



# PANEL BOOK



Only one online sample provider can be named 2021 Panel Company of the Year.

Here's how we did it.



## FOR THOSE WHO DON'T LIKE FRAUD IN THEIR DATA.

To achieve high-quality insights, you have to want it. *Really want it.* You have to eat, breathe and sleep advanced tech, flexible strategies, transparent processes and a commitment to being more than just a vendor. Fortunately for our clients, we think that's awesome. In fact, it's why Full Circle exists.

We were founded in 2013 with one purpose: to eliminate online sample fraud. To say we've succeeded as an understatement. Accolades include being named the *2021 Panel Company of the Year* by The Marketing Research and Insight Excellence awards (powered by Quirk's), as well as being a staple on Inc. 5000's Fastest Growing Companies in America (2017, 2019, 2020, 2021).

We've also sustained ISO certification, captured the industry's proven lowest fraud rate, achieved year-over-year growth in the millions and built a thriving team entirely of diverse industry vets.

So how'd we do it? That's where our Panel Book comes in. These pages spill our recipe for better sample. Along the way, you'll also learn what makes Full Circle better, period.

And who doesn't like that.





# QUALITY







What happens when you run panel like we do?  
**You win Panel Company of the Year.**



Full Circle proved superior in five areas:

1. Significant **innovation** (tech, value-add, improved processes)
2. Excellent collaboration, tech support and **customer service**
3. Above-and-beyond **personalized** offerings
4. **Best practices** in recruitment and data security
5. Consistent commitment to the **quality** of respondent service

**Did you know?** Panel Company of the Year was not a category in the 2022 competition, making Full Circle the last organization to hold this distinction.





# THE FULL CIRCLE APPROACH

## 1 HoNoR

We start with **HoNoR (Holistic Next-Level Research)**®, our award-winning, enhanced survey experience. This proprietary marriage of advanced tech, flexible community strategies and unparalleled quality controls leverages qualitative and quantitative measures to generate an FC+ Quality Score based on a respondent's profile accuracy and real-time attention level. There is no gray area: If respondents don't pass, they're terminated. This is how we consistently and automatically deliver a lower reconciliation rate, which increases the likelihood of achieving quality responses. We do not use or keep historical scores, we indirectly blacklist panelists who provide poor responses and we re-ask demographic information to ensure consistency and accuracy. **HoNoR** is seamless, runs in real time and doesn't require cookies or PII.

## 2 Intelligent Matching

After passing **HoNoR**, panelists are intelligently paired with the surveys they are most likely to complete—automatically and in real time. It's a one-of-a-kind, in-moment placement powered by a machine-learning engine and algorithms, both proprietary, that allow Full Circle to improve engagement while ensuring clients receive census-representative sample. The process also incorporates a randomization component (say, topical) to avoid the statistical biases often seen from other online sample companies.





### 3 Smart Sample Design

**HoNoR** ensures completes fall naturally amongst a census balanced-by-start stratification plan, thereby increasing a survey's accuracy. For every demographic, we strive for at or below -3% variance. And unlike others, we always use the newest estimates available on [Census.gov](https://www.census.gov).

### 4 Consultative Service

As one of the last remaining independent market research firms, we function as an extension of our client's teams, often being called in as consultants for our client's clients. All of our team members have 10+ years in research, which means experienced eyes watch every project no matter when it fields. We also have an internal ISO Quality Manager responsible for program compliance, internal auditing and continuous improvement.

### What is a census balanced-by-start stratification plan?

To account for varying response rates per census segment and achieve sample that "looks like" the target population, we apply a disproportionate census stratification strategy to our distribution. For example: Response rates from males 18-24 are far lower than those of females 55+. To ensure representative "starts", we include a larger number of male 18-24 invitations in the sample batch; we avoid oversampling by doing the opposite for females 55+. Additionally, we implement a real-time quota strategy that sets valid survey starts, ensuring we achieve a census click-to-start balance. This strategy adjusts to meet our clients' desired percentages and audiences. Panel members receive incentives whether or not they qualify for a survey (amount varies) which are automatically added to their rewards accounts at termination or survey completion.

# QUALITY EVERY STEP OF THE WAY.

Full Circle’s **HoNoR** excels at eliminating undesired in-survey behaviors by marrying an automated attention algorithm with quantitative and qualitative data checks to ensure members are paying attention, taking their time, providing honest answers and delivering quality open-ends. This is true even for surveys not disseminated in English (**HoNoR** currently translates in 26 countries).

1

## PRE: RECRUITMENT

- Quality-Control Algorithm
- Digital Fingerprinting
- Frequency Cap Enforcement
- Exclusive Website Partnerships
- Permission-Based, Double Opt-In
- Suspect IP/Domain Elimination



2

## DURING: SURVEY

- Open-End Scoring
- Third-Party Verification
- Red Herrings



3

## POST: HYGIENE

- Respondent Blacklists
- Internal Review
- Client Review



## ISO 20252:2019 certification defines best practices for our entire industry.



The International Organization for Standardization (ISO) is recognized worldwide as the authority on quality management. The market research and insights standard (20252:2019) defines what it means to run our businesses efficiently, ethically and securely.

Full Circle has been certified to ISO since 2014—an audit process provides unbiased, third-party verification of our compliance. To remain current, we willingly expose all aspects of our internal practices, partner vetting, security, privacy procedures and more to meet certain minimal scoring levels. Documented proof and multiple in-person audits are also required. In between audits, our internal ISO Quality Manager ensures our continual adherence.





## #QUALITYFORALL defines the path to quality for our entire industry.



On April 4, 2022, Full Circle announced, in partnership with the Certification Institute for Research Quality (CIRQ), the launch of our #QUALITYFORALL initiative. The program's mission is to raise awareness of ISO 20252:2019 certification as a pathway to increasing brand demand for data quality and consumer trust in the insights industry.

The multi-channel, multi-stage initiative has garnered industry support worldwide. #QUALITYFORALL will also feature Ambassadors from companies certified to ISO 20252, to help dispel misconceptions about the level of effort involved in meeting the standard. For the full story, visit [cirq.org/qualityforall](https://cirq.org/qualityforall)



**Olivia Trujillo**  
ISO Quality Manager



# PANEL







## Recruitment

We build Survey Roundtable through traditional online sample sources, including exclusive partnerships with content-driven publishers, associations with social networking sites and real-time intercept sampling, all of which are vetted, top-tier organizations that can support our seamless, consistent project and sample strategy. This is critical, as validating member identities via proprietary security initiatives is a key aspect of our company's infrastructure and reputation. Recruitment is "open to all" who pass **HoNoR**, our stringent quality and validation service.

