Turning Oleeo into an AI Recruitment Authority and Outperforming Benchmark Total Article Views by 3.9x

HRD Connect Native Article Series | Q3-Q4 2025

🔲 The Challenge

With 30 years in recruitment tech and a strong reputation for their ATS, Oleeo knew their market. But they'd recently **launched a new range of standalone AI tools** (candidate chatbots, screening, and navigation) that could integrate with any existing ATS, and they wanted to make sure senior HR and TA leaders knew about them.

The challenge was twofold:
1. **Perception shift needed**: Move from being seen as "an ATS provider" to being recognized as "the leading provider of AI-powered recruitment tools"
2. **Cut through the noise**: Most AI content in the HR space was either overly technical or disappointingly generic. Oleeo needed practical, credible AI guidance that would resonate with senior HR and TA leaders at organizations with 500+ FTEs making 100+ hires annually

Their ultimate goal wasn't just awareness. It was to **shorten sales cycles** and **secure qualified demo bookings** for their AI tools.

What prompted action: Oleeo's leadership saw a Top 10 AI tools article on HRD Connect that struck a chord. They realized this was the conversation they needed to be part of, but on their terms.

> "This campaign proved there's real appetite for clear, actionable AI guidance in talent acquisition. The performance across the series exceeded expectations."
>
> **Head of Marketing** at **Oleeo**

The Solution
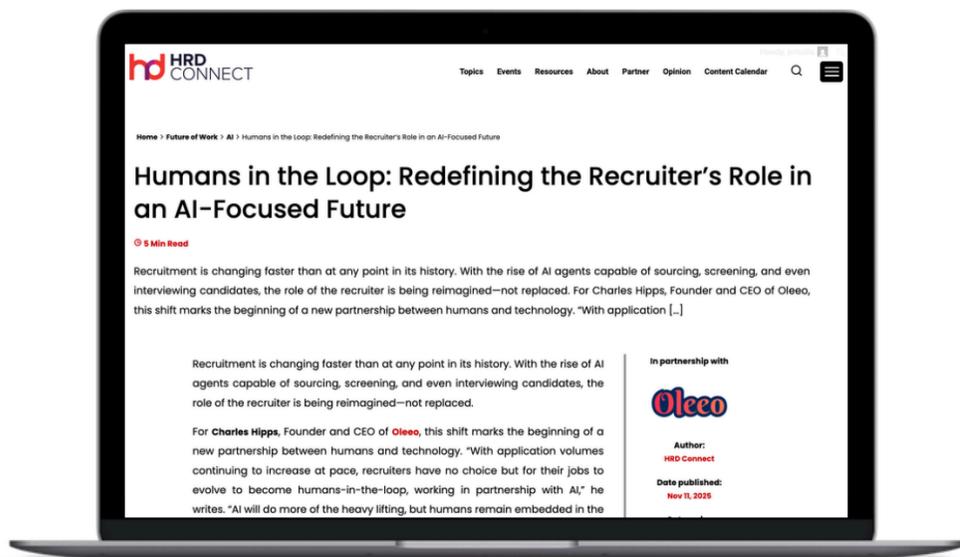
Rather than generic thought leadership, we created a **native editorial series** built around **real-world AI adoption in talent acquisition**. Each piece tackled specific pain points:

✅ Practical implementation of AI in recruitment

✅ Skills-first hiring and screening approaches

✅ Keeping humans in the loop while leveraging automation

The series was designed as a connected narrative, with each article reinforcing the previous one and nudging readers deeper into understanding how AI could transform their recruitment process.

We used an **engagement-first structure**: insight-led angles, clear "why now" framing, and practical implications that sustained dwell time.

Humans in the Loop: Redefining the Recruiter's Role in an AI-Focused Future

⏱ 5 Min Read

Recruitment is changing faster than at any point in its history. With the rise of AI agents capable of sourcing, screening, and even interviewing candidates, the role of the recruiter is being reimagined—not replaced. For Charles Hipps, Founder and CEO of Oleeo, this shift marks the beginning of a new partnership between humans and technology. "With application [...]

Recruitment is changing faster than at any point in its history. With the rise of AI agents capable of sourcing, screening, and even interviewing candidates, the role of the recruiter is being reimagined—not replaced.

For **Charles Hipps**, Founder and CEO of **Oleeo**, this shift marks the beginning of a new partnership between humans and technology. "With application volumes continuing to increase at pace, recruiters have no choice but for their jobs to evolve to become humans-in-the-loop, working in partnership with AI," he writes. "AI will do more of the heavy lifting, but humans remain embedded in the

In partnership with

Oleeo

Author:
HRD Connect

Date published:
Nov 11, 2025

Article Links to the AI Content Series

1. [**Humans in the Loop: Redefining the Recruiter's Role in an AI-Focused Future**](#)

2. [**7 Reasons Your Talent Acquisition Budget Needs AI Screening Now**](#)

3. [**Meeting Candidate Expectations in the Skills-First Era**](#)

4. [**Making AI Work in Talent Recruitment**](#)

7,846	**85k+**	**2.3**	**3,782**
Total Article Views	Impressions via email newsletter	Views per Active User (Average)	Top Performing Article (Total Views)
3.9x higher than average benchmark			7.6x higher than average benchmark

Data as of 3 February 2026