

Test #1

Subject: Is Your Fitness Tracker Keeping Secrets?

Your fitness tracker may be keeping secrets from you. Most do.

If your tracker isn't telling you exactly how many steps you've taken, calories you've burned, or how fast your heart is pumping... *what's the point?*

You don't want an estimate. You want accuracy.

You've done the work. Shouldn't you get the credit?

Click the button below and get introduced to a fitness tracker that assumes ACCURACY IS THE FIRST STEP.

Test #2

Subject: Is Your Fitness Tracker Cheating on You?

When counting calories burned or steps taken, **most trackers don't tell you the full story.**

Inaccurate fitness trackers are like unfaithful spouses... ***they cheat and they hide the truth.***

You want accuracy you can trust.

If your tracker isn't being honest about how many steps you've taken or calories you've burned, then *leave it.*

Click the button below and find a fitness tracker that assumes HONESTY IS THE BEST POLICY.

Test #3

Subject: The ONE Thing Your Fitness Tracker Should Do

Fitness trackers should *track fitness.*

Everything else is gravy.

And that's okay. Some people like gravy.

BUT isn't exercise hard enough?

Why weigh yourself down with **bulk you don't want?**

- Call alerts...
- GPS...
- Email...

And all those doodads that have *nothing to do with fitness?*

They just add chunky weight AND cost.

And who wants that?

Sometimes just enough is enough.

Click below and discover the new **MovTrax Pro** – the sleeker, *lighter* tracker.