GOOD  
HOUSEKEEPING

CNN

c|net

The New York Times

babies  online

ESPN

## Registration

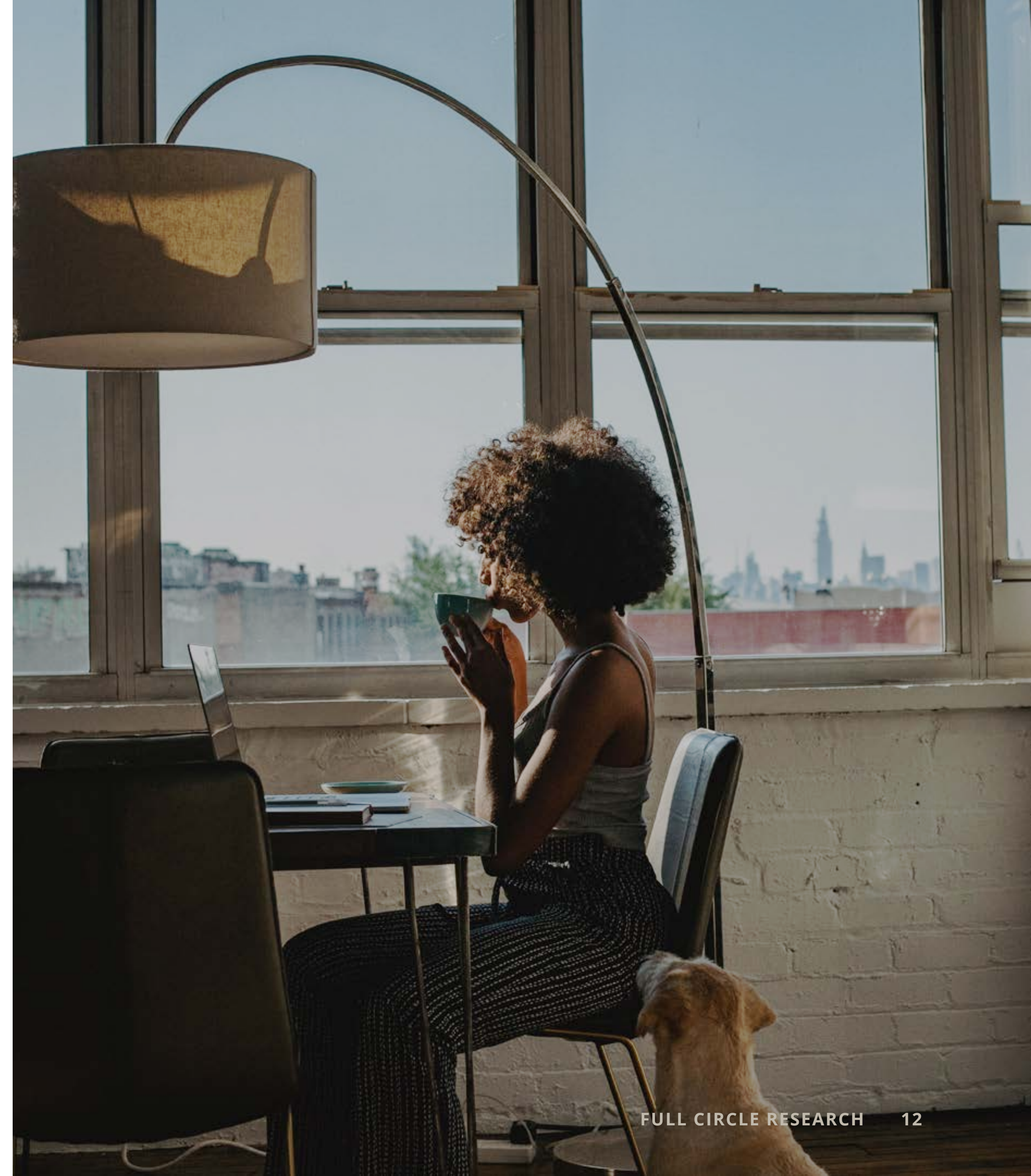
Regardless of sample source, our profiling begins at the registration path, where we collect 25 demographic and psychographic data points (such as age, gender, region, household income and travel preferences). We then funnel our panelists into 12 deeper profiling efforts, exposing a greater understanding of their preferences and allowing us to target, utilize and partner with them in a different way. These profilers include both B2B (such as small business owners and IT professionals), as well as consumer panels (including electronics, ailments, travel and tourism, food and beverage, and more).



## Invitation

Survey Roundtable invitations are transparent and provide as-needed information, including the generic nature of the survey topic. (By eliminating screener clues, we remove bias and baiting.) We are also upfront about our expectations regarding specifics such as survey length, how long the survey will be open, and incentive offers. An opportunity to unsubscribe from our panel is always included, as is our community feedback email address. Our adherence to a strict code of ethics applies to every project we recruit.

Regardless of sample source, our members receive no more than eight invites a month. We purposefully limit the number of surveys we offer to elicit higher response rates from our panel (a proven approach measured and tracked over time). We also place moratoriums on participation in similar survey types or categories. Doing so results in a more active and engaged community and elicits higher-quality data.







## Completion

We permit Survey Roundtable members to complete up to four surveys a month, no matter the sample source, survey type or category. We routinely exclude panelists based on survey experience by client or subject, as well as the amount of time between survey completions. We can batch-deploy invitations across any demographic/psychographic profiling criteria, including time zones, geography and more. We can also differentiate between those who received invitations and those who completed surveys—all of which is key to reducing panelist fatigue and increasing participation rates.

## Feedback

Upon survey completion, respondents are asked to rate their experience satisfaction via a scale of 1 to 5 stars and are also offered the opportunity to provide more detailed feedback. We do not solicit feedback from respondents who were terminated.





# INCENTIVES

The type of audience, how long the project takes to field, its incidence, complexity, length and topic—all of it factors into our structured incentive program. The number of SRT Points members can earn is clearly stated in each survey invitation, as well as on their accounts' "Take A Survey" page on the Survey Roundtable website. Once they hit a pre-set threshold, members in the US can redeem their SRT Points for virtual gift cards from 150+ online retailers, VISA debit cards, cash via PayPal, charitable giving and more. International panelists can redeem their points through PayPal.





