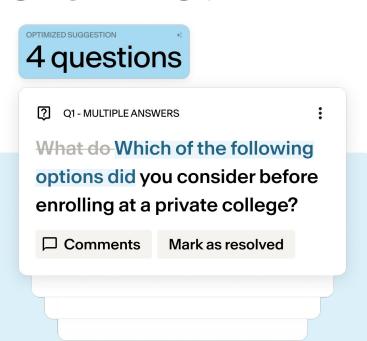# HOW POTLOC'S EXPERTS OPTIMIZE YOUR SURVEY FOR RICHER INSIGHTS.

A great questionnaire can be the difference between garden-variety responses and game-changing revelations.

OPTIMIZED SUGGESTION

4 questions

? Q1 - MULTIPLE ANSWERS ⋮

~~What do~~ **Which of the following options did** you consider before enrolling at a private college?

💬 Comments   Mark as resolved

Why optimize your survey?

Potloc's experts align the content, flow, and structure of your questionnaire to market research gold standards. These optimizations don't just drive data quality — they ensure fast data collection and timely delivery.

Restrict the length of interview (LOI) as much as possible to prevent drop-offs.

Eliminate repetitive, vague, or complex questions from your survey.

Optimize questions and flow to maintain respondents engagement and prevent common survey biases.

Ensure all eligibility criteria and quotas are covered in your survey.

Bake in fraud protection by adding attention and consistency checks.

Create, optimize, and launch in 48-72 hours with our platform.

How we work together.

When we optimize your survey, our team tackles 5 areas to ensure a smoother launch and richer responses. If your team is already thinking about these areas as you draft, even better — but either way, Potloc's got it covered.

1. Question types — optimized for clarity and quality.

The structure of your questions directly impacts the quality of responses. We review every question and apply the most effective format, whether it's single-select, multi-select, ranking, sliders, or open text, to capture the cleanest possible data.

If your draft already labels the question types, that helps us move even faster. Otherwise, we'll be happy to recommend the best formats ourselves.

2. Answer options — reviewed for precision and coverage.

We review and refine all response lists so they're complete, unbiased, and easy for respondents to understand — ensuring no valuable data gets left out. We'll also suggest edits for respondent engagement, such as limiting the amount of open-ended questions to two.

If you've already drafted full response lists, we'll start from there — or we can suggest tweaks beforehand based on research best practices and your objectives.

3. Display logic and skips — streamlined for flow and relevance.

We optimize the survey flow and logic so your respondents only see the questions most relevant to them — reducing unnecessary complexity and drop-off risk.

If you've already mapped out display or skip logic, we'll incorporate it — but Potloc can also design the logic from scratch if preferred.

4. Disqualification rules — aligned to your target audience.

We review and strengthen your screening questions and disqualification criteria to ensure only qualified respondents enter the survey — protecting your data quality from the start. This is just one aspect of Potloc's multi-stage data quality controls.

Your target audience should align with the eligibility criteria indicated during project setup. Additional changes may impact the scope and timeline — we'll be there to adjust if this is the case.

5. Quotas — defined and validated at the onset.

All quotas must be based on survey questions, as no additional data is collected outside of responses. We'll align your quota targets with your questionnaire and recommend the best attribution logic to meet quotas while keeping data quality intact. You can track and manage quota progress in real time on Potloc's platform.

Make sure your quotas fully capture your desired research outcomes — we'll review and validate all quota logic before launch to keep your insights on track.

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Technology Fast 500
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