

AppMagic Raises \$3M Led by GEM Capital, Amidst Sensor Tower's Data.ai Acquisition

PAPHOS, CYPRUS — July 23 2024 — [GEM Capital](#) has announced a \$3 million investment into AppMagic as part of their Series A funding round. This strategic move comes amidst [Sensor Tower's recent acquisition of Data.ai](#), marking a pivotal moment for AppMagic's expansion. GEM Capital invested \$2.5M followed by Vibranium's \$500k, and the investment will be directed towards research and development to introduce new features and establish dedicated sales teams for the US, China, Korea, and Japan, recognizing the specific sales approaches required in these markets.

“We were impressed with what AppMagic has achieved with just \$200k in seed funding. They became the third-largest mobile market intelligence tool by number of clients,” said Kirill Gurskiy, Managing Director of GEM Capital. “As AppMagic users ourselves, we believe it is the best product on the market in terms of UI/UX. The simplicity and ease of use, combined with the depth and complexity of its analysis, are unparalleled. The recent Sensor Tower and Data.ai deal opens a window of opportunity for AppMagic to capitalize on its strengths. We are excited to support Max and his team in this promising venture.”

AppMagic

Founded in 2016 by Max Samorukov, [AppMagic](#) quickly gained traction in the market analytics space, driven by Samorukov's experience as CPO at mobile publisher Crazy Panda and a vision for more accessible and powerful analytics tools. Seed funding of \$200k was raised from performance marketing firm RoasUp.

AppMagic stands out with its suite of advanced tools, including the ‘Success Meter’ which highlights market segments that are favorable for the emergence of hit titles, and the ‘Live-Ops’ analysis tool, which provides insights into how top-performing games are operated to best retain and monetize their audience.

With a diverse client base comprising over 250 global companies, including tech giants such as Google, AppMagic has consistently demonstrated strong annual growth rates. This underscores its reputation for delivering reliable and actionable insights that drive business decisions.

"AppMagic remains committed to developing a user-friendly, full-spectrum toolset for mobile app market research," said Max Samorukov, CEO of AppMagic. "This investment from GEM Capital will accelerate our product development, adding new types of data and increasing its accuracy. Additionally, we aim to establish regional sales teams to improve our global presence. We also continue to support smaller companies and developer communities with very flexible pricing and rich functionality accessible for free."

GEM Capital's investment not only reinforces AppMagic's position in the industry but also signals a new phase of targeted growth. With the merger of Sensor Tower and Data.ai, many companies that preferred Data.ai are now seeking alternatives due to dissatisfaction with Sensor Tower's interface. AppMagic offers a strong alternative, though it is currently under-recognized. This investment will help raise AppMagic's profile as a viable and superior option in the analytics space. AppMagic is aiming to emerge as a leading choice for gaming companies, publishers, investors, and other stakeholders seeking affordable, comprehensive and intuitive analytics solutions.

About GEM Capital

Founded in 2017 by Anatoliy Paliy, a veteran of PwC, GEM Capital is a prominent gaming-focused investor headquartered in Cyprus. With a recent raise of \$50 million from European limited partners for investments in 2024 and 2025, GEM Capital has solidified its position as a key player in the industry.

Managing a portfolio exceeding \$150 million, GEM Capital supports over 25 companies, including Mundfish, Red Rover Interactive, Eschatology Entertainment, Weappy, Sad Cat Studios, Order of Meta, Unfrozen, and Made on Earth Games. Known for its active role in gaming investments globally, GEM Capital is the largest such investor in Cyprus and has been recognized by InvestGame for its extensive contributions to the sector. Additionally, GEM Capital's nomination for Investor of the Year at the MENA Games Industry Awards 2024 underscores its influential presence and commitment to fostering innovation in gaming markets.

About Vibranium.VC

Vibranium.VC is a venture fund based in Silicon Valley, led by seasoned entrepreneurs. Its investment focus is on early-stage SaaS and AI startups with US HQ.

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