



# PANEL BOOK



Only one online sample provider can be named the 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 is an understatement. Accolades include being named a *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 (2017-2023).

We've also sustained ISO certification, captured the industry's proven lowest fraud rate, became GDPR compliant, achieved year-over-year growth in the millions and built a thriving team 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 that's something we think you'll like.







# WHY WE BUILD OUR OWN PANEL.

Full Circle's fraud rate is consistently proven to be one of the industry's lowest—a direct result of continual investment in our product. The benefits cannot be overstated.

## **Building our own panel achieves faster, more accurate bids and deliverability.**

We are 100% in control of our own panel, providing faster turnarounds to our clients from start to finish. Instant access to response rate history allows us to provide accurate feasibility. And we know how and why our members act, boosting efficiency when it comes to survey deployment. Doing everything in-house means faster data collection, analysis and reporting.

## **Building our own panel mitigates fraud at the highest rates.**

Our proprietary behavioral fraud checks outperform any currently on the market. While we do employ reputable third-party checks, we do not rely on them as our only defense against AI, bots, survey farms, unengaged respondents and more. Owning our asset means we know our panelists were vetted—from their first click to join, through their entire panel tenure. Multiple checks at registration confirm their identity and extensive quality checks continue every time they interact with us.

## **Building our own panel allows us to be agile when recruiting specific targets.**

Owning our assets gives us the clearest picture of who can be captured and the budget it will take to do so. Tailoring our panel to meet any client need—B2B, B2C or otherwise—is a reasonable and actionable ask.

## **Building our own panel encourages higher response rates.**

The long-term relationships established with our panelists has proven to elicit higher levels of trust and loyalty, which translate into higher response rates, better engagement and more usable insights.

## **Building our own panel increases data privacy and compliance.**

Having complete control over our panel ensures we are up-to-date with any changes in legislation. It protects our panelists and creates a better user experience. And our commitment to privacy is global: we comply with data protection laws in every country we operate.



# 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?** The *Panel Company of the Year* category was retired in 2021, 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.



# HoNoR ENSURES 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. This ensures members are paying attention, taking their time, providing honest answers and delivering quality open-ends, in any one of our 26 languages across the globe.

1

## PRE-SURVEY

- Bot Checks/Traps
- Contextual-Based Answer Validation
- Digital Fingerprinting (including deduplication)
- Device Risk Assessment
- IP/Proxy Analysis & Blacklist Check
- Geo-IP Validation
- Pattern Recognition Detection
- User Behavioral Analysis



RelevantID®



reCAPTCHA



DeviceForensIQ

2

## IN-SURVEY (when Full Circle programs & hosts)

- Device Detection
- LOI Analysis & Speeder Removal
- Open-End Scoring
- Red Herrings
- Honesty Checks
- Straight-Line Detection

3

## POST-SURVEY

- Client Data Review
- Internal Data Review
- Redirection Process Security
- Reward Redemption Validation





## STAY STEPS AHEAD OF AI

The power of AI to upend surveys and polling results is proven and undeniable. Does your sample partner have the security to detect and prevent against it?

At Full Circle, we know that third-party checks and traditional data trap questions are no longer enough to stop fraud. Instead, our **HoNoR** survey experience uses AI against itself, pairing a dynamic, conceptual-based question matrix with

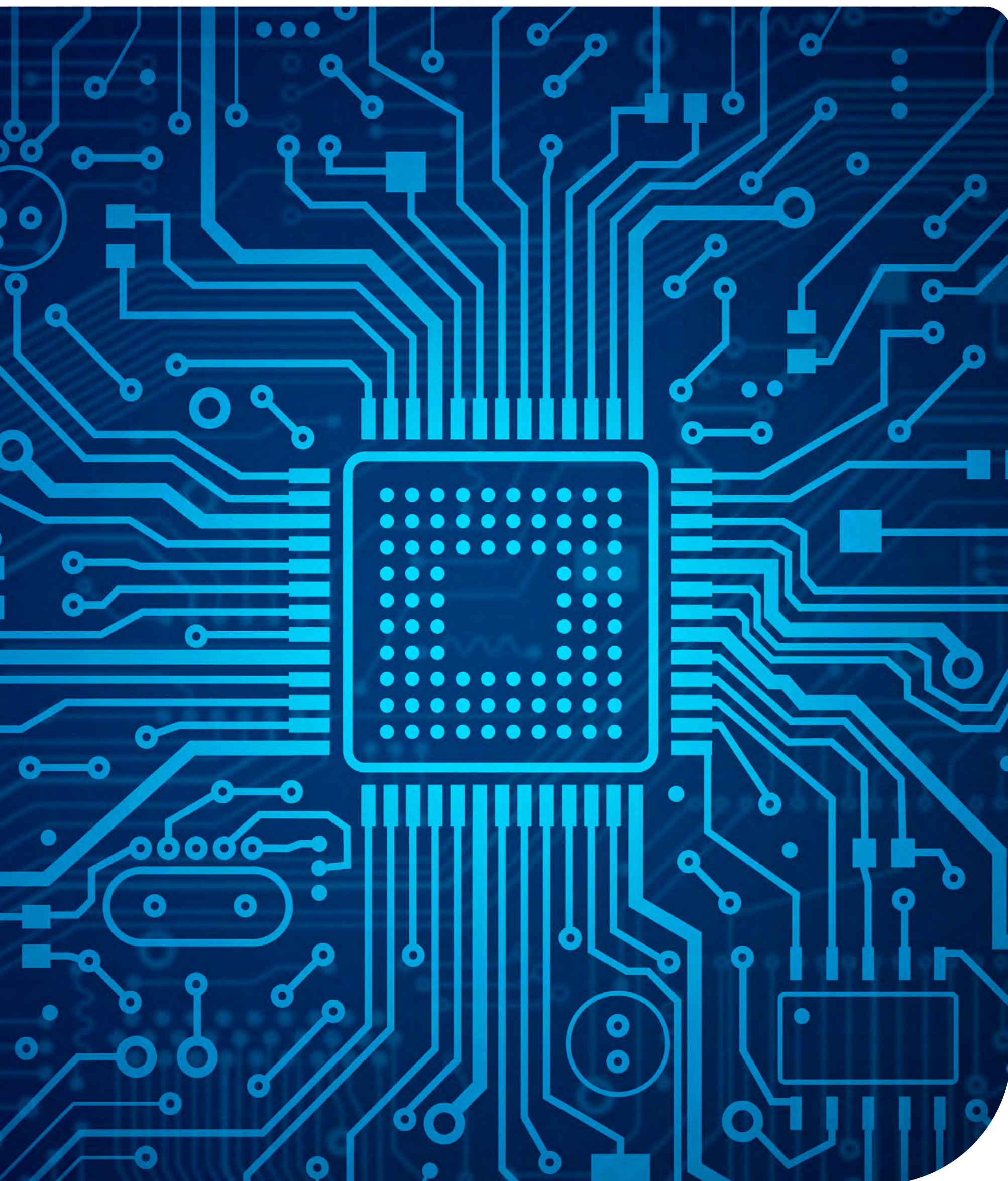
our Watchdog™ pattern recognition technology to ensure the insights we capture are from honest-to-goodness, high-quality participants.

