address which has created the top 50% of all pools
Heavy Pool Creator	Address which has created the top 25% of all pools
Elite Pool Creator	Address which has created the top 10% of all pools
Legendary Pool Creator	Address which has created the top 1% of all pools
{Token} Pool Creator on {DEX}	Address which has created a specific token pool on a specific DEX Examples: Ethereum Pool Creator on Uniswap, USDC Pool Creator on SushiSwap
Liquidity Pool	Contract address associated with a liquidity pool
{Token/Token} Liquidity Pool on {DEX}	Contract address associated with a specific liquidity pool on a specific DEX Examples: ETH/USDC Liquidity Pool on Uniswap, ETH/DAO Liquidity Pool on SushiSwap
MetaMask Swap User	Address associated with MetaMask swap activity

## Privacy

Privacy Protocols User	Address associated with using privacy protocols
{Protocol} Privacy Protocol User	Address associated with using a specific privacy protocol Example: Tornado Cash Privacy Protocol User
Tornado Withdrawer	Address which has received value from Tornado Cash

*More labels will be added to this category later.*

*More primitive-specific labels will be added later.*

Labels mentioned above have been conceived using feedback from our potential users. Many labels have been intentionally left out, and those mentioned here could change when Spock Search launches.

## About

Spock's vision is to empower DAOs and Web3 companies to make smarter growth decisions.

The transparency that comes with the blockchain technology is unprecedented in the history of humanity, and Spock aims to create tools to enable any one to make sense of on-chain data.

Spock is a product of [Xord](#).

## Find Out More

Official Website

[spockanalytics.xyz](https://spockanalytics.xyz)

Spock Search Website

[search.spockanalytics.xyz](https://search.spockanalytics.xyz)

Twitter

[@spockanalytics](https://twitter.com/spockanalytics)

Discord

[discord.gg/QH8guZpwtG](https://discord.gg/QH8guZpwtG)

Medium

[@spockanalytics](https://medium.com/@spockanalytics)