

Dax - One-Page Highlights

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

Tier C | Billing 180 | Priority 41% | Viral 28% | Hype 55%

Primary Capture Moments

- TikTok: Use "Lonely Dirt Road" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "The Real Man" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Lonely Dirt Road" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "The Real Man / Catch the Rain".

Likely Song Triggers

- Lonely Dirt Road: in-set 0% | opener 100% | closer+encore 0%
- A Lot At Stake: in-set 39% | opener 0% | closer+encore 0%
- The Devil's Calling: in-set 37% | opener 0% | closer+encore 0%
- Dear God: in-set 0% | opener 75% | closer+encore 0%
- My Heart Hurts: in-set 31% | opener 0% | closer+encore 20%

Viral Clip Strategy

- Open with a 6-10s hook from "Lonely Dirt Road" to maximize first-scroll retention.
- Save a hard cut reveal for "The Real Man" 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 21%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-11T05:27:24.465Z
- Poster day hint: Jun 6, 2026