In short: Full Circle's proven processes eliminate the ability of AI to answer our clients' questions. Which leaves plenty of room for high-quality participants to do so.

**“WHEN IT COMES  
TO FALSIFYING  
OUR SURVEYS,  
WE’VE RENDERED  
AI USELESS.”**

—Nate Lynch, Full Circle Co-CEO





## How we accurately distinguish human from machine.

Our proprietary, pre-survey checks analyze user interaction patterns, contextual-based answers and sentiment in real-time. This is then layered on top of our existing third-party device checks. And finally, we employ the most critical mechanism to detect AI-driven fraud: a thorough, manual review by our experienced team of insights vets. Some key areas of focus?

1. **Survey Time** – AI models often generate responses faster or slower than humans, so unusual timing of responses is a red flag
2. **Response Patterns** – AI tends to provide answers in more linear and systematic patterns than humans, which are more accurately caught by human analyzation
3. **Open-End Questions** – AI often misses local language complexities, nor does it often use slang; because it lacks personal experience, human emotion and relationships, AI has trouble answering questions about feelings or judgements
4. **Current Events** – AI chat models can only answer questions using data loaded since their last update; ask ChatGPT about an event that occurred since and it cannot provide an answer





## QUALITY THAT'S CERTIFIED PROVEN

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

In 2014, Full Circle became the first US-based online consumer sample provider to become ISO certified. Every year since, an audit process provides unbiased, third-party verification of our compliance. We willingly expose all aspects of our internal practices, partner vetting, security, privacy and more to meet minimal scoring levels. Documented proof and in-person audits are also required. In between audits, our internal ISO Quality Manager ensures continual adherence.



### **Educating the global insights industry about the benefits of ISO.**

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 initiative has garnered industry endorsement from CRIC, ESOMAR, GRBN, Insights Association, MRII, MRS, Quirk's and TRME. #QualityForAll also features Ambassadors from companies certified to ISO 20252, who serve as peer-to-peer proof that the standard is worth the ROI. For the full story, visit [cirq.org/qualityforall](https://cirq.org/qualityforall).



**Olivia Trujillo**  
ISO Quality Manager &  
#QualityForAll Ambassador



# 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 by invitation only and requires passing **HoNoR**, our stringent quality and validation service.

## 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 and household income). 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 survey length and the generic nature of the survey topic. (By eliminating screener clues, we remove bias and baiting.) Our members' survey dashboards are also upfront about our expectations regarding specifics such as 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 garner 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 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. We also encourage our members to rate us on TrustPilot. Our Excellent rating speaks for itself!





# 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 on their accounts' "Take A Survey" page on the Survey Roundtable website. Once they hit a pre-set threshold, members can redeem their SRT Points for virtual gift cards from vetted online retailers, VISA debit cards, cash via PayPal, charitable giving and more (most, but not all, options available in every country).





EXTRAS







**SmartPoll** campaigns are completed on demand, any day of the week, and launch within 24 hours.

## FOR OUR POLITICAL CLIENTS

# SmartPoll®

Full Circle's **SmartPoll**® is an enhanced polling service that turns campaigns around quickly, without compromising the quality of the data collected. Our panel of millions is unique and provides fresh, high-quality survey takers. We are integrated into national registered voter databases and can append data points from them, including historical voter behavior. **SmartPoll** even employs a conceptual-based question matrix that renders AI useless in falsifying human answers.

### Custom Targeting Strategies

A proven blend of proprietary polling technology and tactics result in accurate, cost- and time-effective campaigns, even for niche targets like African Americans, Latinx, persuadables, independents, non-strong partisans, swing-state voters and more.

- PII matching
- Voter file integrations
- CTV/OTV, display and mobile execution
- Census-balanced-by-start stratification plans
- Internal social network capabilities



FOR CLIENTS SEEKING HIGH-QUALITY NON-PANELISTS

# InstaConnect®

Not all projects can be satisfied by panel. Bypass expensive and time-consuming offline methodologies and go straight to 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 expert networks across websites, social media, affiliate networks and more; it then uses the data to connect these users to the surveys and polls they’re most likely to complete—automatically, seamlessly and in real time. These respondents are then funneled through our **HoNoR** survey experience, which eliminates fraud at the highest level in the industry, also automatically, seamlessly and in real time.



◀ **CLICK FOR  
CASE STUDIES**







THE MOST BEAUTIFUL  
WORDS IN TRACKING STUDIES:  
**CONSISTENCY**  
**QUALITY**  
**LONGEVITY**

## FOR CLIENTS WITH LONGITUDINAL STUDIES

# Trackers

While Full Circle's **HoNoR** 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 our clients' projects.

Other differentiators? Our sample planning 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.



