

MagentoLive

UK | 2014

CHRISTMAS IN SUMMER!

Optimization ideas for a VERY Merry Christmas



Matt Althaus

General Manager Optimizely EMEA

7,000

500,000

7,000,000,000

Optimization Focus Areas:

1. **User Flows**
2. **Category & Product Pages**
3. **Segmentation**

**User Flows:
Identify problems and improve.**

Customize Your Bingo Cards

Total Number of Cards:

Cards per Printed Page:

Card Title:

Column Headers (e.g. BINGO):

Use Consistent Columns:

Free Space Text:

Print Call List:

Font:

Use Checkerboard Pattern:

Text Color:

Background Color:

Line Color:

Print Cards 

or [Print Preview](#)

[Click here](#) to hide the advanced customization options.

Customize Your Bingo Cards

Total Number of Cards:	<input type="text" value="1"/>	65%
Cards per Printed Page:	<input type="text" value="1"/>	28%
Card Title:	<input type="text"/>	24%
Column Headers (e.g. BINGO):	<input type="text" value="BINGO"/>	8%
Use Consistent Columns:	<input type="checkbox"/>	4%
Free Space Text:	<input type="text" value="Free Space!"/>	8%
Print Call List:	<input checked="" type="checkbox"/>	2%
Font:	<input type="text" value="Times Roman"/>	8%
Use Checkerboard Pattern:	<input type="checkbox"/>	5%
Text Color:	<input type="color" value="black"/>	
Background Color:	<input type="color" value="white"/>	10%
Line Color:	<input type="color" value="black"/>	

Print Cards →

or [Print Preview](#)

[Click here](#) to hide the advanced customization options.

Step 2 of 3

- ▶ **All printed cards will be unique.**
- ▶ Cards printed by guests automatically include a logo and copyright notice. You can get rid of these by [buying the full version.](#)
- ▶ [Scroll down](#) for a list of the words in order.

[Home](#) > [Choose words](#) > **Customize cards** > Download & Print Cards!

Customize Your Bingo Cards

Total Number of Cards:

Cards per Printed Page:

[Click here](#) to see advanced options.

+15%
More Completions

SAVE UP TO 70% ON HOME DÉCOR EVERY DAY

ONE KINGS LANE

A treasure hunt everyday

Save up to 70% on top brands for your home

JOIN NOW *(it's free)* ALREADY A MEMBER? LOG IN

First Name

Last Name

Email

Confirm Email

Password 6 characters minimum

Zip Code

Invited By (optional) member's email

I Accept The Terms Of Use And Privacy Policy
We Will Never Give Away Your Email Address To Third Parties.

JOIN

Featured in:
The New York Times InStyle People O LISA TOUL

SAVE UP TO 70% ON HOME DÉCOR EVERY DAY

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JOIN NOW *(it's free)* ALREADY A MEMBER? LOG IN

First Name

Last Name

Email

Password 6 characters minimum

Invited By (optional) member's email

I Accept The Terms Of Use And Privacy Policy
We Will Never Give Away Your Email Address To Third Parties.

JOIN

Featured in:
The New York Times InStyle People O LISA TOUL

+8%
Sign-Ups

my cart

all you can ship 4.95^{*}
Wow. Ship unlimited eligible cb2.com items for just 4.95^{*}
Look for *4.95 flat fee shipping* next to qualifying items throughout our website.

get it to the tree on time
Order by noon 12 December 20

continue shopping **Sign in** to see items you have added using another computer or device **proceed to checkout**

	price	quantity	total
<p>mod argyle rug 5'x8' SKU: 417233</p> <p>in stock and ready for delivery to ZIP code 00001. shipping standard arrives 3-5 business days</p>	\$349.00 reg. \$399.00	1 update	\$349.00

need help? contact customer service
888-668-8888 or call 800.606.8252

returns made easy.
learn more

apply a promotion code

cart subtotal \$349.00
estimated shipping & handling (extra) \$34.99
order total (before tax) \$383.99

my cart

all you can ship 4.95^{*}
Wow. Ship unlimited eligible cb2.com items for just 4.95^{*}
Look for *4.95 flat fee shipping* next to qualifying items throughout our website.

get it to the tree on time
Order by noon 12 December 20

continue shopping **Sign in** to see items you have added using another computer or device **proceed to checkout**

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returns made easy.
learn more

apply a promotion code

cart subtotal \$349.00
estimated shipping & handling (extra) \$34.99
order total (before tax) \$383.99



+15%
Conversions

+10%
AOV

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Original

SELL YOUR T-SHIRT IDEAS

You do the fun part...

