



B2B

A Full Circle Panel Book Supplement



QUALITY B2B INSIGHTS START HERE

Since the inception of online research, Full Circle's founders have been in the trenches of the B2B space, successfully conducting tens of thousands of projects on professionals in every vertical, from entry-level employees through decision-makers and business owners. Our exclusive recruiting partnerships are how we start. But it's our award-winning survey experience, **HoNoR (Holistic Next-Level Research)®**, that gives our B2B its real edge. Unparalleled profiling capabilities and our proven marriage of qual and quant tactics validate participants on an ongoing basis, and ensures that our drill-down remains deep, wide and ahead of industry trends.





DIFFERENTIATORS

1 HoNoR®

What is **HoNoR**? A proprietary marriage of advanced tech, flexible community strategies and unparalleled quality controls that 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.





PROFILING

When we say we capture B2B, we mean the industry’s proven highest-quality B2B. **Ready to answer your client’s burning questions? Simply reach out to our team.**

WHAT IS YOUR JOB TITLE? WHAT IS THE TOTAL AMOUNT OF FINANCIAL ASSETS YOU PERSONALLY MANAGE FOR CLIENTS?

HOW WOULD YOU RATE YOUR ORGANIZATION’S ADOPTION OF CLOUD SERVICES?

WHAT’S YOUR COMPANY’S ANNUAL GROSS REVENUE?

WHAT CASE STUDIES WOULD YOU CONSIDER SHARING WITH INDUSTRY PEERS ABOUT YOUR WORK? PLEASE ESTIMATE THE NUMBER OF SUPPLIES BUSINESS CONNECTED DEVICES IN YOUR COMPANY.

IN WHICH INDUSTRY DO YOU WORK?

HOW DO YOU COPE WITH STAFFING ISSUES? DO YOU RECOMMEND CRYPTOCURRENCY AS A FORM OF INVESTMENT TO YOUR CLIENTS?

WHAT’S YOUR ORGANIZATION’S TOTAL NUMBER OF FULL-TIME EMPLOYEES? DO YOU EVER PURCHASE SECURITY BATHTUBS FOR YOUR PROJECTS?

WHERE DO YOU CURRENTLY SHOP FOR BUSINESS SUPPLIES?

WHAT’S YOUR LEVEL OF DECISION-MAKING AUTHORITY?

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DEPARTMENT? IN THE PAST 12 MONTHS, HAVE YOU PURCHASED ANY POWER TOOLS FOR YOUR BUSINESS?

HOW CONFIDENT ARE YOU WITH YOUR COMPANY’S LEVEL OF DATA SECURITY?

WHICH METHOD(S) IS YOUR COMPANY LIKELY TO USE TO SOLVE SUPPLY CHAIN ISSUES?

WHICH HR BENEFITS DO YOU CURRENTLY OFFER YOUR EMPLOYEES?

HOW MUCH DID YOUR ORGANIZATION SPEND LAST YEAR ON TECHNOLOGY?

FULL CIRCLE RESEARCH 5

MEET A FEW FULL CIRCLE SURVEYS

A typical B2B 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), these examples offer a solid high-level view of our capabilities.

Field Time: 2 weeks

LOI: 20 minutes

Customary Incentive Structure

Pre-Set Costs

50% Incidence

	IT DECISION MAKER	IMPLEMENTER	DEVELOPER	IT WORKER	SMALL BIZ OWNER	BIZ DECISION MAKER
NORTH AMERICA						
U.S.	2,000	700	100	22,100	800	1,500
CANADA	550	250	200	5,600	400	400
EUROPE						
FRANCE	750	250	250	8,300	550	600
GERMANY	850	300	300	10,000	600	600
ITALY	200	50	100	2,000	150	150
SPAIN	300	100	100	2,500	200	200
UK	1,200	400	400	13,600	1,000	1,000
ASIA-PACIFIC						
CHINA	1,200	350	400	14,000	1,000	1,000
INDIA	1,000	350	350	12,000	850	850
JAPAN	900	300	250	8,800	650	650
AUSTRALIA	200	100	50	1,300	150	150

BECAUSE NOT ALL PROJECTS CAN BE SATISFIED BY PANEL

InstaConnect®

For B2B projects requiring expert networks, our clients bypass expensive and time-consuming offline methodologies with Full Circle’s InstaConnect®. Our premium programmatic solution is more affordable and efficient than phone interviews and is proven to recruit even the most low-incidence respondents—all while ensuring you receive the industry’s highest quality data.

First, InstaConnect tracks the behavior of B2B targets across websites, social media, affiliate networks and more, using the data to connect non-panelists to the surveys they’re most likely to complete. Participants are then funneled through our HoNoR survey experience, which eliminates fraud (including AI). All of this is done automatically, seamlessly and in real time.



HEADQUARTERS

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