## FOR CLIENTS WHO KNOW WHAT THEY WANT

# Programming & Hosting

Programming a questionnaire is as much an art as it is a science. And Full Circle's seasoned research vets are proficient in both.

It's not enough to simply program what's on the page. We know which questions to ask our clients to ensure that the survey disseminated is best poised to efficiently and accurately collect the data they seek. This deep dive is the cornerstone of our consistent P&H success, and it is conducted by our experts at every step of the way, from the simplest questionnaire to the most advanced survey logic:

- 1 **Initial Review** – Our P&H lead offers proven solutions on any red flags
- 2 **Programming** – Our programmers ask questions and apply their expertise
- 3 **QA** – Our QA team ensures the survey has been programmed as it was intended
- 4 **Client Review** – Our clients make adjustments until they are 100% happy
- 5 **Soft Launch** – A sample subset confirms programming achieves desired results
- 6 **Field** – Real-time quality checks run throughout





# 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? WATCHED A MOVIE IN THE PAST 3 MONTHS? **PROFESSION** THINKING ABOUT GETTING A PET? HOW DO YOU USE SOCIAL MEDIA?

**B2C? WE PROFILE EVERYTHING UNDER THE SUN.**  
(And this isn't the half of it.)



# B2B PROFILES

Since the inception of online research, Full Circle's founders have been in the trenches of the B2B space. Over the past 20+ years, we've successfully conducted 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 **HoNoR** 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. For real-world examples of our success, check out our **B2B Supplement**.