- Set your creativity free
- Promote your brand or message
- Earn money publishing your ideas

...we'll take care of the rest

- Payment & billing
- Shipping & inventory
- Service & returns

Start selling now

See who's already using Spreadshirt

Discover shops by YouTubers, graphic designers, comedians, celebrities, and many more!

See the possibilities a Spreadshirt partner shop brings.

Variation

Sell your designs. No risk. No hassle.

Create a design → Upload your design → Make money

START SELLING

+606%
Engagement

**Category & Product Pages:
Validate before you invest.**

Espresso Makers

Crate and Barrel Exclusive (1) Is New (5) Top Rated (5)

Price

Color

Type

Brand

Material



DeLonghi® Nespresso
Lattissima Espresso...
\$399.95
sugg. \$560.00

Eligible for Free Shipping



Nespresso® Citiz Red
Espresso Machine
\$279.95



Eligible for Free Shipping



Nespresso® Citiz White
Espresso Machine
\$279.95



Eligible for Free Shipping

Espresso Makers

Crate and Barrel Exclusive (1) Is New (5) Top Rated (5)

Price

Color

Type

Brand

Material



DeLonghi® Nespresso
Lattissima Espresso...
\$399.95
sugg. \$560.00

Eligible for Free Shipping



Nespresso® Citiz Red
Espresso Machine
\$279.95

Eligible for Free Shipping



Nespresso® Citiz White
Espresso Machine
\$279.95

Eligible for Free Shipping

-10%
AOV

CHAT | 866-226-2470 | CUSTOMER SERVICE | SHOP LOCATOR | LOGIN

Warranty Free Shipping

SEARCH

BAGS APPAREL SHOES FEATURED FAMILIA BLOG ABOUT

CART (0) CHECKOUT

NEW: Chrome Truk
from Chrome Industries, 1985

CHROME SHOES: FIT GUARANTEED

Our fit guarantee: Free shipping both ways on any shoe order. If they don't fit, send them back. No questions asked.

01:09 HD vimeo

PRO SERIES / 4

- BAGS
 - View All
 - Messenger Bags
 - Laptop Bags
 - Backpacks
 - Utility Bags
 - Accessories
- CUSTOM BAGS
 - Build Now
 - Build In-Store
- APPAREL
 - View All
 - Men's Apparel
 - Women's Apparel
 - Tees

+0.2%
Conversions

CHAT | 866-226-2470 | CUSTOMER SERVICE | SHOP LOCATOR | LOGIN

Warranty Free Shipping

SEARCH

BAGS APPAREL SHOES FEATURED FAMILIA BLOG ABOUT

CART (0) CHECKOUT

CHROME SHOES: FIT GUARANTEED

Our fit guarantee: Free shipping both ways on any shoe order. If they don't fit, send them back. No questions asked.

01:09 HD vimeo

PRO SERIES / 4

- BAGS
 - View All
 - Messenger Bags
 - Laptop Bags
 - Backpacks
 - Utility Bags
 - Accessories
- CUSTOM BAGS
 - Build Now
 - Build In-Store
- APPAREL
 - View All
 - Men's Apparel
 - Women's Apparel
 - Tees

Log in

cat power

Go!



Wishlist

Help



Music ▾ Electronics ▾ Shirts Posters Other Merch ▾ Staff Picks ▾ Gift Cards Sale ▾

Search Results for cat power

Vinyl CDs Downloads Merch

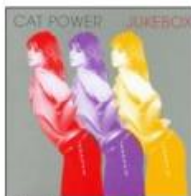
Sort By Relevance



You Are Free
Cat Power

Vinyl LP \$19.98

Add To Cart



Jukebox
Cat Power

Vinyl LP \$18.98

Add To Cart



Dear Sir
Cat Power

Vinyl LP \$15.98

Add To Cart



Moon Pix (Reissue)
Cat Power

Vinyl LP \$22.98

Add To Cart



Covers Record
Cat Power

Vinyl LP \$17.98

Add To Cart



Sun
Cat Power

Vinyl 2xLP \$22.98

Add To Cart



Cart [View/Edit](#)
0 items \$0.00

Checkout »

Insound Newsletter
Vinyl news, exclusive sales,
free MP3s.

