

Alli Walker - One-Page Highlights

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

Tier C | Billing 183 | Priority 38% | Viral 14% | Hype 59%

Primary Capture Moments

- TikTok: Use "I Saw the Devil" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Hell Or High Heels" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "I Saw the Devil" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Hell Or High Heels / Creek".

Likely Song Triggers

- Hung Up: in-set 73% | opener 0% | closer+encore 0%
- I Saw the Devil: in-set 70% | opener 100% | closer+encore 0%
- I Like Big Trucks/Truck Bed/Heart Like A Truck: in-set 62% | opener 0% | closer+encore 0%
- Aint No Love in Oklahoma / Beer Never Broke My Heart: in-set 62% | opener 0% | closer+encore 0%
- Hell Or High Heels: in-set 62% | opener 0% | closer+encore 100%

Viral Clip Strategy

- Open with a 6-10s hook from "I Saw the Devil" to maximize first-scroll retention.
- Save a hard cut reveal for "Hell Or High Heels" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Alli Walker clip 1 Great Canadian Casino Resort Toronto".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 28%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-10T05:27:26.166Z
- Poster day hint: Jun 6, 2026