

Dylan Marlowe - One-Page Highlights

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

Tier C | Billing 103 | Priority 45% | Viral 16% | Hype 51%

Primary Capture Moments

- TikTok: Use "Heaven's Sake" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Boys Back Home" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Heaven's Sake" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Boys Back Home / You See Mine".

Likely Song Triggers

- Record High: in-set 0% | opener 29% | closer+encore 0%
- Mess we made: in-set 13% | opener 0% | closer+encore 0%
- Boys Back Home: in-set 0% | opener 12% | closer+encore 82%
- You See Mine: in-set 50% | opener 0% | closer+encore 79%
- Hungover in a Deer Stand: in-set 49% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Heaven's Sake" to maximize first-scroll retention.
- Save a hard cut reveal for "Boys Back Home" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 23%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-08T05:29:28.844Z
- Poster day hint: Jun 5, 2026