

Jenna Paulette - One-Page Highlights

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

Tier C | Billing 257 | Priority 22% | Viral 0% | Hype 31%

Primary Capture Moments

- TikTok: Use "3 Kings" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Country In The Girl" for a high-payoff ending.
- Prioritize the first 90 seconds: "3 Kings" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "We Know How To Friday Night / Slow Drawl".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- 3 Kings: in-set 23% | opener 100% | closer+encore 0%
- Maggie's Song: in-set 23% | opener 0% | closer+encore 0%
- The Devil's an Angel: in-set 23% | opener 0% | closer+encore 0%
- Texas When I Die: in-set 23% | opener 0% | closer+encore 0%
- Anywhere The Wind Blows: in-set 0% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "3 Kings" to maximize first-scroll retention.
- Save a hard cut reveal for "We Know How To Friday Night" 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 61%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-11T05:30:29.771Z
- Poster day hint: Sunday