

# Semantic Tech in Rental Product Marketing

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# Semantic Tech in Rental Product Marketing

## ∞ Challenge

- Help consumers find offerings
- Help consumers select offerings

## ∞ Key Ontology Features

- Complex, multi-entity ontology
- Lots of restriction axioms, not subclass hierarchy
- Classification and realization part of application process

## ∞ Solution

- Semantic aided search
- Semantic aided SEO
- Rule-based product selection

## ∞ Business Benefit

- Current project is a pilot - stay tuned
- Progress in discussions with Search Engine Providers