

Walker Montgomery - One-Page Highlights

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

Tier C | Billing 58 | Priority 43% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Watching Storms Roll In" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Almost, so Close, so Long, Goodbye" for a high-payoff ending.
- Prioritize the first 90 seconds: "Watching Storms Roll In" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Almost, so Close, so Long, Goodbye / Bad Day To Be A Beer".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Watching Storms Roll In: in-set 0% | opener 100% | closer+encore 0%
- Strangers Like Us: in-set 0% | opener 0% | closer+encore 0%
- I Love the Way You Love Me: in-set 0% | opener 25% | closer+encore 0%
- Sold (The Grundy County Auction Incident): in-set 60% | opener 0% | closer+encore 33%
- Tired Of You: in-set 32% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Watching Storms Roll In" to maximize first-scroll retention.
- Save a hard cut reveal for "Almost, so Close, so Long, Goodbye" 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: 2026-06-07T05:29:52.304Z
- Poster day hint: Jun 4, 2026