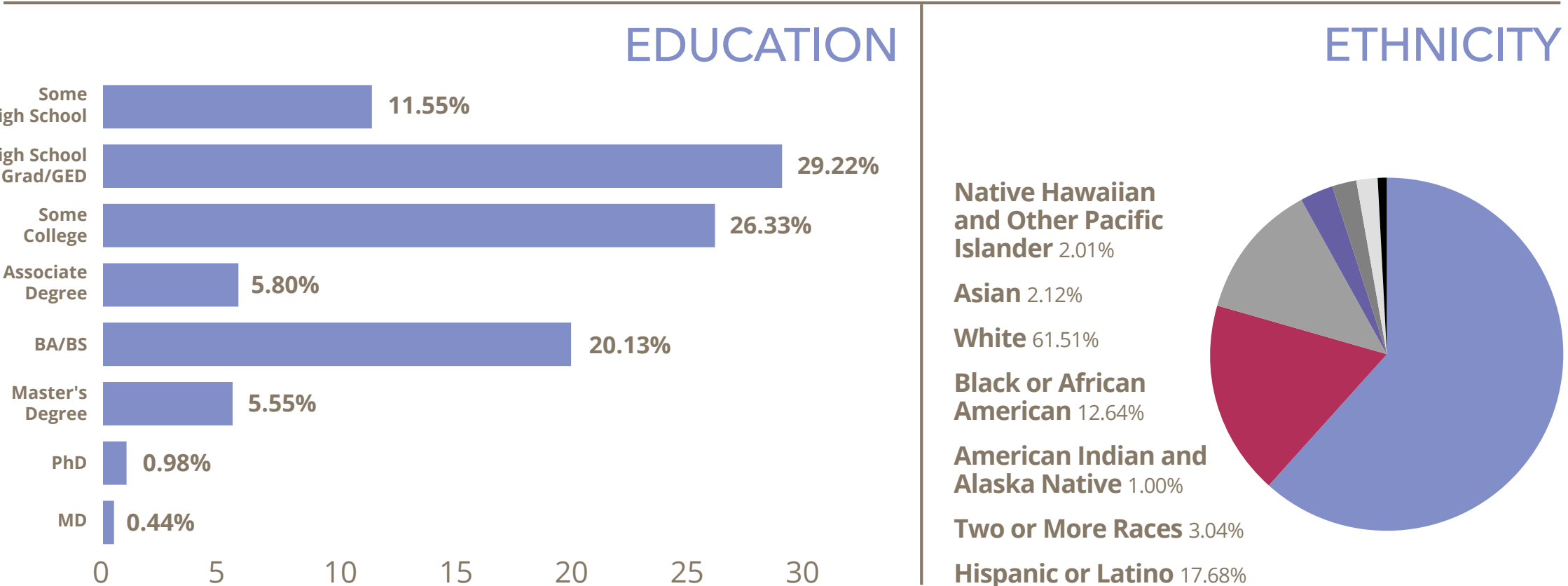
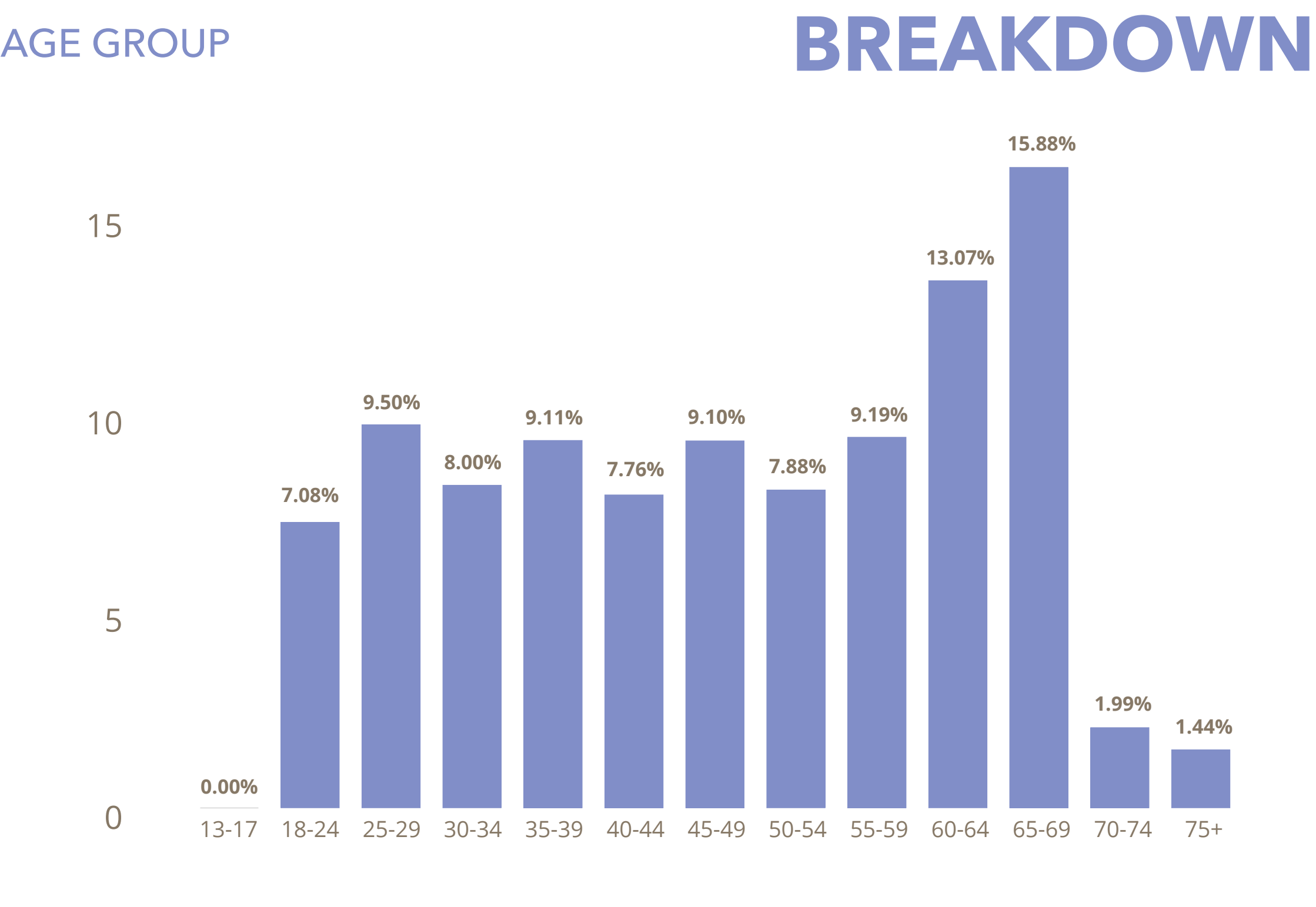