# PROFEILING





DO YOU IDENTIFY AS FEMALE? MALE? TRANSGENDER? NON-BINARY? **RACE** WHAT'S YOUR MARITAL STATUS? **ELECTRONICS** DO YOU SUPPORT YOUR PARTY'S CURRENT PLATFORM? DO YOU OWN A COMPANY? WHAT'S YOUR GROSS REVENUE? **MUSIC** **POLITICS** WHAT'S YOUR ETHNICITY? WHO DOES THE GROCERY SHOPPING? WHERE? WHEN'S YOUR BIRTHDAY? DO YOU SHOP AT WAREHOUSE CLUB STORES? WHAT LANGUAGE DO YOU SPEAK AT HOME? WHICH BEVERAGES DO YOU DRINK ONCE OR MORE A WEEK? **RESIDENCE** HOW MUCH EDUCATION HAVE YOU COMPLETED? **WHICH RESTAURANTS GET YOUR BUSINESS?** **MAGAZINES** WHAT'S YOUR POLITICAL AFFILIATION? WHO PROVIDES YOUR HEALTH INSURANCE COVERAGE? ARE YOU EMPLOYED? IN WHAT INDUSTRY? **TRAVEL** TELL US ABOUT ANY MEDICAL CONDITIONS. ARE YOU A CAREGIVER? FOR WHAT TYPE OF BUSINESS? WHAT ABOUT TOBACCO PRODUCTS? DO YOU PARTICIPATE IN PREVENTATIVE MEDICINE? WHAT'S YOUR TITLE? DO YOU OWN A COMPANY? NUMBER OF EMPLOYEES? WHICH BANKING AND FINANCIAL SERVICES INTEREST YOU? WHAT'S YOUR FAVORITE VIDEO GAME? ON ANY FREQUENT FLYER PROGRAMS? **HOBBIES** HOW MUCH DO YOU EARN A YEAR? HOW MANY BUSINESS OR LEISURE TRIPS HAVE YOU TAKEN? DO YOU MAKE PERSONAL TRADES? **AILMENTS** WHICH AIRLINES DO YOU USE? DO YOU OWN A MAJOR CREDIT CARD? **ENTERTAINMENT** HAVE A DRIVER'S LICENSE? OWN A CAR? HAVE CAR INSURANCE? WHAT'S YOUR HOME ADDRESS? **HEALTH** STAY IN HOTELS? RENT CARS? LIKE TO CRUISE? DO YOU OWN? RENT? OTHER? **LIFESTYLE** WHAT'S YOUR FAVORITE KIND OF MUSIC? **FOOD & BEVERAGE** HOW MANY PEOPLE DO YOU LIVE WITH? **FINANCE** BEEN TO ANY CONCERTS IN THE LAST YEAR? THINKING ABOUT HAVING A CHILD? LET'S TALK DIGITAL. WHICH DEVICES DO YOU OWN? **B2B** WATCHED A MOVIE IN THE PAST 3 MONTHS? **PROFESSION** THINKING ABOUT GETTING A PET? HOW DO YOU USE SOCIAL MEDIA?

## WHAT SURVEY ROUNDTABLE WANTS TO KNOW

(And this isn't the half of it.)



# TECHNOLOGY PROFILES

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 tens of 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. For a real-world example, check out our IT Supplement.

## Industry

- Bio-Tech
- Broadcast
- Computer (hardware, software)
- E-Commerce
- Electronics
- Engineering
- Emergency Services
- Financial Services
- Gaming
- Government & Military
- Healthcare, Pharmaceutical, Biotech
- Hospitality
- IT (compliance, hardware, security, VAR)
- Manufacturing
- Telecomm (wireless, wireline, internet)
- Utilities

## Title

- C-Suite/Executive
- Account Manager
- Administrator
- Business Development
- Analyst
- Consultant
- Engineer
- Programmer/Developer/Designer
- Student

## Demographics

- Company Size
- Company Annual Gross Revenue
- Type (for-profit, government, nonprofit, education, etc.)
- Departments (leadership, operations, finance, admin, customer service, etc.)
- Decision-Making Ability

## Products

### *Brand, usage, accessories and more*

- Camera (digital, film)
- CD/DVD Player
- Cell Phone (smartphone, non-smartphone)
- Computer (desktop, laptop, netbook, tablet)
- E-Reader
- GPS
- Home Theater/Security
- Printer (inkjet, laser, multi-function, 3D)
- Satellite Radio/TV
- Speakers (bluetooth, mobile, wireless)
- Streaming Device
- TV (3D, LCD, LED, OLED, Plasma, 4D)
- Video Game (console, handheld)
- VR
- Wearable Tech
- Webcam

