

Kolby Cooper - One-Page Highlights

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

Tier C | Billing 136 | Priority 35% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Two Words" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Love You, Goodnight" for a high-payoff ending.
- Prioritize the first 90 seconds: "Two Words" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Love You, Goodnight / I Love You Goodnight".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Kill Me: in-set 0% | opener 11% | closer+encore 0%
- Under My Skin: in-set 62% | opener 0% | closer+encore 0%
- Hate You Too: in-set 62% | opener 0% | closer+encore 0%
- Two Words: in-set 42% | opener 83% | closer+encore 0%
- Empty Handed: in-set 34% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Two Words" to maximize first-scroll retention.
- Save a hard cut reveal for "Love You, Goodnight" 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: 2026-06-09T05:27:53.205Z
- Poster day hint: Jun 6, 2026