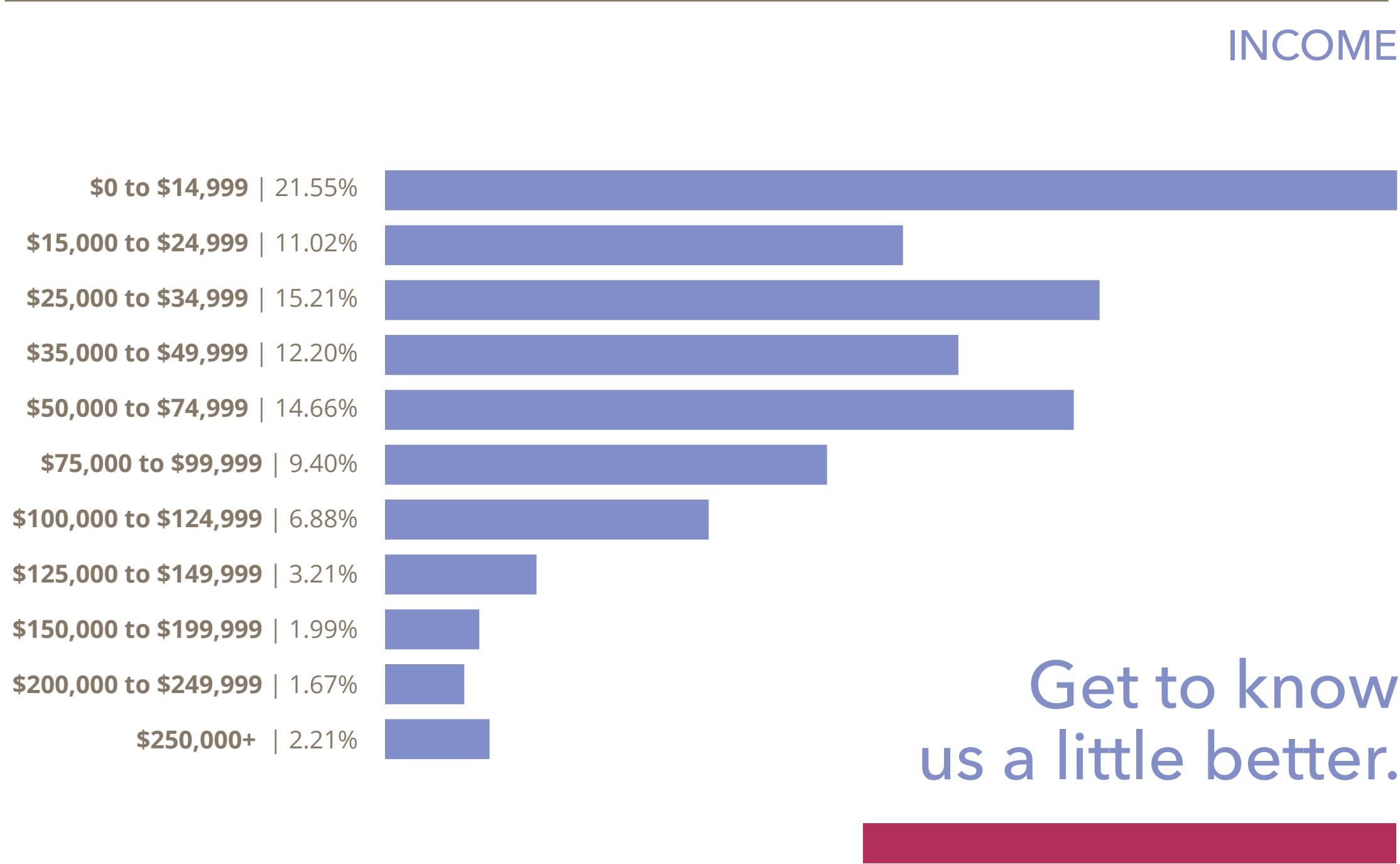
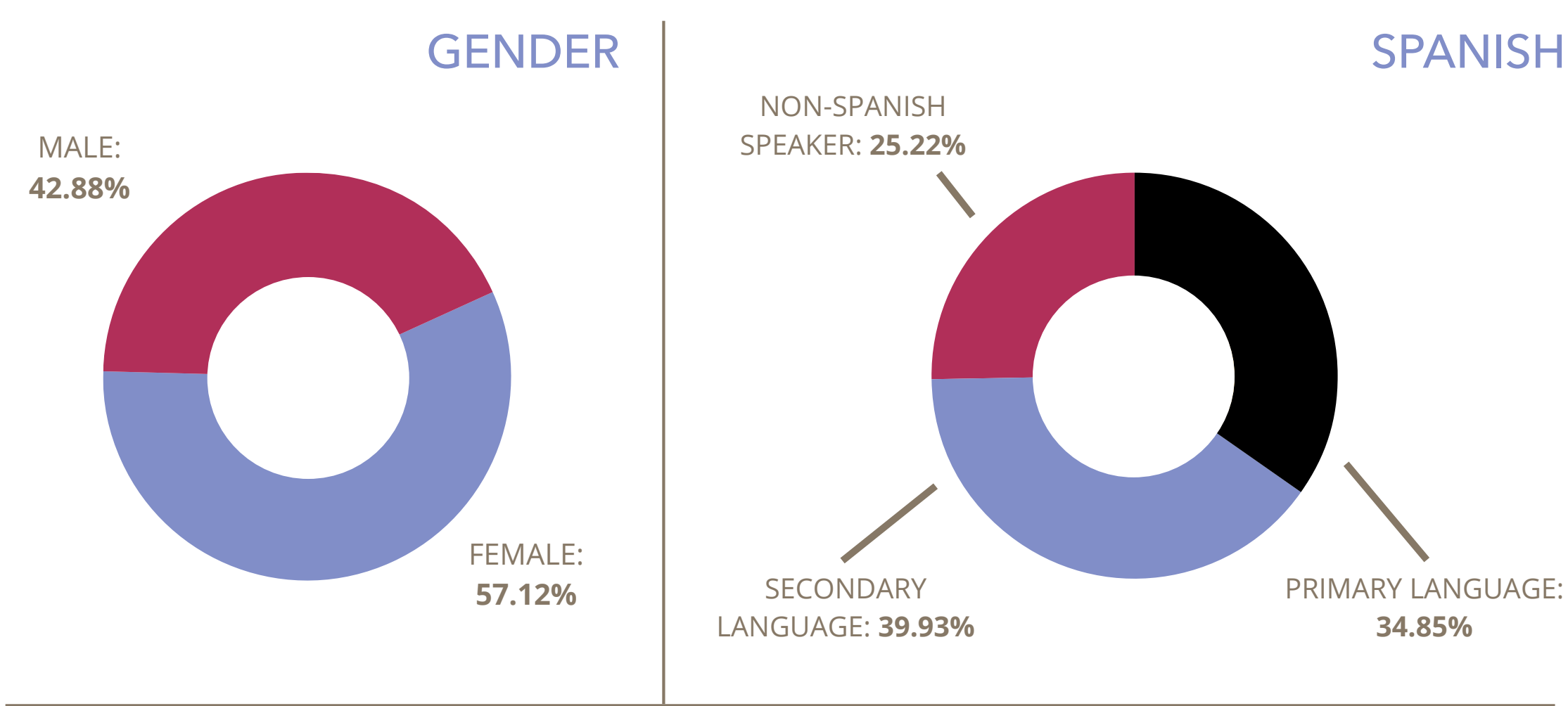