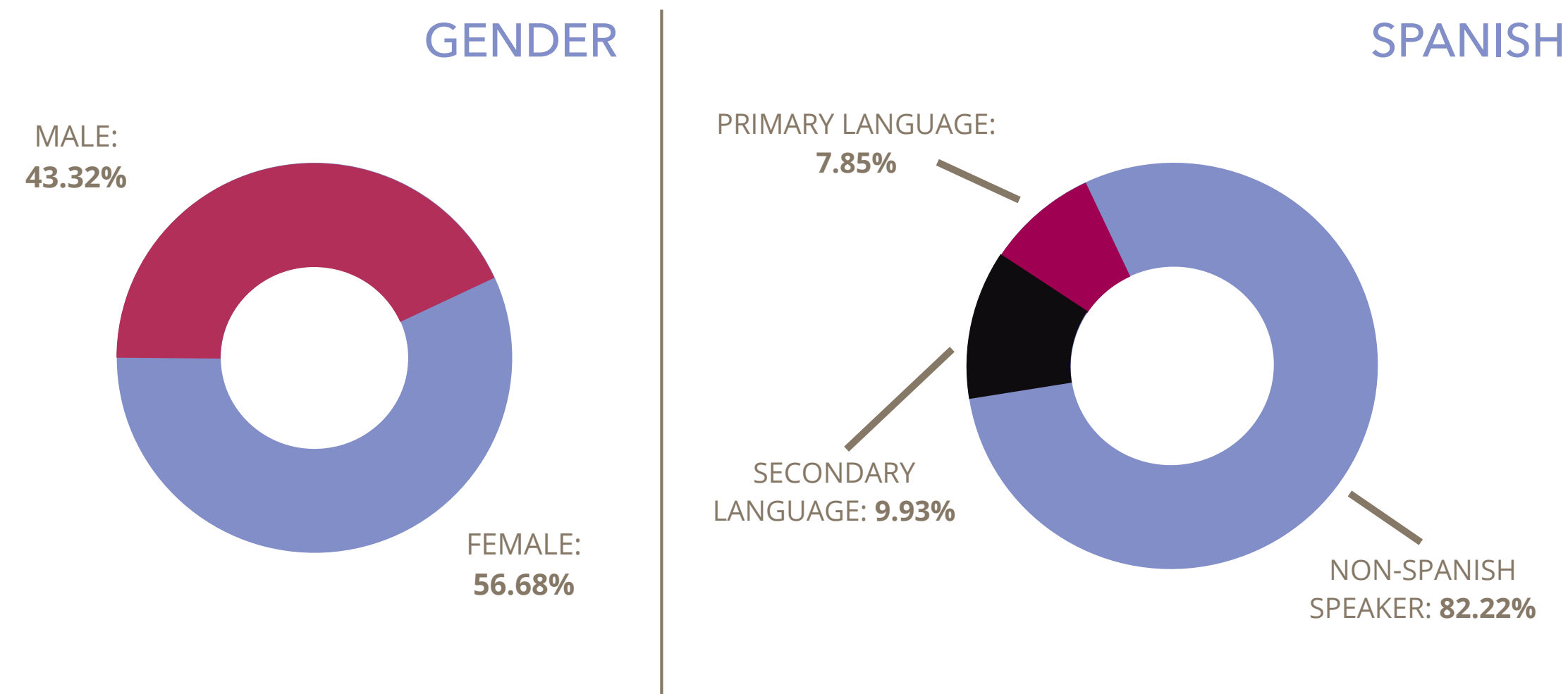


# NUMBERS

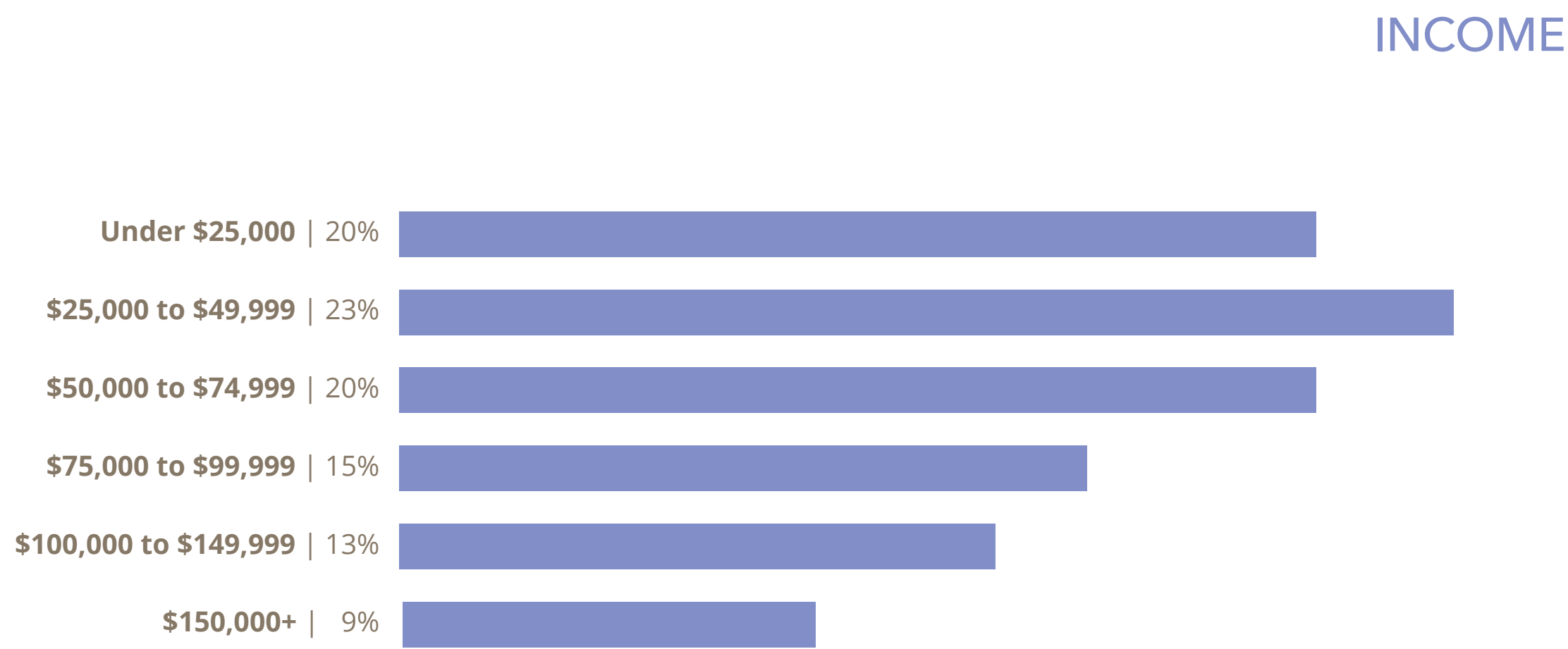
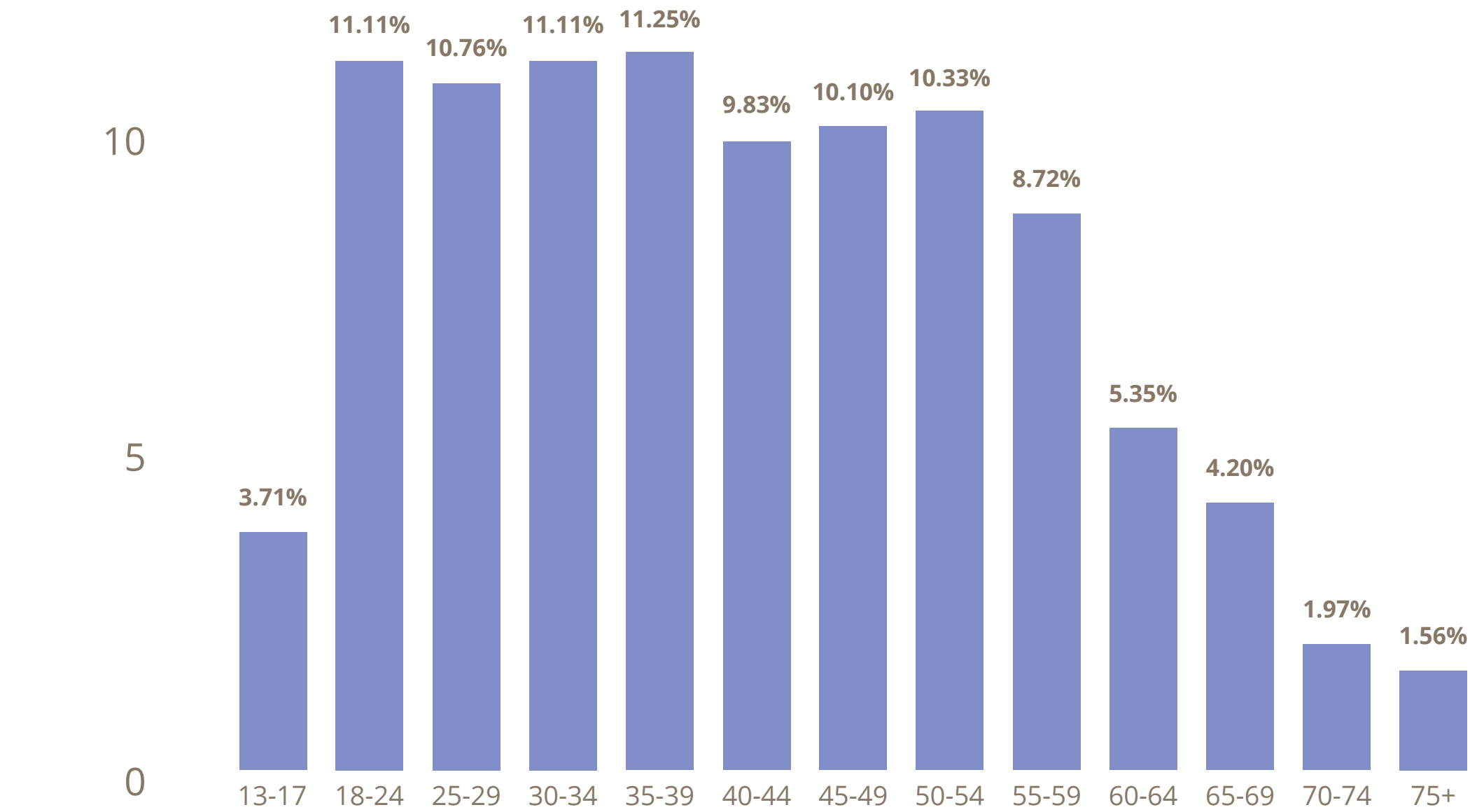




