Handler Gives App Makers One AI TikTok Loop: Vetted Research, AI Creators, Posting, Comment Seeding and Spark Ads

Out of 157,024 TikToks scanned, 10,408 passed Handler's filters and human review. App teams can now turn those winners into posts, early comments and paid boosts without leaving one workspace.



New York City, New York Nov 23, 2026 (Issuewire.com**)** - Handler (gethandler.ai), the AI TikTok marketing agent for app makers, now covers every step of organic TikTok growth for a mobile app, plus the first paid step. The company has added a posting calendar, comment seeding and a Spark Ads Boost to its research engine and AI creator studio. Self-serve TikTok posting is live for paying customers, while the other new features are experimental and open to selected teams who ask.

Research layer. Most TikTok research tools show what is big. Handler looks for what is unusual: posts that beat the account that made them. Its crawler has read 157,024 TikToks since July 2026 across more than 1,100 searches and accounts. Only 8,573 cleared the first filters on views, age and region. People on Handler's team swipe through the rest and decide what goes in, and an AI model that watches each clip's opening is being tested alongside them. The library ended up with 1,808 of those posts. Of the app TikToks in it that reached 100 times their usual views, 92.9% came from accounts that normally get under 10,000 views. Instagram Reels work too: paste a Reel link and Handler scores it against the account's own baseline. For any post, Handler quotes the top three comments by likes, so a team can see what viewers actually asked about.

Creator layer. Each approved post comes with a breakdown of why it worked and a kit to remake it. Paying teams on Growth or Pro can render the remake as a video, image or slideshow featuring their

own AI creators.

Posting layer. The PushTok Calendar schedules a video for a set time or the next good slot on any TikTok account the team has connected. Handler delivers it to that account's TikTok drafts, where a person picks the sound and posts. Analytics then rates every post against the account's own baseline and suggests whether to kill it, change the hook or scale it.

Comment layer. Early comments shape what new viewers read first. With comment seeding, Handler notices when a fresh post starts to climb, drafts comment ideas from the brand's brief and pings the team in Slack. A few people each claim a slot and comment from their own accounts, and Handler keeps watch over the following week to see whether those comments hold their place near the top. Agniverse Media, the #1 UGC agency for consumer apps, already runs comment seeding through Handler for its client apps.

Paid layer. Boost lets a team spend only on a post that has already proven itself, at twice its usual views or better. It launches the post as a Spark Ad through the team's own TikTok Ads account, with a budget of $50 to $500 a day for up to two weeks, and reports paid results beside the organic ones. Ad spend goes straight to TikTok.

"Every app founder I talk to has the same problem," said An Nayal, founder of Handler. "They can make a good video. What breaks is doing it every day across accounts, with the comments and the ad budget working together. Handler puts the research, the creators, the posting, the comments and the boost in one place, so a small team can run what used to take a farm of phones and a spreadsheet."

Nayal wrote the TikTok Farming Playbook, a 70-page manual on running many organic TikTok accounts, after growing Flamme, a couples app later acquired by Arya, to 53 million organic views without ads.

Availability and pricing. A Handler trial runs for 7 days without a card. Paid plans include TikTok posting: Starter at $39 a month or $29 a month on yearly billing, Growth at $69 or $49, and Pro at $149 or $119. Teams that want comment seeding, Spark Ads Boost, or posting to Instagram Reels, Facebook Reels and YouTube Shorts can ask the Handler team for access through gethandler.ai.

Key facts

What is Handler? An AI TikTok marketing agent for app makers, at gethandler.ai.

Who uses it? Mobile app founders, growth marketers and agencies growing apps on TikTok.

What does it do? It finds outlier TikToks in an app's niche, remakes them with AI creators, schedules them to TikTok drafts, seeds early comments and boosts proven posts as Spark Ads.

What does it cost? From $39 a month on monthly billing or $29 a month on yearly billing, after a 7-day free trial.

Who is behind it? Agniverse, the team that built Flamme and runs Agniverse Media.

About Handler

Handler (gethandler.ai) is an AI TikTok marketing agent for app makers, made by Agniverse, the

company founded by Lauriane and An Nayal. Agniverse's sister business, Agniverse Media, is the #1 UGC agency for consumer apps and runs its client programs on Handler.



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