



Fulcrum takes the stress out of managing your tracker, giving you the tools needed to ensure successful, consistent delivery and to reliably meet your rigid deadlines.

## Case Study: Taming a Complex Tracker

Tracking works better on Fulcrum.

# Case Study: Taming a Complex Tracker

The Fulcrum logo is a green downward-pointing chevron shape with the word "Fulcrum" in white text inside.

A Honomichl top 50 firm tames a complex daily tracker using Federated Sample's Fulcrum Sample Management Platform

A leading entertainment research agency turns to a new, innovative sample management platform called Fulcrum for their largest and most complex tracker study. The company is recognized for its analytic rigor and methodological sophistication, and its premier tracking product is one of the industry's most trusted information sources.

## **honomichl**top50

### About Leading Research Agency

- Honomichl Top-50 firm
- Theatrical tracking focus
- Consults on marketing and distribution strategy for hundreds of movie and video releases for nearly every major studio and distributor

### Goals

- Consistent delivery of daily tracker
- Reduce unpredictable cost fluctuations

### Approach

- Utilize Fulcrum's sophisticated supplier allocation tools
- Boost delivery by accessing Fulcrum Exchange

### Results

- Hit daily quotas consistently
- Reduced stress on Operations team
- Maintained predictable costs over length of tracker

Tracking works better on Fulcrum.

# Case Study: Taming a Complex Tracker

The Fulcrum logo is located in the top right corner of the page. It consists of the word "Fulcrum" in a white, sans-serif font, positioned above a small, stylized icon of a fulcrum. The entire logo is set against a green background that is part of a larger graphic element on the right side of the page.

A good tracking study has to be managed to be reliable and accurate; however, that should not preclude smart companies from utilizing new and better technology to achieve results. The agency's Operations Manager recounts,

***“Our Tracker has a complex design that allows us to provide meaningful insights at a very granular level. We’ve always been able to deliver consistent results on a daily basis, but with Fulcrum, we’ve been able to maintain that delivery and manage our costs more effectively.”***

In order to successfully deliver the daily tracker, the operations and project management team initially worked with 5 sample suppliers. For consistent delivery over time, it is important to have a diversity of sample sources. In fact, Federated Sample has studied the behavioral differences within each source of sample. The results confirm that not all sources are alike, proving the importance of including different sample from different companies to provide the most representative mix possible. So, if 5 sources offer diversity, what about 20 sources? This is the exact question the research agency had.

The research firm decided to introduce new sources through Fulcrum starting in the summer of 2012. The company was interested in Fulcrum

on many levels and saw an easy opportunity to improve sample delivery and diversity by using the sophisticated supplier allocations tools and by regularly tapping into the Fulcrum Exchange. Moreover, by breaking the quotas up into multiple suppliers on Fulcrum, the team has been able to provide consistency and increase the odds of success each day. Unlike any other data collection tool or a DIY sample solution, Fulcrum is designed to manage sample. Following the full deployment of its tracker on Fulcrum, the firm was impressed. After years of manual execution, the company's Operations Manager concludes that

***“we have been able to hit our daily quotas with less stress; we have managed supplier consistency down to a quota level on a daily basis; and we have maintained delivery with a predictable cost structure.”***

See how Federated Sample can help your business overcome your online data collection challenges with our service and technology solutions.

## About Federated Sample

Federated Sample is a market research technology firm based in New Orleans that focuses on bringing efficiency and automation to sampling. By using our technology and routing infrastructure, our clients increase delivery, control costs, and gain global access to respondents.

For more information,  
visit us at [federatedsample.com](https://federatedsample.com)