Email Address

Sign Up

[Get Gift Cards Here!](#)



Variation 1

Format - Popularity - Recency

5.7% conv. rate



\$78.78 AOV

19.4% Exits

Variation 2

Score - Recency - Popularity

4.9% conv. rate



\$73.47 AOV

18.8% Exits

Variation 3

No Boosts - Recency - Popularity

5.0% conv. rate



\$79.15 AOV

19.6% Exits

Original

No Boosts - Popularity - Recency

4.1% conv. rate



\$74.01 AOV

19.3% Exits

Additional Ideas to Explore

Product Presentation



VS.



Trust Badges



VS.

Call to Actions

ADD TO BASKET

VS.

Add to Shopping Bag

Add to Wish List

Navigation

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SALE

WHAT'S NEW

DESIGNERS

CLOTHING

BAGS

SHOES

ACCESSORIES

LINGERIE

SPORT

BEAUTY

THE EDIT

VS.

United States | USD \$ | English

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Sign In



WHAT'S NEW

DESIGNERS

CLOTHING

BAGS

SHOES

ACCESSORIES

LINGERIE

SPORT

BEAUTY

THE EDIT

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**Segmentation:
Know your customers.**

Return Visitors

8%



2%

[DONATE NOW](#)

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[WHY DONATE?](#)

[DONATE AND GET A GIFT](#)

[CONTRIBUTE](#)

Never Donated

DONATE NOW	0.0%
PLEASE DONATE	2.3%
WHY DONATE?	-27.8
DONATE AND GET A GIFT	15.2%
CONTRIBUTE	8.5%

Never
Donated

Signed-Up
No Donation

DONATE NOW	0.0%	0.0%
PLEASE DONATE	2.3%	27.8%
WHY DONATE?	-27.8	N/A
DONATE AND GET A GIFT	15.2%	-24.6%
CONTRIBUTE	8.5%	2.9%

	Never Donated	Signed-Up No Donation	Previously Donated
DONATE NOW	0.0%	0.0%	0.0%
PLEASE DONATE	2.3%	27.8%	16.3%
WHY DONATE?	-27.8	N/A	N/A
DONATE AND GET A GIFT	15.2%	-24.6%	11.9%
CONTRIBUTE	8.5%	2.9%	18.4%

Cookies!

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My Account

My Trolley 
£0.00
(inc VAT)
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Tools & Ironmongery | **Security & Ironmongery** | **Building & Joinery** | **Safety & Workwear** | **Sealants & Adhesives** | **Storage & Ladders** | **Auto & Cleaning** | **Decorating**

 **DELIVERY** within 5-7 working days

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COUNTRIES*



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My Trolley 

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(inc VAT)

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 **CLICK&COLLECT** in 5 Mins

 **FREE RETURNS**

DEAL OF THE DAY

[Click Here for Today's Deal](#)

100S OF PRODUCTS

NEW ONLINE

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WORKSHOP

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Return Visitors

8%

PPC Visitors

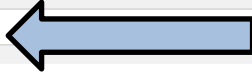
1%

2%

Rank	Domain	Daily Budget
1	geico.com	\$663,583.86
2	phoenix.edu	\$391,331.78
3	ask.com	\$342,994.21
4	devry.edu	\$312,143.15
5	amazon.com	\$233,847.26
6	classesusa.com	\$226,377.84
7	capitalone.com	\$204,331.95
8	quickenloans.com	\$197,891.50
9	google.com	\$173,294.80
10	statefarm.com	\$168,453.61
11	expedia.com	\$167,723.26
12	progressive.com	\$154,972.27
13	lendingtree.com	\$140,625.06
14	allstate.com	\$139,020.01
15	educationconnection.com	\$128,506.65
16	uline.com	\$125,880.70
17	ashford.edu	\$123,676.92
18	capella.edu	\$122,023.72
19	homedepot.com	\$121,978.33
20	citicards.com	\$119,551.05
21	itt-tech.edu	\$118,112.62
22	usautoinsurancenow.com	\$113,770.46
23	booking.com	\$113,286.35
24	waldenu.edu	\$110,020.04
25	quotelab.com	\$107,000.35



mvt testing



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Learn more Got it

What is MVT Testing? - optimizely.com

Ad www.optimizely.com/Multivariate_Testing +1 800-252-9480

Learn the Basics of Multivariate Testing in this Simple, Free Guide.

"...Seven billion web experiences optimized." – TechCrunch

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What is MVT Testing? - MVT Testing Tool - MVT Testing Webinar

Conversion Rate Academy - conversionrateacademy.com

Ad www.conversionrateacademy.com/

Increase E-Commerce Conversions. By Up To 217% - Free CRO Training!

