



TRACK WELL.

The three most beautiful words in the language of tracking studies: consistency, quality and longevity.

FULL CIRCLE'S APPROACH TO TRACKING STUDIES IS BETTER. PERIOD.



The **same industry vet** manages your project from Day One through completion. It's how we mitigate errors and solve unforeseen issues.



Real-time FC+ Quality Scores verify profile info and use quantitative and qualitative data checks to ensure members are paying attention.



Completes fall naturally amongst a **census-balanced-by-start stratification plan** to increase your survey's accuracy.



Trackers that have proven challenging for other providers (even ones already in field) are no match for **Full Circle's superpowers.**

A marriage of quality and customer service.

At Full Circle, we know trackers require more than just the highest quality data in the industry. Seasoned, pro-active project management is an equally critical component to long-term success. Our proprietary service **HoNoR** (Holistic Next-level Research™) ensures a seamless, exemplary survey experience from when we bid until when your project is done.

SAMPLE SOURCING

- Full Circle sourcing is accounted for the **duration of the tracker**, not just the first few months. This ensures that sampling remains consistent.
- Full Circle sourcing funnels through strict, client-defined **exclusion rules and quality blacklisting** to protect the purity of the sample over the life of the tracker.
- Full Circle sourcing comes with a **Plan A, Plan B and a Plan C**. For every wave, we're prepared for any scenario.