



WORLD'S MOST TRUSTED DATA.

Full Circle
Research Co.™



There is no higher quality quant.

Full Circle now pairs award-winning quality control with access to Voxpopme®, the world's No. 1 video insight platform. Why? To achieve the highest level of online data validation and verification. To give you a real look at the real people who take your surveys. To deliver answers that are more robust, insights that are more worthwhile, and quant and qual research that is worth so much more than you ever imagined.

**VIDEO-DRIVEN
OPEN-END QUESTIONS
COLLECT 6 TO 8 TIMES
THE AMOUNT OF WORDS
AS TEXT-DRIVEN ONES.**



Capture

Flexible solutions collect no-holds-barred customer feedback from any device



Analyze

Lightening-quick, automated sentiment analytics for powerful, usable revelations



Share

Stories from real people in the hands of those who need it most: decision-makers



WE MAKE IT EASY FOR CLIENTS TO GET WHAT THEY NEED



Secure Access

Log into an iLoveFullCircle portal that's yours and yours alone.



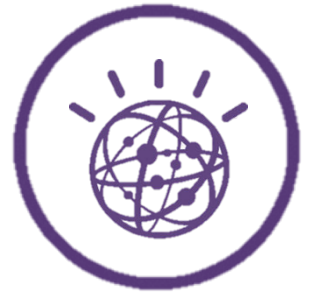
Project Synergy

Connect video data to tracking waves and other projects to provide deeper insights