Multivariate testing - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Multivariate_testing

In statistics, multivariate testing or multi-variable testing is a technique for testing hypotheses on complex multi-variable systems, especially used in testing ...

The Critical Difference Between A/B and Multivariate Tests



blog.hubspot.com/.../The-Critical-Difference-Between-A-B-and-...

by Corey Eridon - in 424 Google+ circles

Jan 6, 2012 - Learn the difference between A/B testing and multivariate testing, and how to decide which one to use during your marketing tests.

Optimizely: What is Multivariate Testing?

https://www.optimizely.com/resources/multivariate-testing

To perform a multivariate test, make changes to multiple elements on the page you

Multivariate testing

In statistics, multivariate testing or multi-variable testing is a technique for testing hypotheses on complex multi-variable systems, especially used in testing market perceptions. Wikipedia



Feedback

Ads

MVT Testing

www.digitalandwise.com/

Increase revenue and insight with our fully managed testing.

Multivariate Testing

www.noporkpies.com/multivariate-testing

Expert Agency that specialises in UX & CRO. Generate more business

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mvt-testing.rapidfinder.co.uk/

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MVT Testing

www.about.com/MVT+Testing



Chrome File Edit View History Bookmarks Window Help Tue 11:51 AM Matt Althausser

Optimizely: Test It Out

https://www.optimizely.com/free-trial?utm_source=Google&utm_medium=cpc&utm_content=mvtt&utm_campaign=Shiva

Optimizely

The #1 Multivariate Testing Tool

Welcome to Optimizely. Sign up for a free account and test out the most popular Multivariate Testing Tool on the planet!


Type in a URL to try it out

Your Name

Your email - no spam Phone Number

I agree to the [Terms of Service](#) and [Privacy Policy](#).

Test it Out



3,783,232,069 VISITORS TESTED

330,546 EXPERIMENTS RUN

About Optimizely

- No technical skills required
- Most popular testing tool on the planet
- A user interface customers love

How it works

- Visually optimize your website
- Choose the goals you want to track
- Push live and watch ROI improve



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Results: [Steve] PPC LP Symmetry Experiment w Segmentation

https://www.optimizely.com/results?experiment_id=172695640&token=4234662851e1c376e181

Dashboard Experiments Implementation matt@optimizely.com

[Steve] PPC LP Symmetry Experiment w Segmentation ● This experiment is running.
[Export Results \(CSV\)](#) | [Shareable Link](#)

Viewing results for Everyone

CONVERSION GOALS: [PPC LP Form Submissions](#) [Uses Editor](#) [Engagement](#) **+37.9% Form Fill Outs!**

PPC LP Form Submissions ✔ Symmetric Messaging is beating Original by +37.9%.

The percentage of visitors who triggered /free-trial/success (custom event).

VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT	CHANCE TO BEAT BASELINE
Symmetric Messaging	71,216	12,068	16.9% (±0.28%)	+37.9%	100.0%
Original <small>BASELINE</small>	11,795	1,449	12.3% (±0.59%)	---	---

CONVERSION RATE OVER TIME

— ORIGINAL — SYMMETRIC MESSAGING

← → ↻ https://www.google.co.uk/?gws_rd=ssl#q=power+drill ☆ ☰

Google **power drill** 🔍

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About 88,600,000 results (0.33 seconds)

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Power Drills at Argos - argos.co.uk
Ad www.argos.co.uk/Power-Drills ▼
Save up to 25% on Selected DIY The Big Sale Now On at Argos!
Argos has 46,016 followers on Google+
Drills Sanders & Planers
Other Saws

Power Drills at Homebase - Homebase.co.uk
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Great Value on Power Drills. Reserve Online & Collect In Store!

Electric Drills at Amazon - Amazon.co.uk
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Low Prices on Electric drills Free UK Delivery on Eligible Orders

Amazon.co.uk: Drills - Power Tools: DIY & Tools: Hammer ...
www.amazon.co.uk > ... > Power, Garden & Hand Tools > Power Tools ▼
Results 1 - 24 of 8685 - Online shopping for Drills Power Tools from a great selection of DIY & Tools; Power, Garden & Hand Tools, Hammer Drills, Drill Drivers, ...

