

Kaleb Sanders - One-Page Highlights

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

Tier C | Billing 81 | Priority 39% | Viral 0% | Hype 28%

Primary Capture Moments

- TikTok: Use "Right Guy" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Right Guy" for a high-payoff ending.
- Prioritize the first 90 seconds: "Right Guy" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Right Guy / Money Can't Buy".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Right Guy: in-set 0% | opener 50% | closer+encore 50%
- Waste It Well: in-set 83% | opener 0% | closer+encore 0%
- Couple Beers From Now: in-set 75% | opener 0% | closer+encore 0%
- Aftermath: in-set 72% | opener 0% | closer+encore 0%
- Money Can't Buy: in-set 72% | opener 0% | closer+encore 50%

Viral Clip Strategy

- Open with a 6-10s hook from "Right Guy" to maximize first-scroll retention.
- Save a hard cut reveal for "Right Guy" 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 56%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-11T05:30:54.301Z
- Poster day hint: Friday