



# TRACK WELL.

The most beautiful words in tracking studies: consistency, quality and longevity.

## Where quality and service combine.

While Full Circle's proprietary survey experience, HoNoR (Holistic Next-Level Research™), ensures we deliver the purest sample in the industry, successful trackers require more than just the highest quality data—seasoned, pro-active project management is an equally critical component to long-term success. Fortunately, we shine at both, putting only industry vets at the helm of your project.

Other differentiators? Our sourcing is accounted for the duration—not just the first few months. And we funnel our sample through strict, client-defined exclusion rules and quality blacklisting to protect purity over your tracker's life.



- + 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.
- + Our sourcing comes with a **Plan A, Plan B and Plan C**. For every wave, we're prepared for any scenario.