# BREAKDOWN



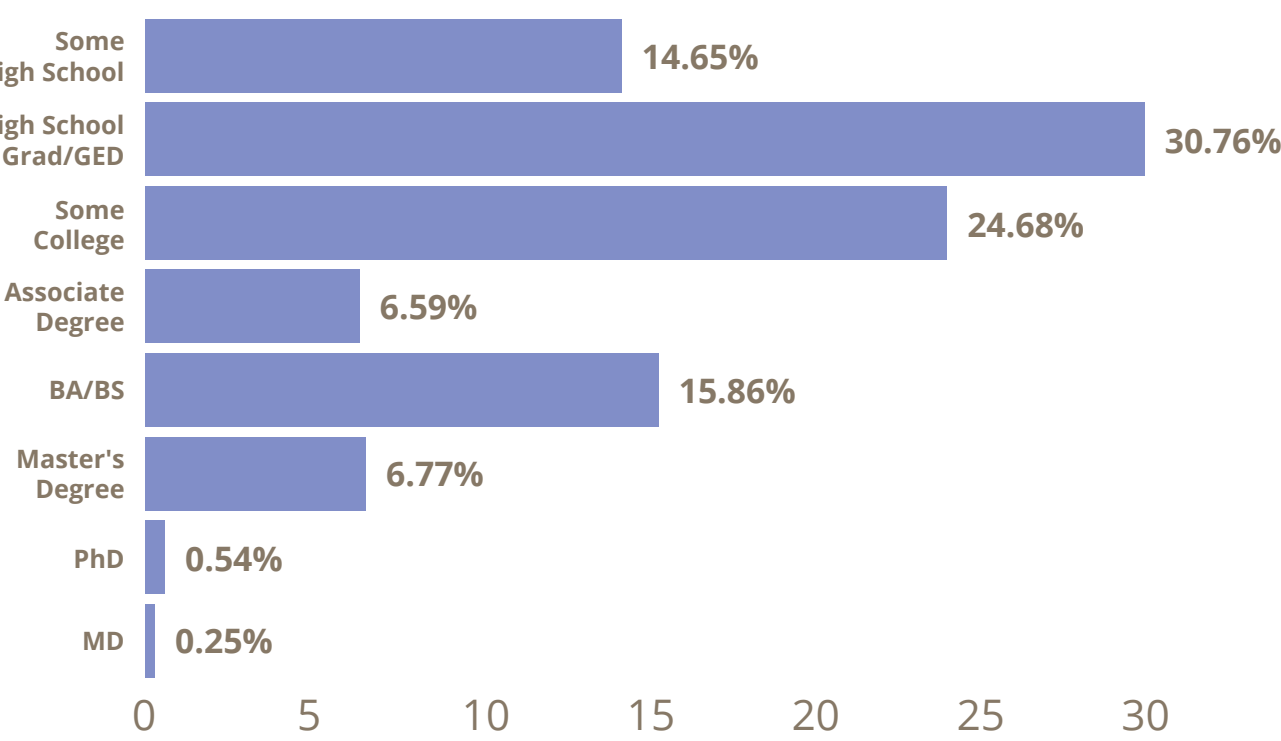
## AGE GROUP



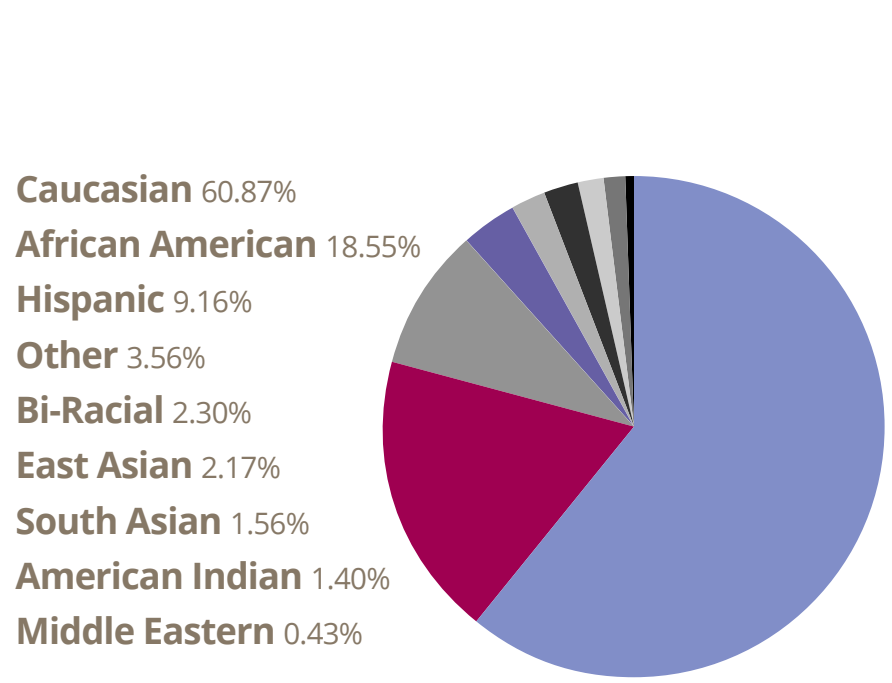
Get to know  
us a little better.