Buy Drills at Argos.co.uk - Your Online Shop for Home and ...
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Items 1 - 46 of 46 - Buy Drills at Argos.co.uk, visit Argos.co.uk to shop online for Home and ... By Power output (W) ... Bosch PSB Corded Hammer Drill - 650W. 12V. - Challenge Xtreme 2 Gear ... - You recently viewed... - Drills

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Our extensive range of Power Tools includes drills, grinders, sanders, saws and other carpentry tools, used by tradesmen and DIYers alike for a professional ...
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Ads ⓘ

Power Drill Bosch
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Low Prices on Power Drill Bosch.
Huge Range. Fast Delivery. Buy Now!

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4.4 ★★★★★ advertiser rating
Huge Range Of Drills Available
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Toolstation Corded Drills
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In Stock. Low Trade Prices.
Free Delivery over £10.

Sale on Power Tools Drills
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www.screwfix.com/Drills ▼
4.6 ★★★★★ rating for screwfix.com
Drills for Every Job - Huge Range.
Trade Prices - Free Delivery

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www.ebay.co.uk/Power+Tool+Drill ▼
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- Bathrooms & Kitchens
- Outdoor & Gardening
- Screws, Nails & Fixings
- Security & Ironmongery
- Building & Joinery
- Safety & Workwear
- Sealants & Adhesives
- Storage & Ladders
- Auto & Cleaning
- Decorating

FREE DELIVERY on orders over £100

DELIVERY within 5-7 working days

Click here to switch to UK mode

Home > Tools > Power Tools > Drills

Filter by: Clear all Drills

Clear all filters

Sorry, no products match your search criteria.

Please go back to amend your filter selection.

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- Press Office
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- Affiliates
- Carrier Bags
- Screwfix Foundation

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- My Saved List
- Quickshop

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- Delivery
- Click & Collect
- Returns / Cancellation
- Health & Safety
- Trade Credit Account
- Contact Us
- Request a Catalogue
- Product Information
- Recommend A Mate
- Business Services

WEBSITE INFORMATION

- Secure Ordering
- Payment Options
- FAQ's

SCREWFIX COMMUNITY

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- Rate & Review
- Find us on Facebook
- Follow us on Twitter
- You Tube Screwfix TV

OTHER SCREWFIX WEBSITES

- screwfixwardrobes.com
- screwfixappliances.com
- expworkwear.co.uk
- expworkwear.ie
- expvetementdetravail.fr
- exparbeltskleidung.de

OUR ICONIC CATALOGUE HAS GONE DIGITAL

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FREE DELIVERY on orders over £100

DELIVERY within 5-7 working days

Click here to switch to UK mode

Home > Tools > Power Tools > Drills > Cordless Combi Drills

Filter by: Clear all **Bosch Cordless Combi Drills (9 products)**

SORT BY: Best match

BRAND

Bosch (9)

DeWalt (12)

Energer (2)

Erbauer (6)

Hitachi (4)

Makita (15)

Titan (2)

VOLTAGE

10.8 V (2)

14.4 V (2)

18 V (5)

BATTERY POWER

1.3 Ah (1)

1.5 Ah (2)

2.0 Ah (1)

2.6 Ah (1)

4.0 Ah (3)

BATTERIES

1 (3)

2 (5)

MANUFACTURER GUARANTEE (YEARS)

1 (8)

Compare up to 4 items

Switch to list view

Clear all filters **Bosch**



Bosch GSB 18-2-Li 18V 1.3Ah Li-Ion Cordless Combi Drill 76997

★★★★★ [View reviews \(25\)](#)

£89.99 (inc. 20% VAT)

Add to compare list



Bosch Professional GSB10.8-2-Li 10.8V 1.5Ah Combi Drill 10403

★★★★★ [View reviews \(5\)](#)

Was £99.99

£79.99 (inc. 20% VAT)

Save £10.00 (11%)

Add to compare list



Bosch GSB 18V-Li 18V 4Ah Li-Ion Cordless Combi Drill Coolpack Battery 89942

★★★★★ [View reviews \(24\)](#)

£149.99 (inc. 20% VAT)

Add to compare list



Bosch GSB 18-2-Li-L-Boxx 18V 3Ah Li-Ion Cordless Combi Drill with L-Boxx 57747

★★★★★ [View reviews \(12\)](#)

£139.99 (inc. 20% VAT)

Add to compare list



Bosch GSB1082Li 10.8V 2Ah Li-Ion Cordless Combi Drill Coolpack Battery 29503

★★★★★ [View reviews \(26\)](#)

£199.99 (inc. 20% VAT)

