

Maddox Batson - One-Page Highlights

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

Tier C | Billing 134 | Priority 56% | Viral 51% | Hype 88%

Primary Capture Moments

- TikTok: Use "Tears in the River" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Girl in Green" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Tears in the River" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Girl in Green / No More".

Likely Song Triggers

- Southbound: in-set 0% | opener 33% | closer+encore 0%
- I Need A Truck: in-set 70% | opener 0% | closer+encore 0%
- If I See Her Again: in-set 0% | opener 0% | closer+encore 0%
- It Was You: in-set 68% | opener 0% | closer+encore 0%
- Any Other Night: in-set 36% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Tears in the River" to maximize first-scroll retention.
- Save a hard cut reveal for "Girl in Green" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Lainey Wilson told country girls to have some crush on Maddox Batson in STL! #to".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 91%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-09T05:27:37.184Z
- Poster day hint: Sunday