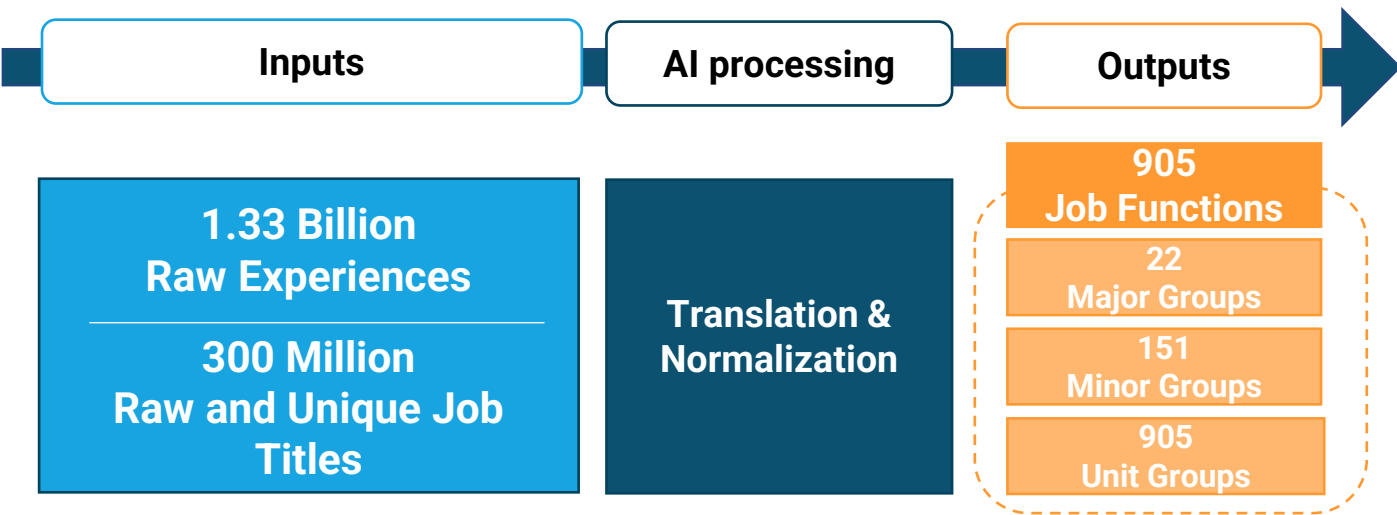


Rhetorik Occupational Classification (ROC)

What is the Rhetorik Occupational Classification model?

The ROC is an AI-powered taxonomy developed by Rhetorik. It translates normalizes and classifies Rhetorik’s database of professional profiles and contacts profiles that comprise 300M raw job titles and 1.3 billion experiences. Uniquely, ROC enables us to normalize and classify job titles automatically from 46 different languages across 164 countries.



