

Mackenzie Carpenter - One-Page Highlights

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

Tier C | Billing 235 | Priority 26% | Viral 0% | Hype 41%

Primary Capture Moments

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

Likely Song Triggers

- All In Already: in-set 0% | opener 71% | closer+encore 0%
- Dozen Red Flags: in-set 54% | opener 13% | closer+encore 13%
- Indifferent: in-set 23% | opener 0% | closer+encore 0%
- Gone Fishing: in-set 0% | opener 0% | closer+encore 0%
- Drunk Cigs: in-set 44% | opener 0% | closer+encore 17%

Viral Clip Strategy

- Open with a 6-10s hook from "All In Already" to maximize first-scroll retention.
- Save a hard cut reveal for "I Wish You Would" as the end-of-video payoff moment.
- Public interest is spiking (Wikipedia traffic jump). Capture one broad-intro clip for new-casual audience context.
- 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: 2026-06-11T05:27:16.881Z
- Poster day hint: Jun 7, 2026