## EDUCATION

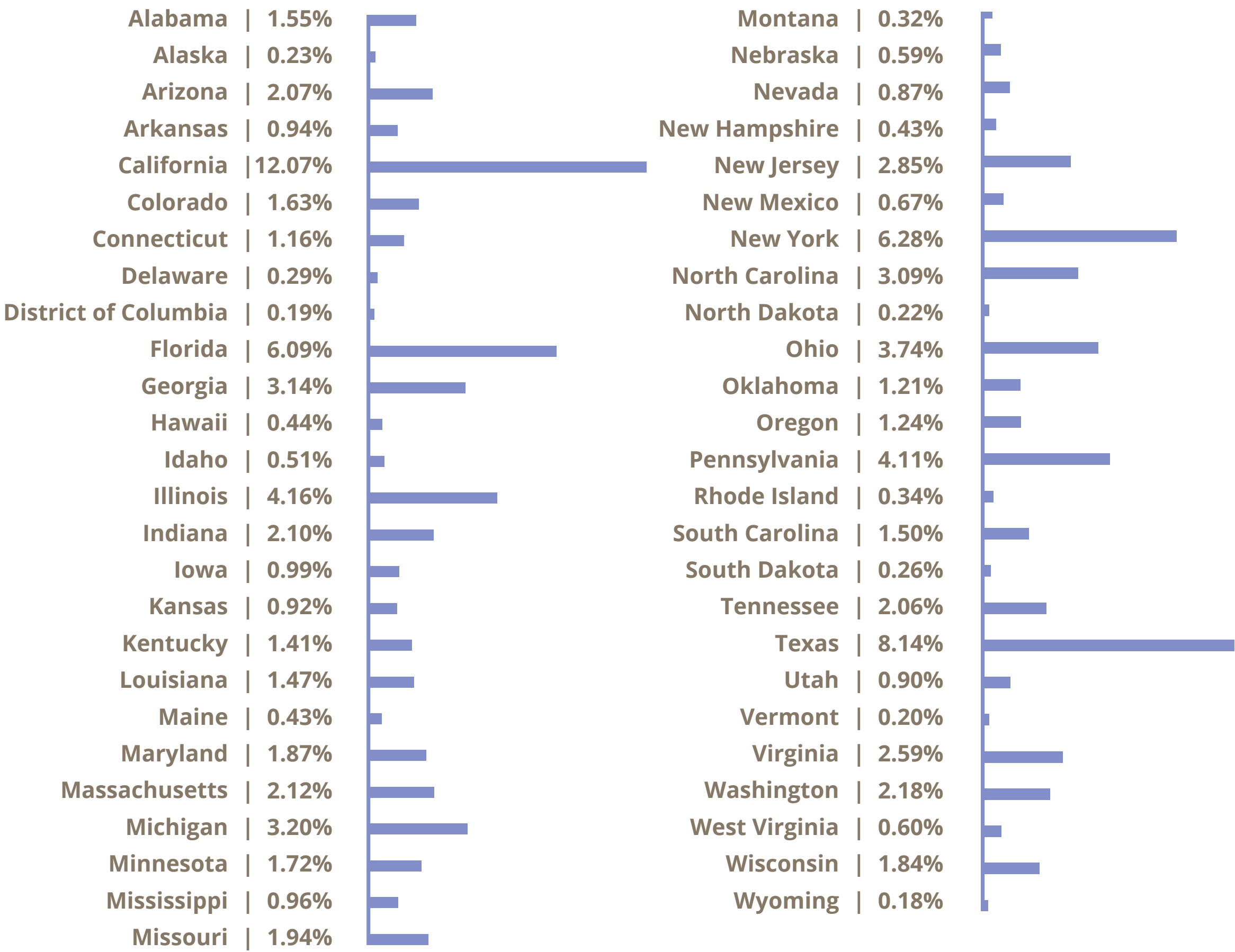


## ETHNICITY

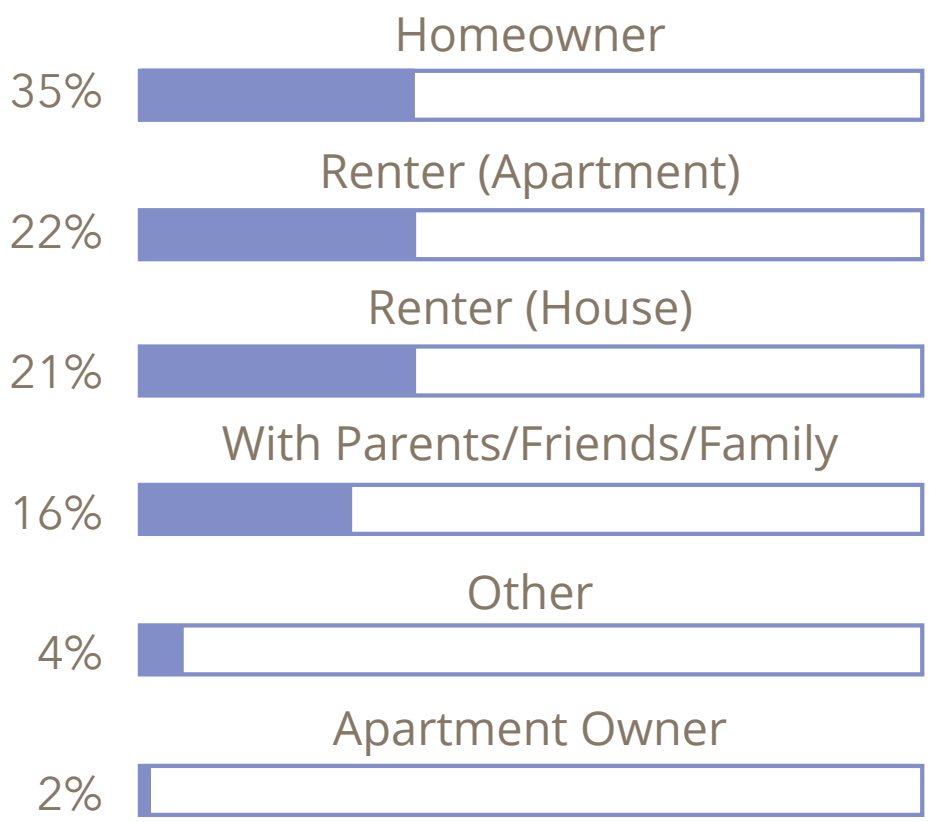




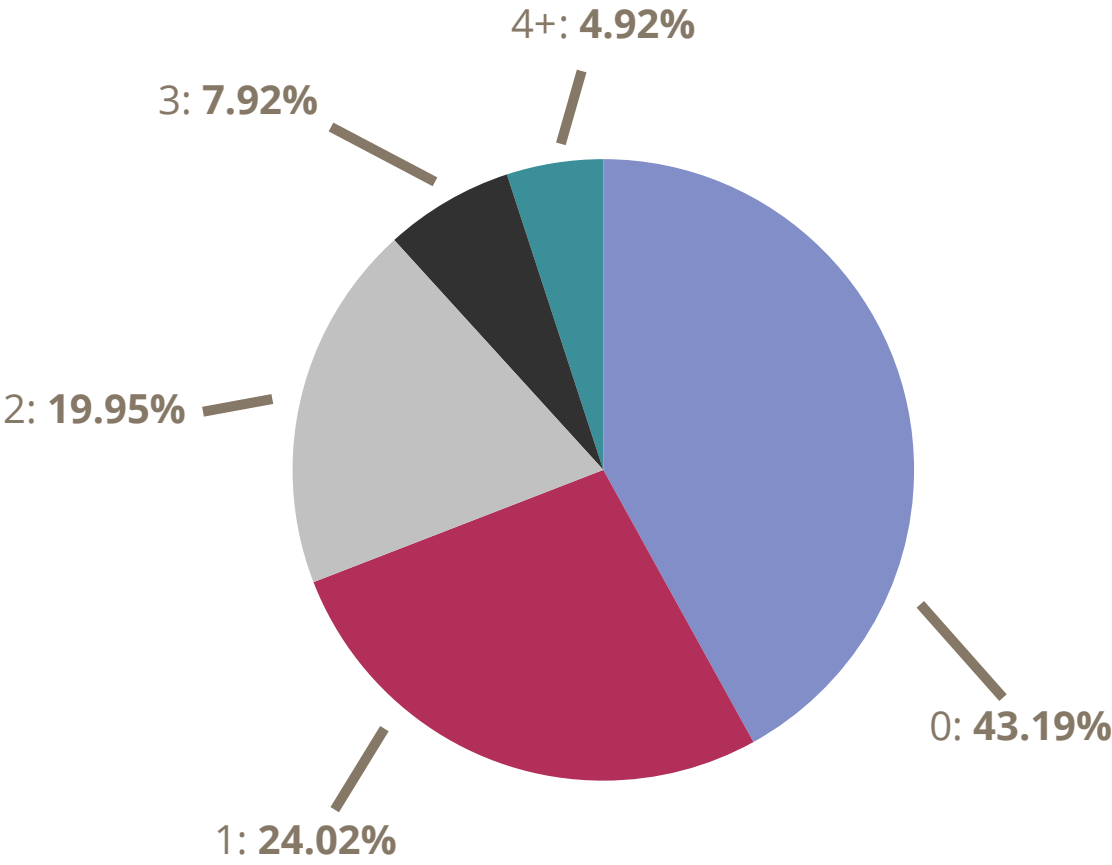
STATE



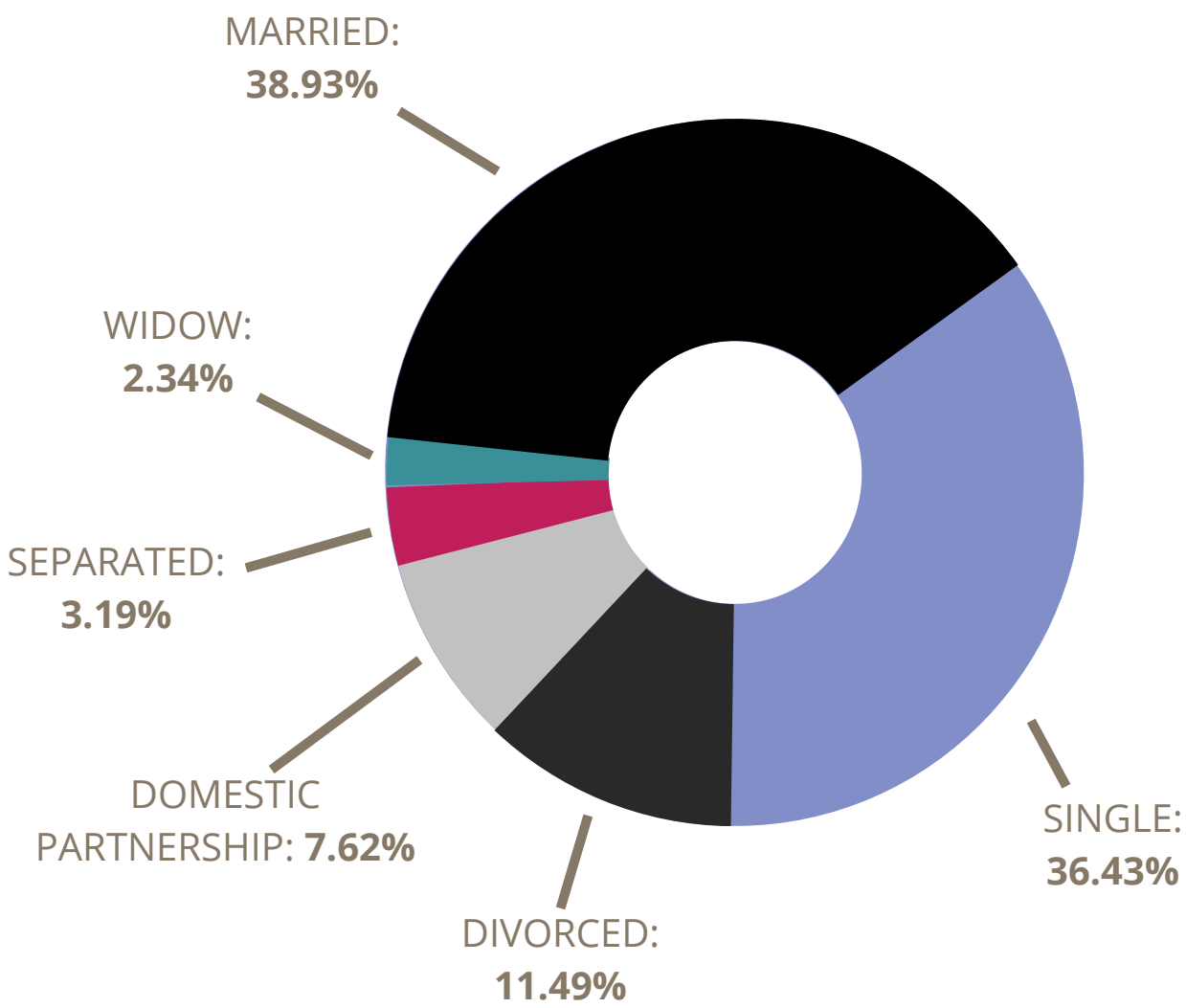
LIVING ARRANGEMENTS



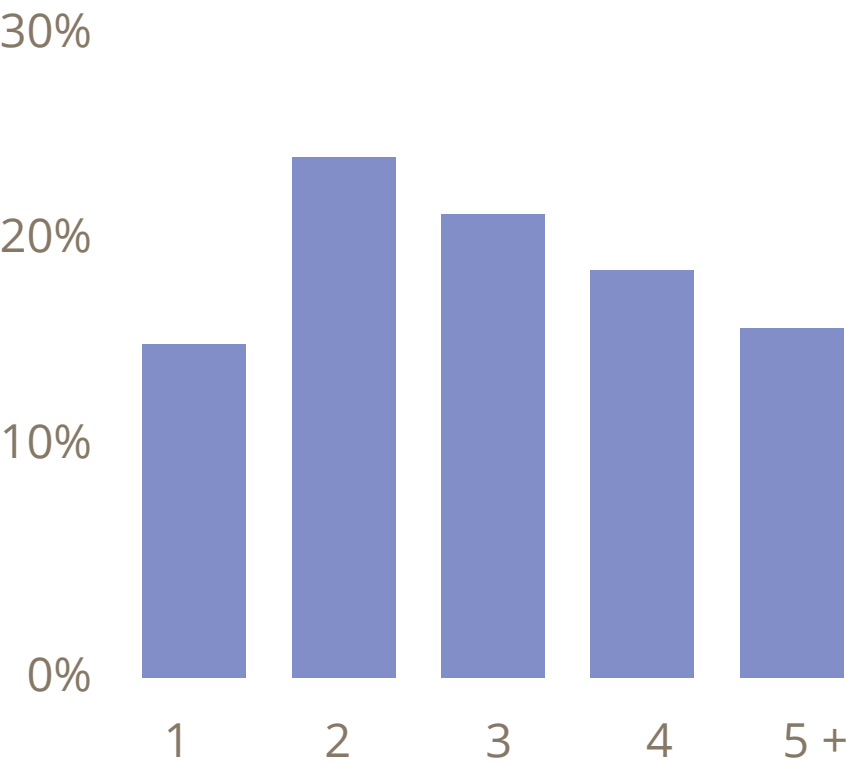
