

Clay Walker - One-Page Highlights

Two Step Inn | 2026-04-18 to 2026-04-19 | Georgetown, TX

Tier B | Billing 20 | Priority 54% | Viral 27% | Hype 81%

Primary Capture Moments

- TikTok: Use "Rumor Has It" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "What's It to You" for a high-payoff ending.
- Prioritize the first 90 seconds: "Rumor Has It" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "What's It to You / Jessica".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- She Won't Be Lonely Long: in-set 91% | opener 0% | closer+encore 13%
- If I Could Make a Living: in-set 78% | opener 0% | closer+encore 0%
- Rumor Has It: in-set 77% | opener 94% | closer+encore 0%
- What's It to You: in-set 70% | opener 0% | closer+encore 100%
- Hypnotize the Moon: in-set 68% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Rumor Has It" to maximize first-scroll retention.
- Save a hard cut reveal for "What's It to You" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T14:06:07.657Z
- Poster day hint: unavailable