



INFORMATION TECHNOLOGY

A FULL CIRCLE PANEL BOOK SUPPLEMENT

2019



BUILD IT. AND THEY WILL COME.

Since the inception of online research, Full Circle's founders have been in the trenches of the IT space. Over the past 20 years, we've successfully conducted thousands of projects, pouring that expertise into Full Circle's IT-specific niche. An expansive 150+-point profiler attracts decision-makers, implementers, developers, business owners and more, and ensures that our drill-down remains deep, wide and ahead of industry trends.

FULL CIRCLE DIFFERENTIATORS

HoNoR
Holistic Next-level Research™

Proprietary cleaning process. Our enhanced survey experience provides higher-than-industry-standard quality data. Thanks to HoNoR, Full Circle's fraud rate is <5%.



Unrivaled commitment to quality. We are the first and only US-based online consumer sample provider to earn ISO 26362 certification. We are also fully GDPR-compliant.



Invitation-only access. In 2017, we earned a coveted spot as a Microsoft Preferred Online Service Provider. The opportunity has been invaluable in building an even more robust IT-specific subset.



Exclusive publisher relationships. Leveraging our high-quality website publisher relationships translates to high-quality content, proven more likely to capture our clients' audiences' attention.



TECHNOLOGY PROFILES

DEMOGRAPHICS/ FIRMOGRAPHICS

- Employment Status
- Job Title
- Job Function/
Department
- Industry
- Company Size
- Revenue
- Decision-making
Influence/Authority

IT FUNCTION

- CTO/CIO/CXO
- IT Middle Management
- Software Development &
implementation
- Hardware Implementation
- IT Support/Help Desk
- Database Administration
- ERP Implementation &
Support

IT MARKET SEGMENTS

- Software
- IT Services & Consulting
- Computer Hardware
- Telecommunications
Equipment
- Semiconductors/Telecom
munications Infrastructure
- Office Equipment

CONSUMER ELECTRONICS

TARGETING

(including brand
knowledge)

- Video Game Console
Ownership/Usage
- PC Gamers
- Desktop/Laptop/Tablet
Ownership/Usage
- Smartphone
Ownership/Usage
- Smartphone Make/Model
- Cellular Carrier
- Household Purchase
Decision-making

MEET A FULL CIRCLE IT SURVEY

A typical job for us covers multiple countries and thousands of completes, broken down by segmentation. While RFPs need to be considered on a case-by-case basis (obviously), this example is a solid high-level view of our capabilities. Let's assume the maximum in-field time is two weeks with a 20-minute interview, customary incentive structure aligned with pre-set costs and a 50% incidence.

	IT DECISION MAKER	IMPLEMENTER	DEVELOPER	SMALL BIZ OWNER	BIZ DECISION MAKER	IT WORKER
NORTH AMERICA						
US	2,181	675	835	800	1,425	22,081
SOUTH AMERICA						
BRAZIL	806	250	268	285	610	8,253
EUROPE						
FRANCE	753	235	241	253	562	8285
GERMANY	835	260	260	272	616	10,018
ITALY	181	56	62	62	141	1991
SPAIN	275	85	87	91	197	2566
UK	1,210	375	393	447	987	13,587
ASIA-PACIFIC						
CHINA	1,143	353	397	422	947	14,097
INDIA	1,072	331	337	387	822	12,050
JAPAN	853	266	262	293	637	8,728
S. KOREA	618	191	216	200	450	6,472



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