# NUMBERS



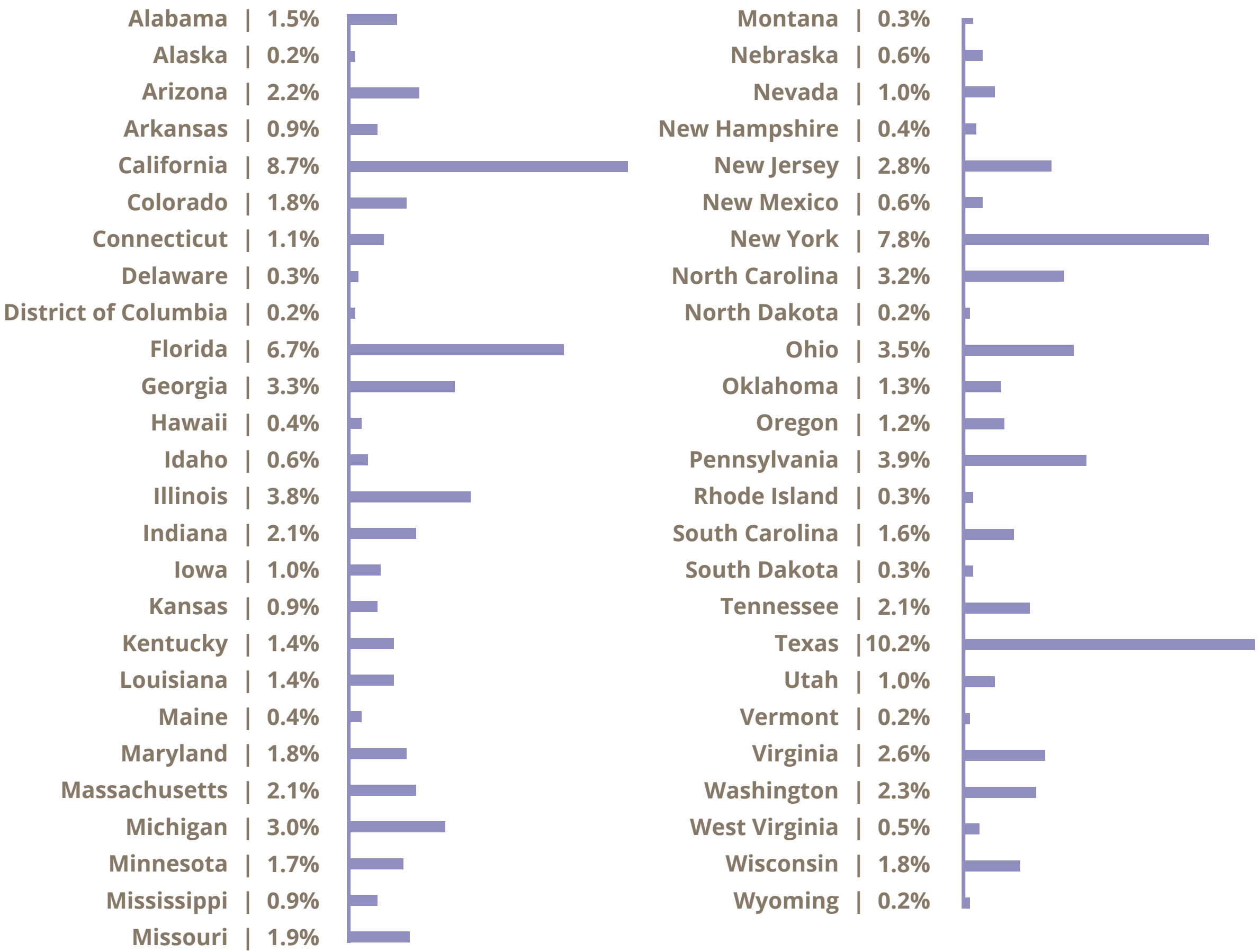


# BREAKDOWN

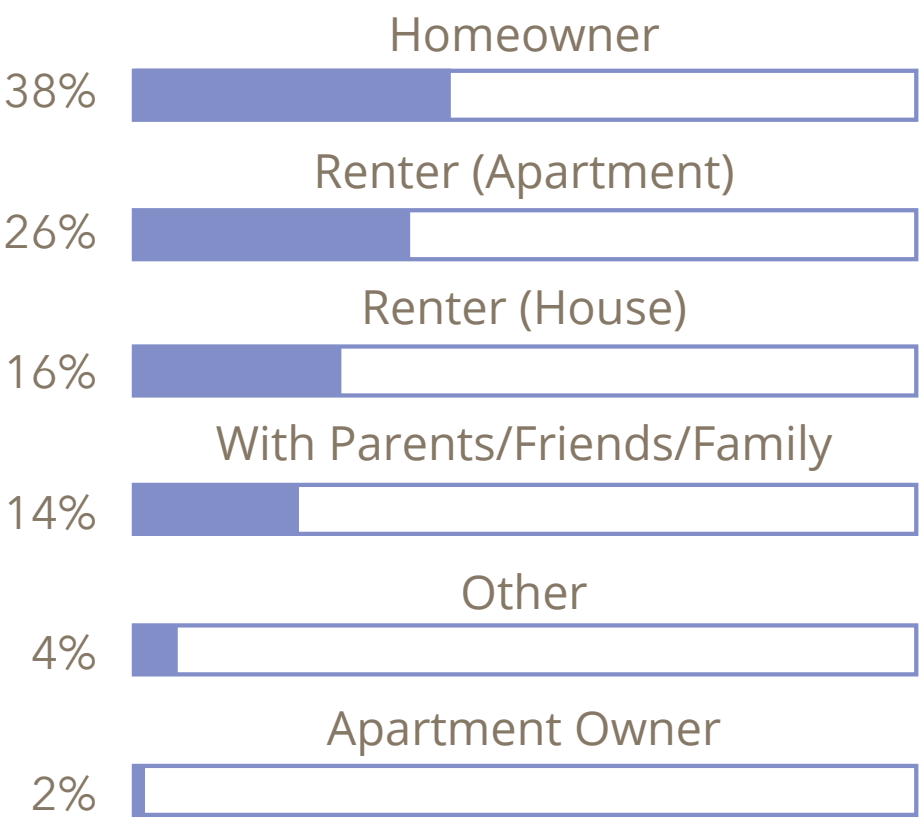




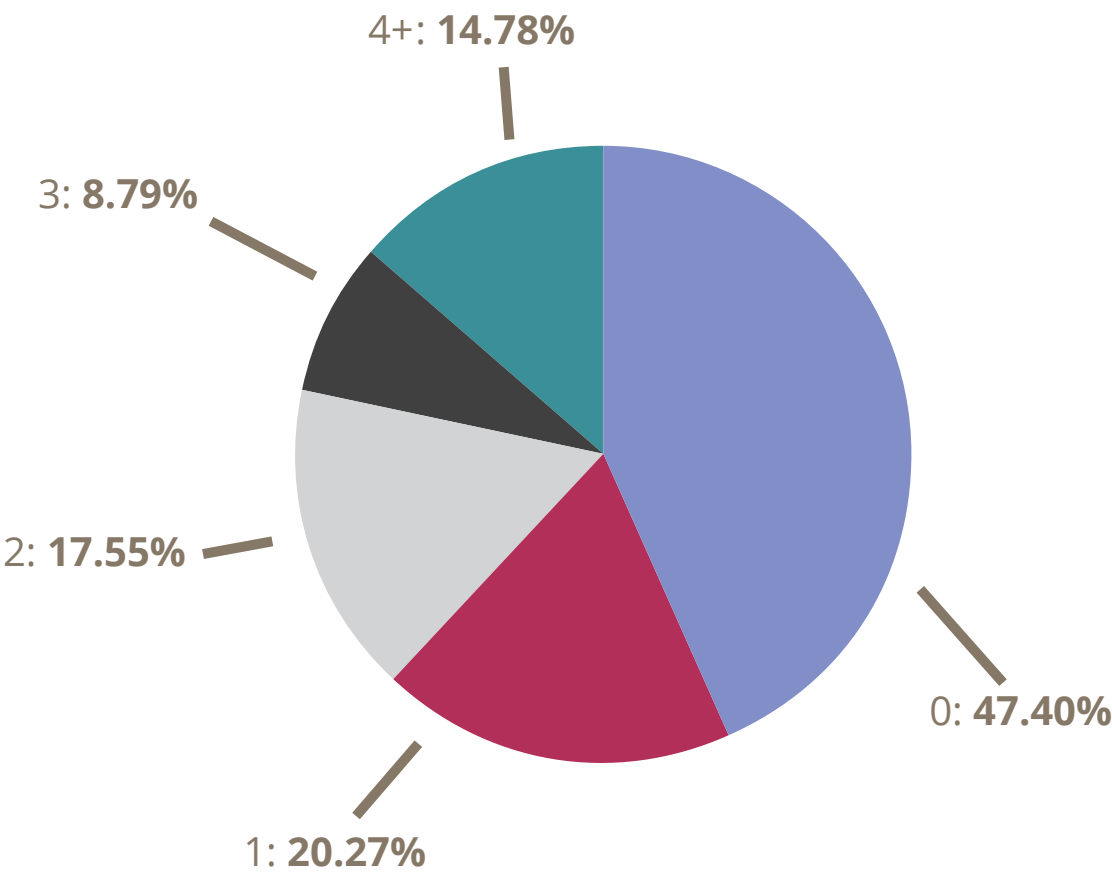
STATE



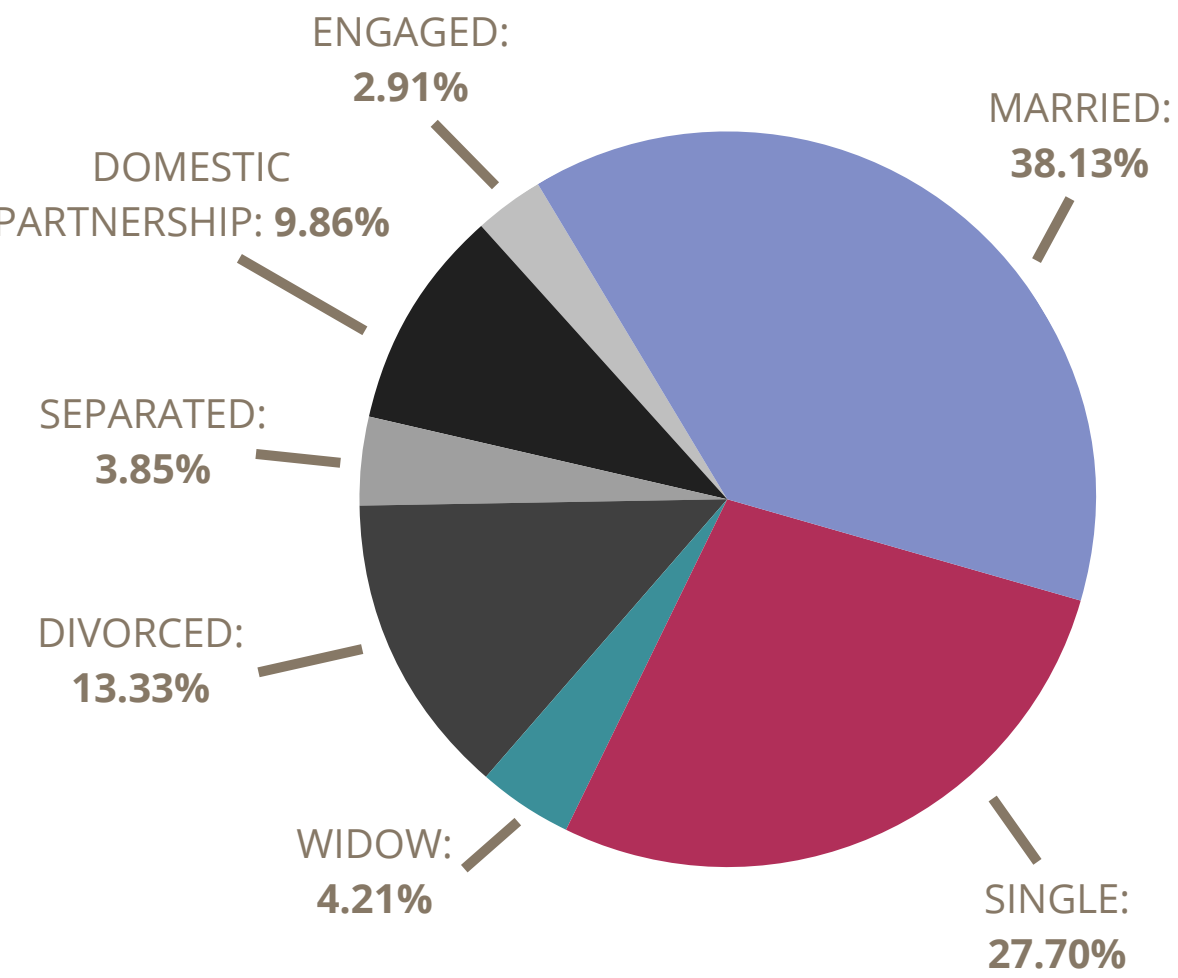
LIVING ARRANGEMENTS



