

# Payton Smith - One-Page Highlights

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

Tier C | Billing 115 | Priority 37% | Viral 0% | Hype 41%

## Primary Capture Moments

- TikTok: Use "Girl Goin' Through It" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Somebody Like You" for a high-payoff ending.
- Prioritize the first 90 seconds: "Girl Goin' Through It" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Wouldn't Put it Past Me / She Shouldn't Have".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

## Likely Song Triggers

- Girl Goin' Through It: in-set 0% | opener 100% | closer+encore 0%
- Mountain On Fire: in-set 0% | opener 0% | closer+encore 0%
- Missed the Boat: in-set 71% | opener 0% | closer+encore 17%
- Somebody Like You: in-set 52% | opener 0% | closer+encore 60%
- Courtesy of the Red, White and Blue (The Angry American): in-set 35% | opener 25% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "Girl Goin' Through It" to maximize first-scroll retention.
- Save a hard cut reveal for "Somebody Like 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: 2026-06-08T05:30:21.081Z
- Poster day hint: Jun 5, 2026