Add to compare list



Bosch GSB18V-Li 18V 4Ah Li-Ion Cordless Combi Drill Coolpack Battery 43585

★★★★★ [View reviews \(2\)](#)

£319.99 (inc. 20% VAT)

Add to compare list



Bosch GSB 18-2-Li 18V 2.6Ah Li-Ion Cordless Combi Drill 96805

★★★★★ [View reviews \(26\)](#)

£179.99 (inc. 20% VAT)

Add to compare list



Bosch Professional GSB 14.4-2-Li 14.4V 1.5Ah Li-Ion Cordless Combi Drill 10173

★★★★★ [View reviews \(26\)](#)

£199.99 (inc. 20% VAT)

Add to compare list

Return Visitors

8%

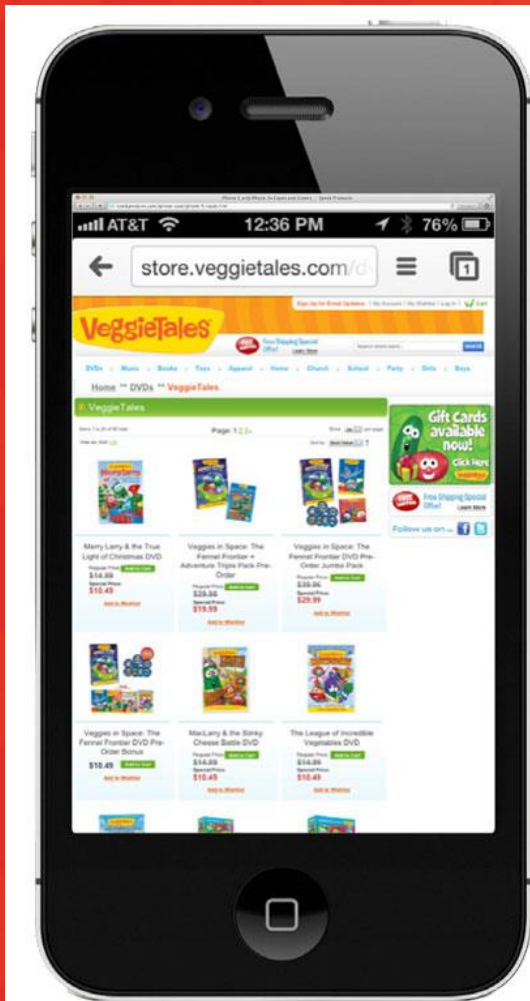
PPC Visitors

1%

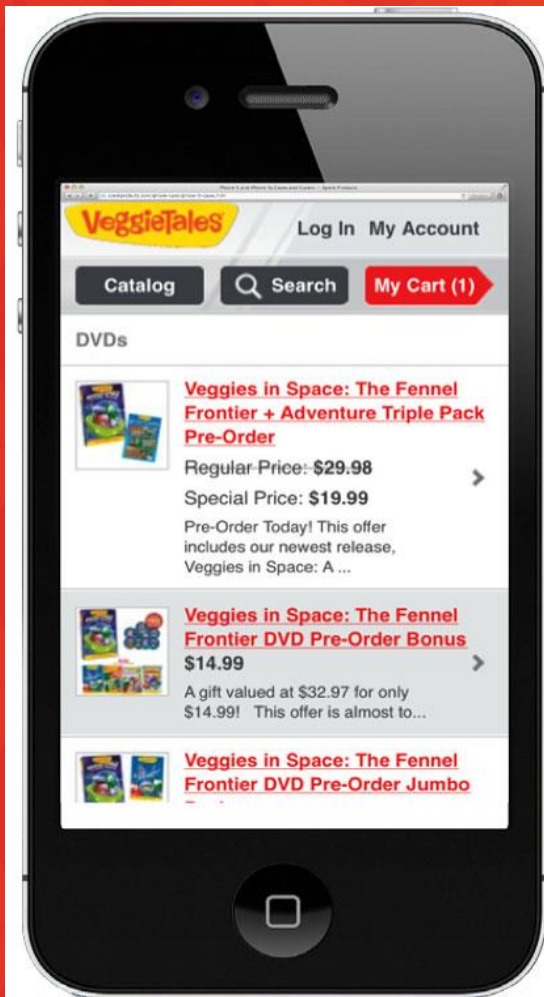
2%

Mobile Visitors

0.5%



+28%
RPV



Return Visitors

8%

PPC Visitors

1%

2%

Mobile Visitors

0.5%

London Visitors

0.1%

Thank you!

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