



"Throughout our long-standing partnership with Taboola, we have seen incredible campaign results, and it's great to see the recent success of our slippers — a category we've been especially focused on. It's important for us to invest in strategies and partner with companies that drive tangible results. We enjoy working with the Taboola team and appreciate their quick turnaround when recommending and implementing strategies."

- **Carolyn Dixon**, Senior Associate of Performance Marketing, Bombas

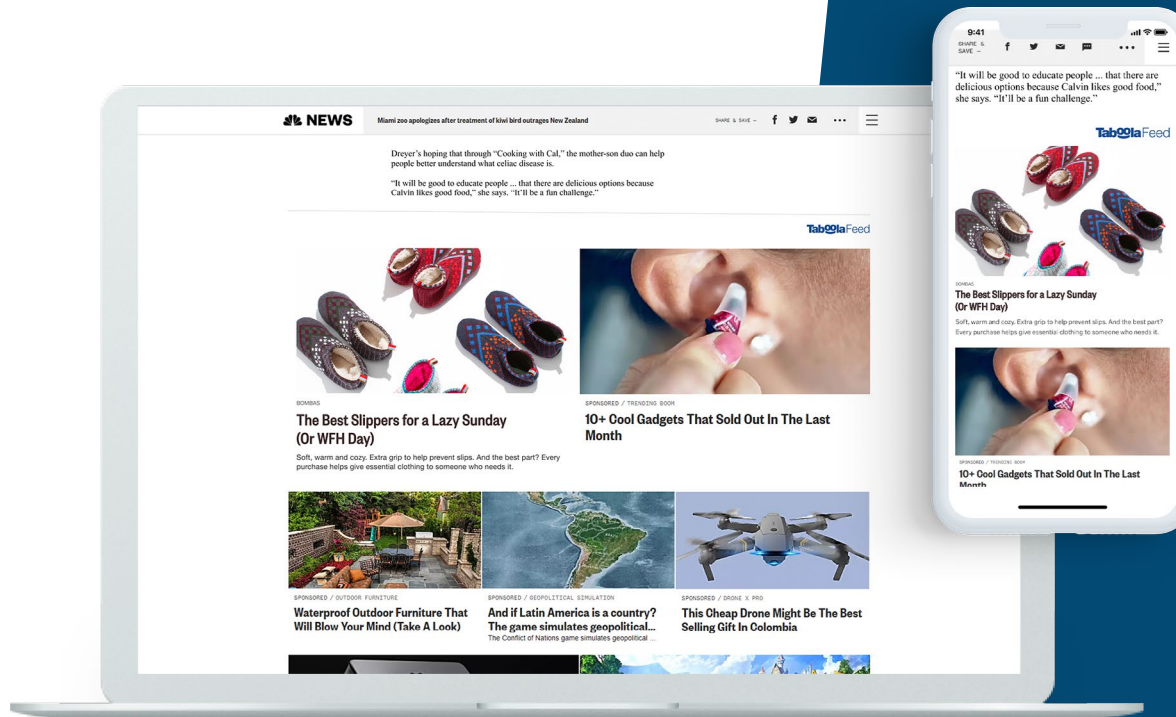
50%
Increase in ROAS

40%
of Holiday Conversions
Came From the
Slippers Category

1.6x
Increase in ROAS with
Attentive Audiences



Bombas Increases ROAS by 50% with First-Ever Holiday Slippers Campaigns



COMPANY

Bombas is a comfort-focused apparel brand with a mission to help those in need.

CHALLENGE

Drive holiday sales for its revamped and expanded line of slippers, and reach new customers

SOLUTION

Use **Taboola** native ads, Attentive Audiences, and site retargeting to reach potential customers across the open web.

RESULTS

With **Taboola**, **Bombas** achieved a **50% increase in ROAS**, **above-average CTR**, and **1.26x increase in ROAS with Attentive Audiences**.

Bombas Reaches Target Audiences Across the Open Web with **Taboola** Sponsored Content

Introduction

Bombas is a comfort-focused apparel brand with a mission to help those in need. The company launched in 2013, after the founders learned that socks are the #1 most requested clothing item at homeless shelters. From there, they set out to solve that problem, donating a pair of socks for every pair they sell. How do you sell and donate a lot of socks? You make the most comfortable socks in the history of feet.

Nearly 10 years later, **Bombas** has continued to innovate and expand, today offering better versions of the items you wear closest to your body everyday including socks, underwear, t-shirts and slippers. Staying true to their mission, the company now also donates the top three most requested clothing items at homeless shelters - socks, underwear and t-shirts. To date, **Bombas** has donated more than 100 million items to those at-risk, in need, and experiencing homelessness.



Bombas Drives 1.26x ROAS with Taboola Retargeting

After revamping its slippers category in 2021, which included an expanded range of styles, sizes, and colors for the whole family, **Bombas** set a goal to drive holiday slipper sales and reach new customers in 2022.

To achieve these results, **Bombas** turned to **Taboola** to help execute its first slippers-focused marketing campaigns.

Bombas has been a trusted **Taboola** partner since 2016. The two teams previously collaborated on a 2020 Pride Campaign, where **Taboola** helped amplify **Bombas'** Pride Collection, reaching more than one million people and driving tens of thousands of people to **Bombas'** landing page.

Once again, **Taboola** had the tools **Bombas** needed to optimize performance.

As a leading content recommendation platform, **Taboola** helps people discover things they may like. Powered by artificial intelligence, **Taboola's** platform reaches over 500 million daily active users across some of the world's top sites, including CNBC, BBC, NBC News, Business Insider, The Independent, and El Mundo.

To reach just the right customers, **Bombas** used **Taboola's** Attentive Audience feature, which targets people who've spent significant time on the brand's site but haven't made a purchase yet. Backed by **Taboola's** algorithm, **Bombas** could automatically track and retarget these audiences, increasing their chance of driving conversions.

Bombas' own creative team worked closely with **Taboola's** Creative Shop to guide the direction of innovative new creative strategies ahead of Q4. This resulted in the development of new assets that were more aligned with **Taboola's** creative best practices. **Taboola's** Creative Shop also supported in creating new assets for additional Bombas campaigns, which also resulted in significant performance improvements post-implementation.

Bombas achieved a **50% increase in return on ad spend (ROAS)**. In fact, **nearly 40% of Bombas' holiday conversions came from the slippers category**, with these campaigns showing an **above average click-through rate (CTR)**. The Attentive Audience tool alone drove a **1.26x higher ROAS than the campaign average**. And site retargeting **boosted ROAS by 1.24x**.

After the huge success of this holiday campaign, **Bombas** and **Taboola** look forward to continuing their long-term partnership and driving campaign results across the open web.