The ROC in action for Marketing and Communications

Major group

Marketing and Communications

Minor group

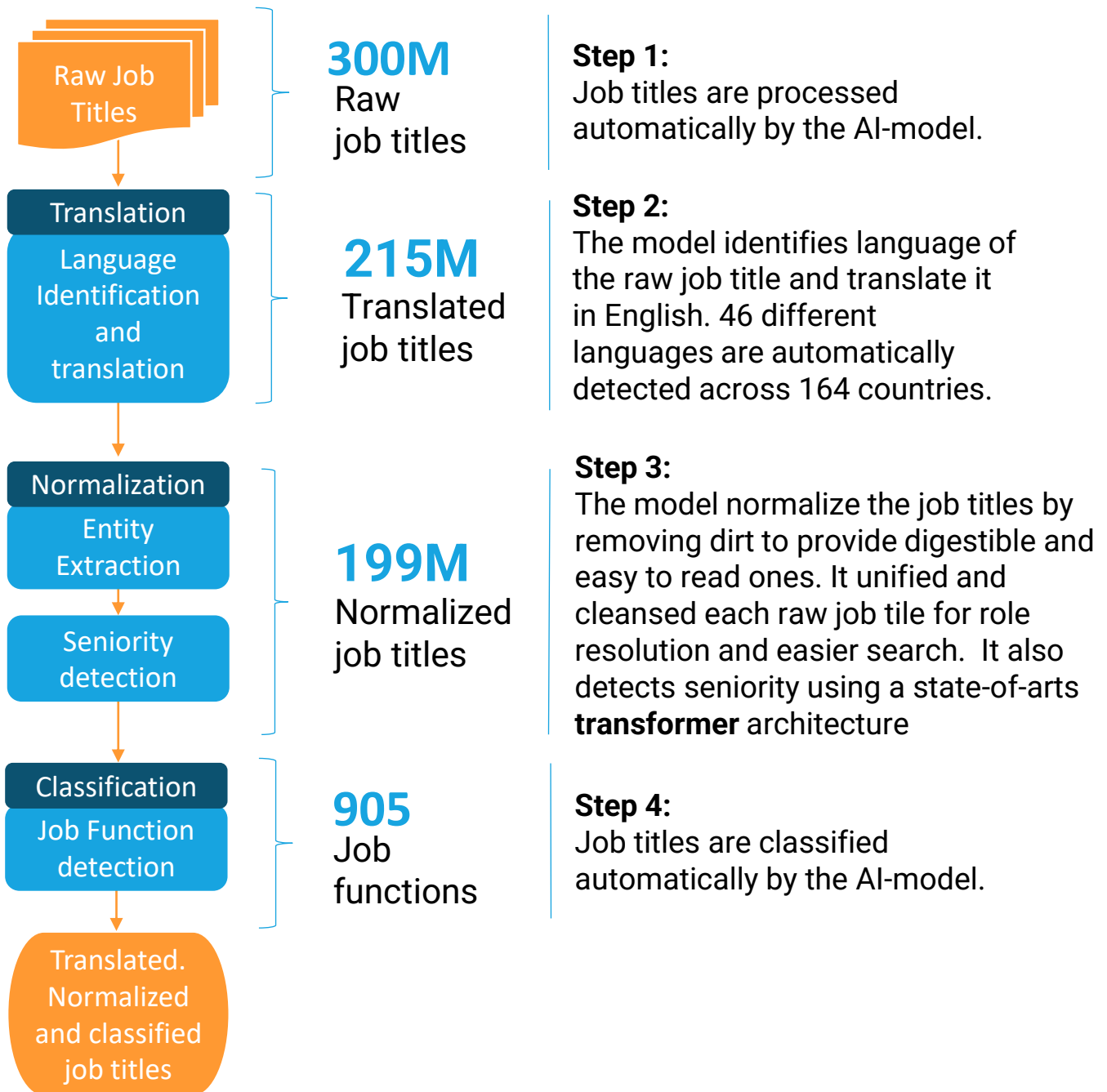
Marketing strategy and research	Editor and writer	Public relations and funding
Other com. and media	Com. and media technician	Media announcer and journalist

Unit group

Digital marketing manager	Brand marketing manager	Marketing strategy manager
Channel marketing manager	Demand generation manager	Marketing campaign manager
Advertising manager	SEO Manager	

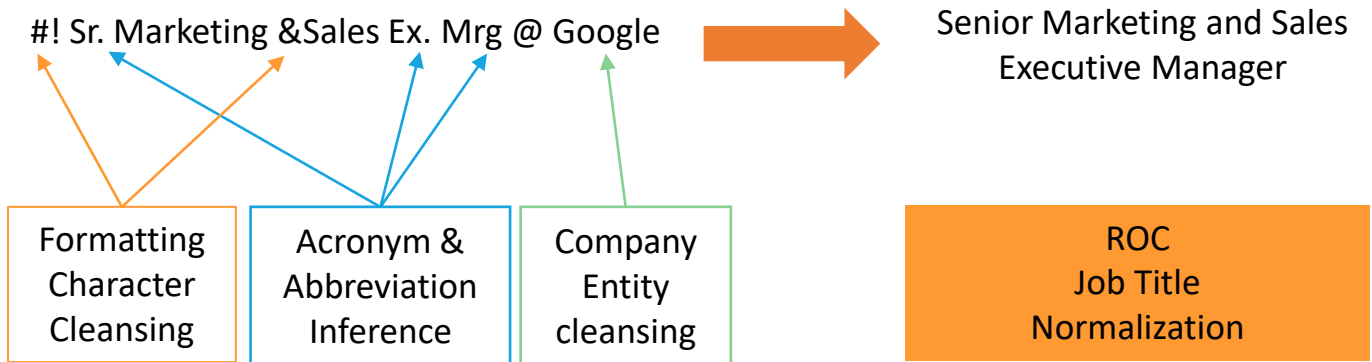
How it works

Powered by AI, the self-improving model processes job titles according to a state-of-the-art comprehensive taxonomy, providing an understandable system for easier job function and trending analysis.



An example of job title translation and normalization.

B2B data normalization is the process of organizing and standardizing data in a way that makes it more consistent and easier to analyze. Here is an example:



The ROC's value to your business

**Total
Addressable
Market
increase**



The ROC delivers a **20% to 50% increase** in the number of people you can reach (talent, sales leads, etc).

**Unmatched
analytics
capabilities**



ROC unifies and cleanses job titles for better role resolution, easier searching and filtering, and improves analytics capabilities.

**Higher
accuracy**



The Rhetorik language identification model **surpasses by 5%** other commercial and open solutions, meaning more accurate detection of more languages. The Rhetorik Job Seniority model has an incredible **97% accuracy** on unseen job titles.