

Mae Estes - One-Page Highlights

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

Tier C | Billing 201 | Priority 29% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "What I Shoulda Done" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Good Ol' Boys" for a high-payoff ending.
- Prioritize the first 90 seconds: "What I Shoulda Done" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Good Ol' Boys / Mountain of a Man".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Thinkin Bout Cheatin: in-set 92% | opener 22% | closer+encore 0%
- What I Shoulda Done: in-set 51% | opener 100% | closer+encore 0%
- Guitar With a Twang: in-set 41% | opener 0% | closer+encore 0%
- Gettin' Back Up to Heaven: in-set 40% | opener 0% | closer+encore 20%
- Roses: in-set 35% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "What I Shoulda Done" to maximize first-scroll retention.
- Save a hard cut reveal for "Good Ol' Boys" 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: 2026-06-10T05:29:03.365Z
- Poster day hint: Jun 7, 2026