NUMBER OF CHILDREN



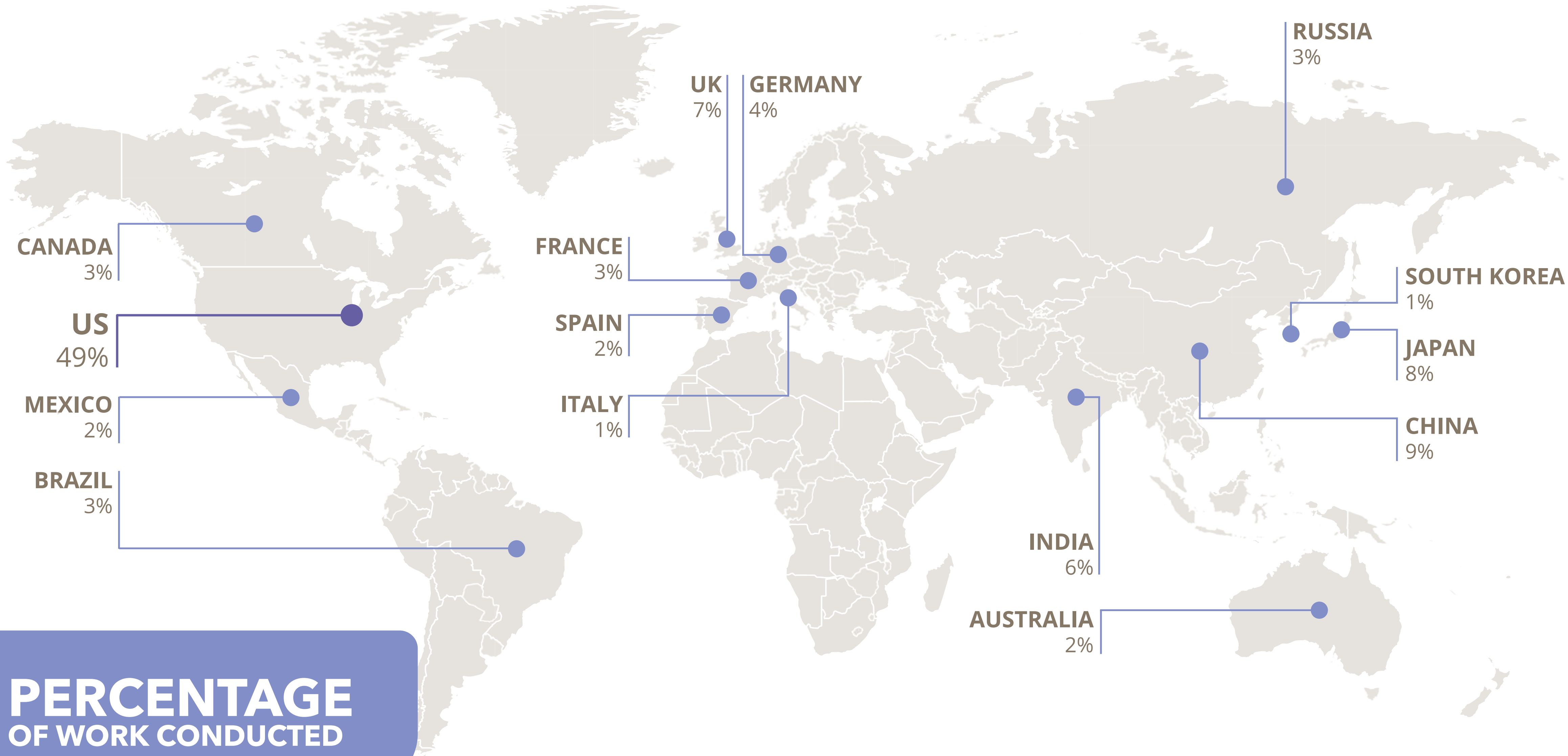
MARITAL STATUS



HOUSEHOLD SIZE







## PERCENTAGE OF WORK CONDUCTED



HEADQUARTERS

Greater Washington, DC Area

11701A Falls Road  
Potomac, MD 20854

☎ 301-762-1972

- New York, NY
- Shelton, CT
- Union City, NJ
- York, PA
- Baltimore, MD
- Atlanta, GA
- Santa Rosa Beach, FL
- Cleveland, OH
- Houston, TX
- Portland, OR
- San Francisco, CA
- Los Angeles, CA



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