

Kaitlin Butts - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier B | Billing 131 | Priority 48% | Viral 9% | Hype 44%

Primary Capture Moments

- TikTok: Use "Bang Bang (My Baby Shot Me Down)" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "The Middle" for a high-payoff ending.
- Prioritize the first 90 seconds: "Bang Bang (My Baby Shot Me Down)" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "The Middle / Tulsa Time".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Never Really Mine: in-set 0% | opener 33% | closer+encore 0%
- You Ain't Gotta Die (to Be Dead to Me): in-set 0% | opener 0% | closer+encore 36%
- The Middle: in-set 0% | opener 0% | closer+encore 78%
- Hunt You Down: in-set 69% | opener 0% | closer+encore 0%
- White River: in-set 69% | opener 11% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Bang Bang (My Baby Shot Me Down)" to maximize first-scroll retention.
- Save a hard cut reveal for "The Middle" 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: youtube | confidence 12%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-09T05:27:29.321Z
- Poster day hint: Saturday