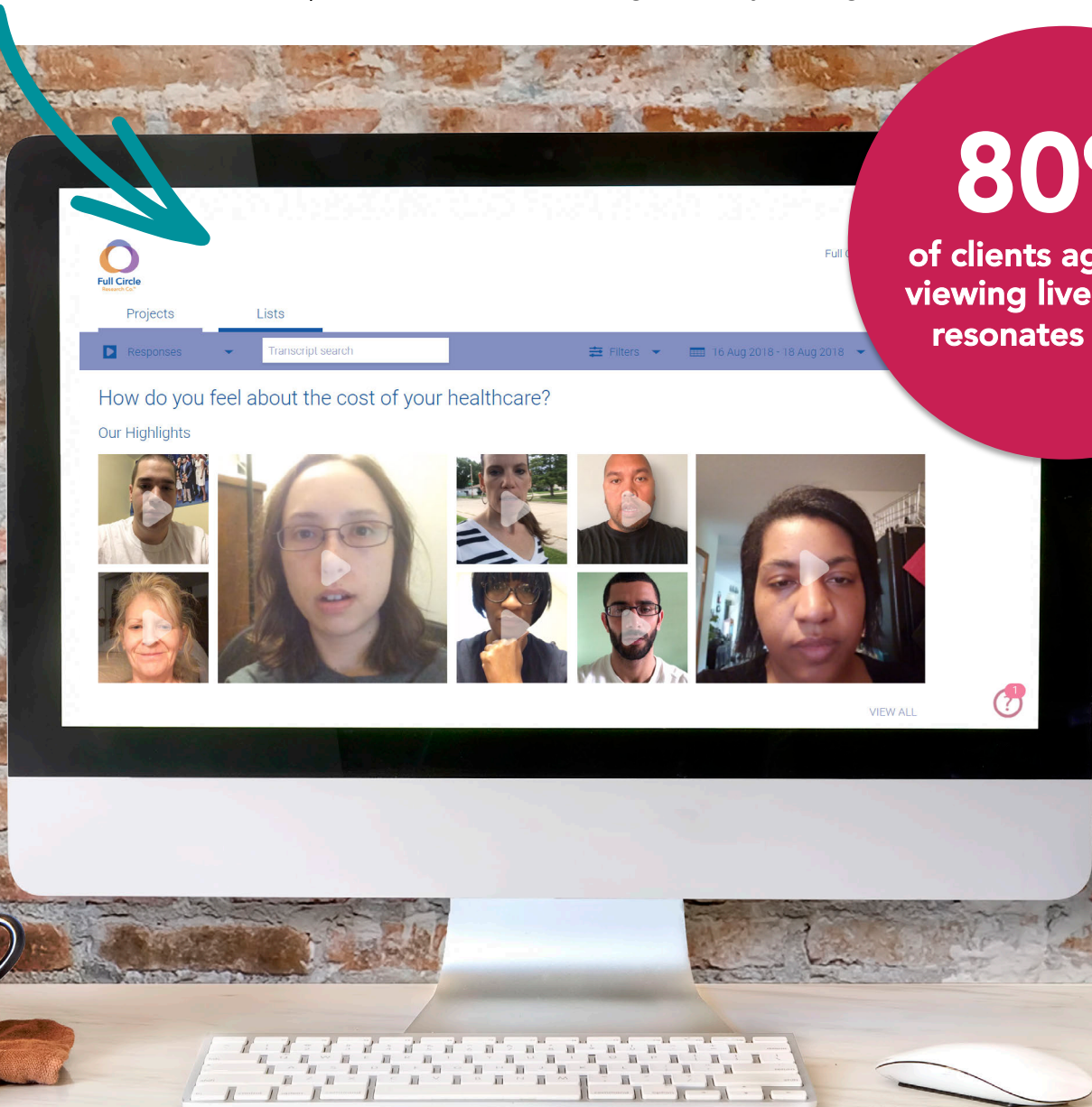
Sentiment Analysis

Understand the sentiment behind every sentence, at a theme level or categorized by feelings



IBM Watson

Leverage the most powerful analytics to classify, transcribe and code user responses



80%

of clients agree that
viewing live answers
resonates higher.

10%

**RESPONDENT
PARTICIPATION
WHEN INVITED
CORRECTLY**



70%

**WORKERS WHO
WILL INTERACT WITH
VIDEO MORE THAN
3 TIMES DAILY**

WHY WE ACHIEVE THE BEST VIDEO CONVERSION RATES

WE TELL OUR PANELISTS WHAT TO EXPECT

A video image and helpful tips accompany every video-enabled survey, such as:

- Provide as much detail as you can
- Sit in plenty of light so we can clearly see you
- Don't sit near loud background noise so we can clearly hear you
- Show us what you mean: hold up the product
- Relax and have fun!
- Remember: follow these tips to help ensure that your video is approved by our review team so you can earn your incentive!

WE MAKE IT EASY FOR PANELISTS TO PARTICIPATE

There are no specific requirements, so long as users can run a modern browser and Flash on their desktops—we don't even require a minimum network speed. The desktop widget capture runs on Flash v11.1 or later. Mobile capture does not require Flash at all. The platform is supported by a host of browsers, including Internet Explorer, Microsoft Edge, Safari, Firefox, and Chrome.

WE ONLY DELIVER USABLE VIDEO CONTENT

You don't pay for video responses in which:

- The recording is fewer than 15 seconds long
- The respondent cannot be clearly seen
- The respondent cannot be clearly heard
- The respondent does not fully answer the question being asked
- The response contains inappropriate content



VIDEO DISCOVERY

Get closer to what people think, feel and do.

Videos are a quick and cost-effective solution to traditional qualitative research.



VIDEO CONFIRMATION

Get the human story behind your findings.

Collect videos alongside or after a survey to boost the impact of your results.



VIDEO TRACKERS

Get much more than data.

Amplify the actionability of your trackers by embedding a video open-end into any project.



VIDEO MOMENTS

Get to moment's heart.

Instant analysis lets you probe deeper mid-study, engaging with users via in-app messages.

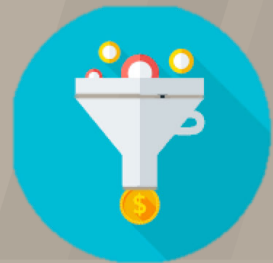
**THIS
IS
WHAT
WE
CAN
DO.**



VIDEO FEEDBACK

Get to see the real response in real time.

Video feedback helps you understand interactions minus traditional video constraints.



VIDEO EXPLORE

Get more from your existing content.

Transcription, tagging, automated categorization and search and filter make sense of data.



VIDEO OPENS

Get your surveys to come to life.

Videos for open-ends are a quick and simple way to bring a human voice to your data.



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