

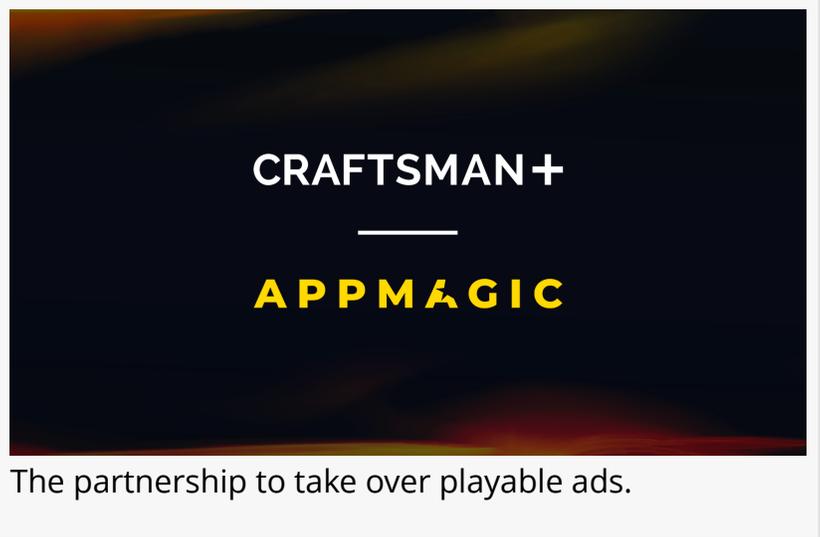
CRAFTSMAN+ and AppMagic Launch Industry-First AI Creative Intelligence Partnership

The First System to Fuse Automated Market Wide Creative Scoring with Pre-Click Playable Intelligence. Training AI to Identify What Works Before Spend Is Wasted

NEW YORK, NY, UNITED STATES, March 4, 2026 /EINPresswire.com/ --

[CRAFTSMAN+](#), the leader in intelligent ad creative technology for mobile advertising, today announced an exclusive strategic partnership with [AppMagic](#), the industry's most

comprehensive mobile app market intelligence platform. The partnership delivers the first fully automated creative intelligence system designed to train AI on what actually works in mobile advertising at market scale.



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Alex Merutka, CEO

Under the partnership, CRAFTSMAN+ becomes the only playable and interactive ad platform granted category exclusive access to AppMagic data for AI training, establishing a new foundation for how creative decisions are made in a market defined by saturation, speed, and escalating costs.

Mobile gaming advertisers and UA teams face an impossible landscape: millions of apps competing for

attention, thousands of new ads launched daily, and millions of dollars burned on manual testing and late insights. For creative teams managing high-volume playable campaigns, traditional creative research relies on fragmented tools, slow analysis, and hindsight—often surfacing insights only after budgets are exhausted.

This partnership replaces that model with fully automated creative intelligence.

By combining AppMagic's vast market data, proprietary models, and deep product-level analytics

with CRAFTSMAN+'s pre-click, tap-level playable data, the joint system continuously analyzes thousands of live ads, tracks every major competitor simultaneously, and delivers actionable creative signals every day—without manual analysis.

"This collaboration represents a fundamental shift in how creative intelligence is developed for mobile advertising," said Alex Merutka, CEO at CRAFTSMAN+. "By combining AppMagic's macro-level market data with creative analytics and decades of expertise from industry-leading copywriters, strategists, and creative directors, we're training AI that understands both the big picture and the nuanced creative elements that drive performance."

AppMagic's platform is uniquely positioned to power this system. Unlike social-first analytics tools, AppMagic specializes in market intelligence and SDK-level ad distribution, where an estimated 80% of playable ads run. Its ability to segment by genre, category, and performance percentile—while tracking spend and growth—provides the scale and consistency required for reliable AI training.

"In today's highly competitive landscape and rapidly evolving ad creative market, our collaboration with CRAFTSMAN+ is designed to deliver tangible value for UA and creative specialists alike," said Max Samorukov, CEO at AppMagic. "This automated creative intelligence system empowers teams to cut through data overload, surface timely insights, delivering faster insights and earlier visibility into emerging trends."

The partnership leverages complementary strengths: AppMagic provides macro market intelligence across the mobile landscape, while CRAFTSMAN+ contributes granular, tap-level insights that identify the exact creative elements and moments within playables that drive performance. The AI will be trained on this fusion of AppMagic's industry signals, CRAFTSMAN+'s creative data, and proprietary insights from years of campaign optimization.

Together, CRAFTSMAN+ and AppMagic are introducing a new standard for creative decision-making:

- Automated market visibility instead of manual research
- Single-score creative benchmarking instead of fragmented metrics
- Early trend detection instead of post-mortem analysis
- AI trained on real winners, not guesses

This partnership marks a decisive shift away from trial-and-error toward predictive, intelligence-driven creative at scale.

About CRAFTSMAN+

CRAFTSMAN+ is redefining intelligent ad creative for the world's leading brands and gaming companies. Recognized as an Inc. 5000 and Deloitte Technology Fast 500 company, we combine innovation, bold ideas, and creative intelligence, and a proprietary ad engine to deliver

campaigns that captivate and perform. For more information, visit www.craftsmanplus.com.

About AppMagic

AppMagic is an all-in-one market intelligence platform for games and apps across mobile and Steam. The company tracks performance data for mobile and PC titles and maintains a database of 15M+ apps, 5M+ publishers, 230M+ ad creatives, and 140 ad networks. AppMagic delivers actionable insights that help developers, publishers, and investors stay ahead of the competition, identify growth opportunities, and maximize revenue. In July 2024, AppMagic raised \$3M in funding led by GEM Capital, one of Europe's most active gaming investors. For more information, visit www.appmagic.rocks.

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