

# LOJACK'S MYDEALER API



## Augment Your Solution with LoJack

LoJack's MyDealer API gathers real-time mileage data to make your solution more effective for dealerships. Centralize your marketing efforts and send automated in-app messages, sales trade-in notifications, services updates, and more all in one location.

With no charge for early partners, integration is fast and simple, so you can get immediate access to valuable vehicle data.

## MyDealer Partner Value

MyDealer bolsters consumer records and behaviors that can be used to improve CRMs, F&I Profit, and more. For example, CRM and equity mining solutions can use real-time mileage data to give more accurate trade-in appraisals. All partners receive campaign reporting data to measure efficacy. Ultimately, your solution is made smarter and more effective through this integration.

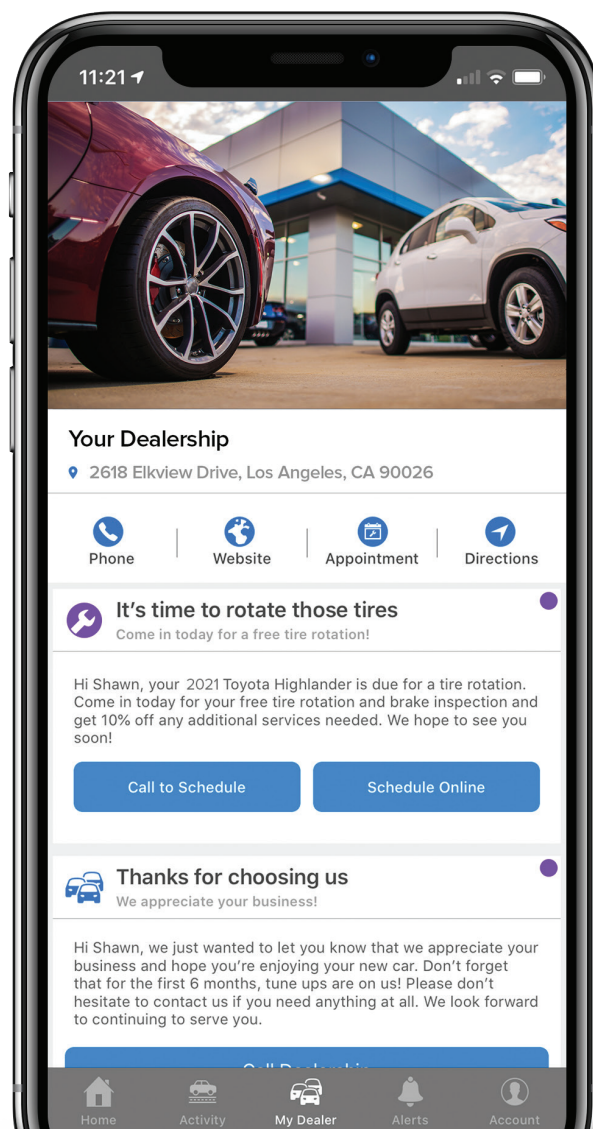
## Get More Engagement

LoJack's MyDealer app allows automated campaigns to be sent directly to consumers. With higher levels of engagement, we help dealerships grow revenue and build customer loyalty.

- Customers engage with the app up to 12x per month to view automated service reminders, promotions, recall notifications, and more
- 52% of consumers who receive a dealer message through MyDealer make contact
- 85% of consumers say they want to receive messages from their dealers through the MyDealer app

*Metrics based on a survey of over 5,000 LoJack consumers*

## LoJack Connect Integrations



**COMMUNICATE THROUGH A TRUSTED APP**

**CONSUMER  
APP RATING**

4.8 ★★★★★  
+24,000 Ratings

**Better together. Let's get this integration started.**

**Contact us at [LoJackPM@spireon.com](mailto:LoJackPM@spireon.com)**