Informed airdrops retain the right users

Predicting user behavior to target addresses most likely to hold or buy post-drop.

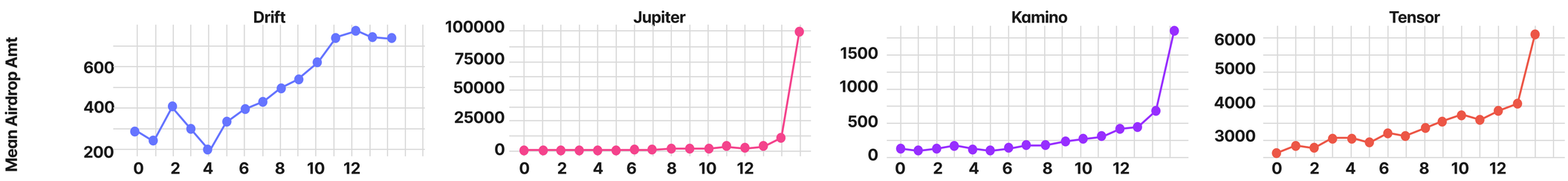
Flipside wallet scoring is a proprietary system of crosschain user segmentation that gives blockchains a deep understanding of their user base and competitors. Wallet scores can serve as a predictive model for user behavior.

By profiling user behaviors across chains, one can model and predict future behaviors post-airdrop. Let's analyze some airdrop allocations with Flipside scores:

Distribution makes or breaks an airdrop

Performance of the top recent Solana-based airdrops was measured to demonstrate that the wallets you drop to can have an overwhelming impact on success or failure.

Total Score vs. Airdrop Amount



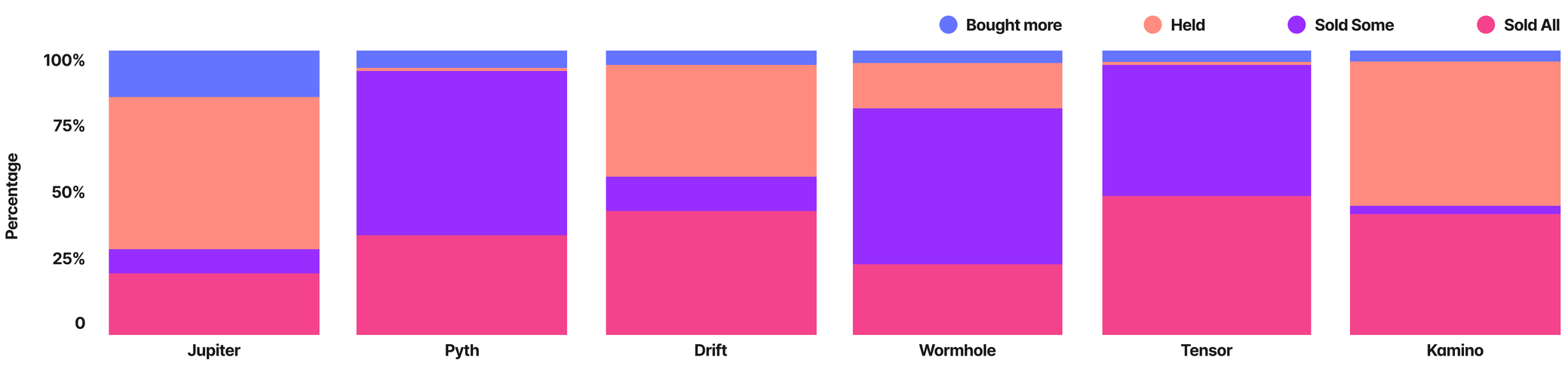
Because airdrops are usually qualified by specific onchain activities, higher scoring addresses tend to get dropped more tokens. But each protocol has a different approach to the distribution and each had a dramatic impact on their performance, as seen below.

Higher doesn't always mean better

Data shows that higher-scoring addresses are more likely to buy tokens after receiving an airdrop, and at a greater rate.

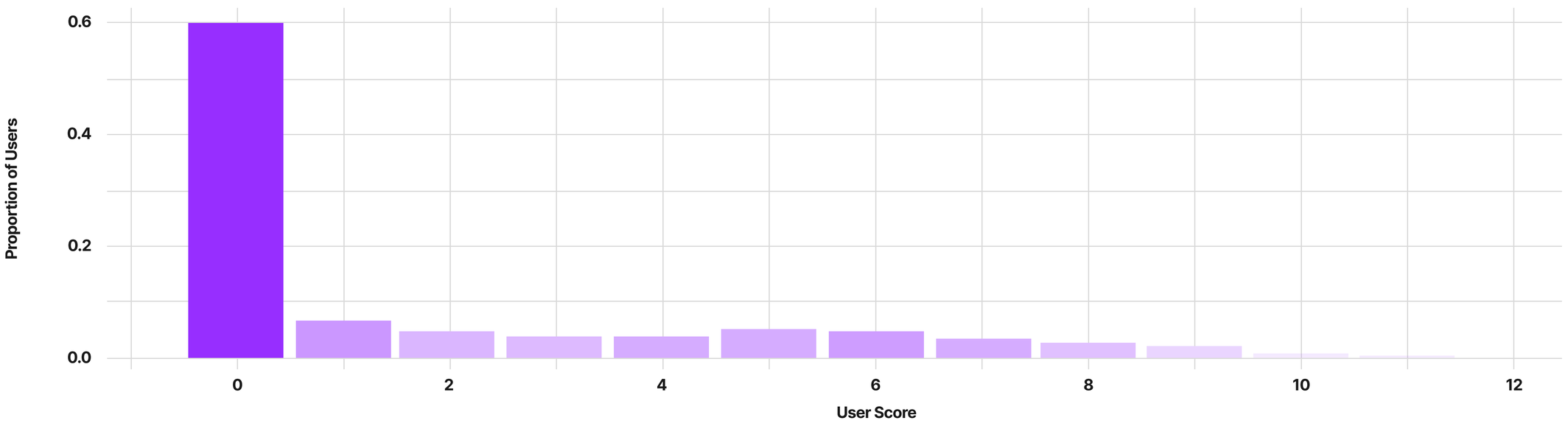
But certain ranges of higher-scoring addresses were also more likely to sell all of their holdings in the 90-day post-drop period.

Looking at the Solana drops, we see how scores interact with the distribution method each protocol chose. The airdrops with the most consistent distributions across scores, like Jupiter and Kamino, had the highest percentage of holders:



But this isn't entirely productive - it's likely due to the fact that they dropped to a large number of addresses with a score of 0, indicating no onchain activity. Addresses that do nothing tend to continue to do nothing, holding but generating no value:

Proportion of Holders by User Score



On the other hand, drops like Tensor and Drift gave very high amounts of tokens to high-scoring users, but to **the wrong ones** — the addresses that were most likely to sell.

Scores create retention through precision

To maximize the efficiency of an airdrop, it's important to target segments in-between these groups; segment the addresses most likely to buy more, and least likely to sell.

This scoring methodology makes this level of segmentation possible. Modeling every onchain address across a dozen chains daily unlocks level of granularity that makes precision targeting possible down to the predicted behavior of a single address.

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