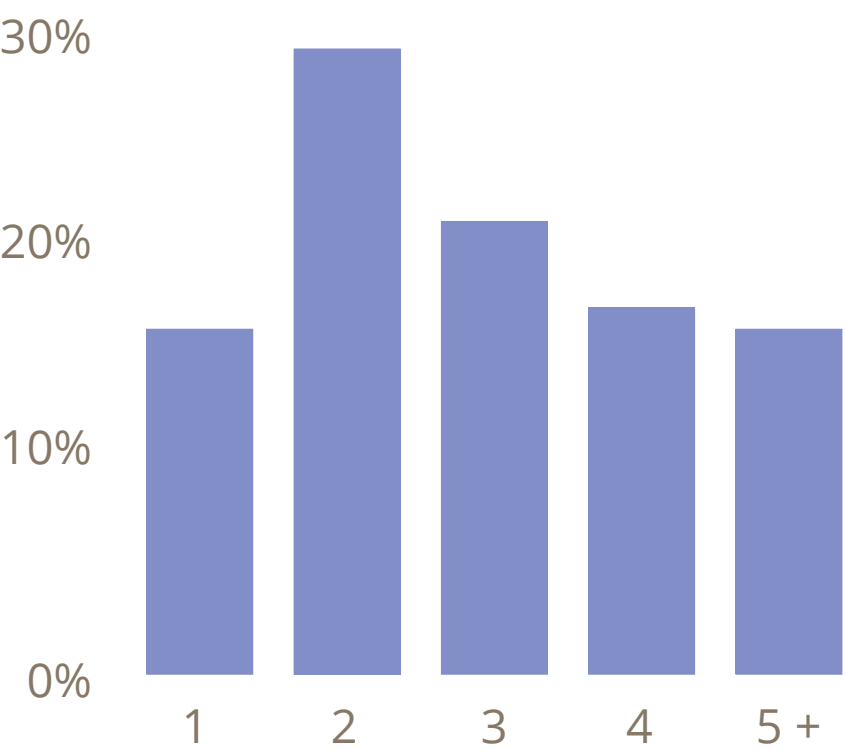
NUMBER OF CHILDREN



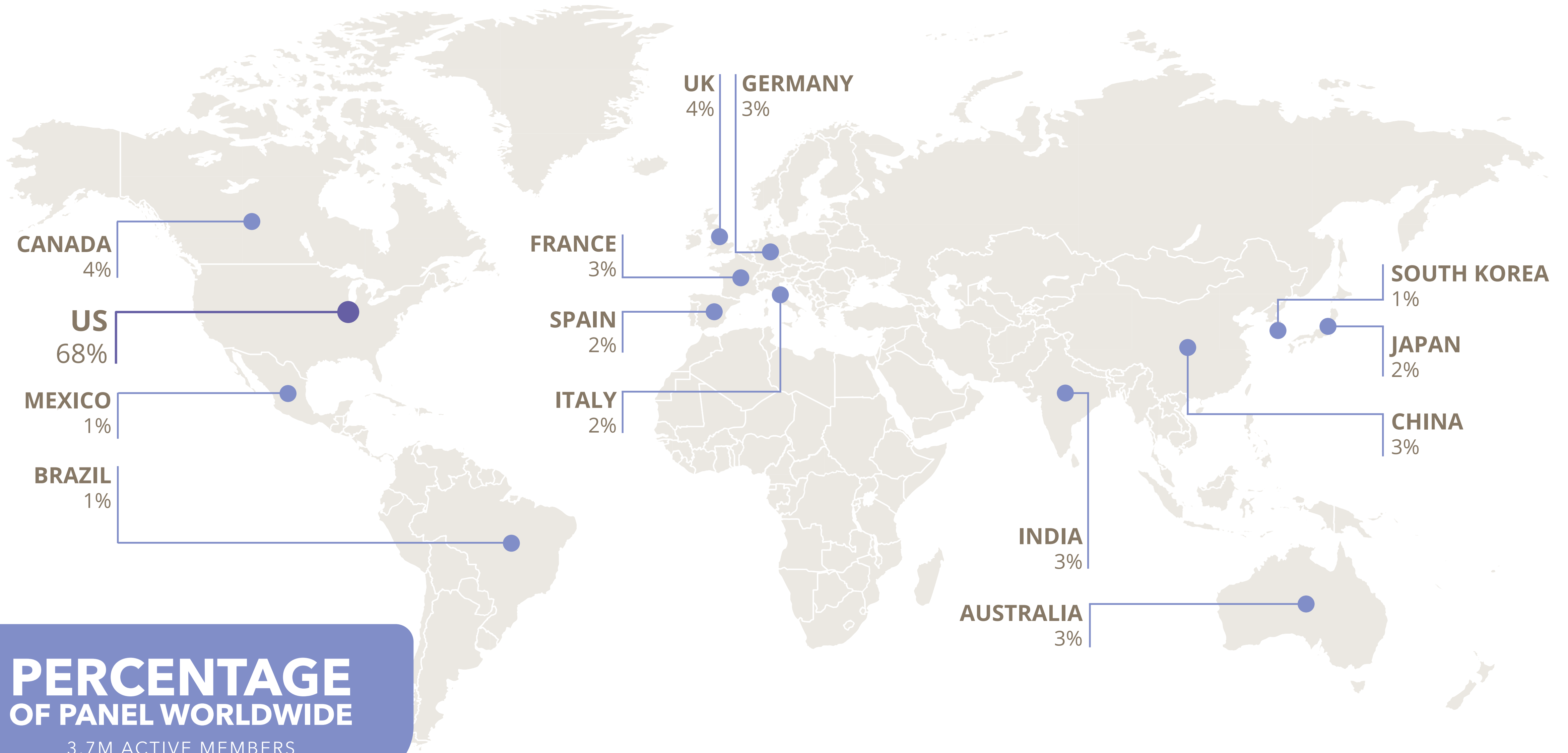
MARITAL STATUS



HOUSEHOLD SIZE







# PERCENTAGE OF PANEL WORLDWIDE

3.7M ACTIVE MEMBERS



HEADQUARTERS

Greater Washington, DC Area

11701A Falls Road  
Potomac, MD 20854

877-543-7126

NYC, NY

Shelton, CT

Baltimore, MD

Atlanta, GA

Santa Rosa Beach, FL

Houston, TX

Portland, OR

San Francisco, CA

Los Angeles, CA

Paris, France 



iLoveFullCircle.com  
TalkToMe@iLoveFullCircle.com