

Ashley McBryde - One-Page Highlights

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

Tier C | Billing 256 | Priority 38% | Viral 29% | Hype 83%

Primary Capture Moments

- TikTok: Use "Rattlesnake Preacher" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "What If We Don't" for a high-payoff ending.
- Prioritize the first 90 seconds: "Rattlesnake Preacher" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "What If We Don't / Arkansas Mud".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- One Night Standards: in-set 87% | opener 0% | closer+encore 0%
- Light On in the Kitchen: in-set 69% | opener 0% | closer+encore 0%
- The Devil I Know: in-set 68% | opener 9% | closer+encore 9%
- Rattlesnake Preacher: in-set 68% | opener 75% | closer+encore 0%
- A Little Dive Bar in Dhlonega: in-set 64% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Rattlesnake Preacher" to maximize first-scroll retention.
- Save a hard cut reveal for "What If We Don't" 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: 2026-06-02T16:32:45.442Z
- Poster day hint: Sunday