

Austin Snell - One-Page Highlights

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

Tier C | Billing 125 | Priority 44% | Viral 20% | Hype 57%

Primary Capture Moments

- TikTok: Use "Excuse the Mess" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Pray All The Way Home" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Excuse the Mess" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Family Tree".

Likely Song Triggers

- Pray All The Way Home: in-set 0% | opener 8% | closer+encore 83%
- Excuse the Mess: in-set 70% | opener 70% | closer+encore 0%
- Wildfire: in-set 56% | opener 0% | closer+encore 0%
- If I Were The Devil: in-set 9% | opener 0% | closer+encore 0%
- Wasting All These Tears: in-set 0% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Excuse the Mess" to maximize first-scroll retention.
- Save a hard cut reveal for "Pray All The Way Home" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Austin Snell - Muddy Water Rock Star Live".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 34%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-08T05:31:10.546Z
- Poster day hint: Jun 5, 2026