Hey client, I've reviewed your data and have found that there are a few campaigns with lower conversion rates resulting in higher customer acquisition fees. Here are a few suggestions to resolve the issue and maximize your profitability.

Problem: A sudden increase in customer acquisition costs for Paid Search.

Suggested Solution: If all three campaigns have the same end goal I would suggest moving more, if not all, of your ad spend budget to the campaign "Brand_terms". This campaign has nearly twice the rate of conversions and the customer acquisition cost is $1.07 compared to $5.89 of the other two campaigns. Doing this would more than double your total conversions, almost triple them if we can keep that conversion rate steady.

Alternative Solution: Optimize both "Product" and "Category" campaigns with the goal of increasing conversion rate. Ideas on how to do this are found below.

Explanation:
Both "Product" and "Category" campaigns have conversion rates of .81% and a customer acquisition cost of $5.89. The campaign "Category" made 9,568 conversions and "Product" made 15,969. Meanwhile, the campaign "Brand_terms" brought in 50,396 conversions, more than triple either of the other two campaigns, while maintaining a conversion rate of 1.78% and a customer acquisition cost of $1.07. That campaign is proving to be the most optimized and efficient campaign out of the three. As you can see by the graph below, the closer those two columns are the more efficient our ad is.
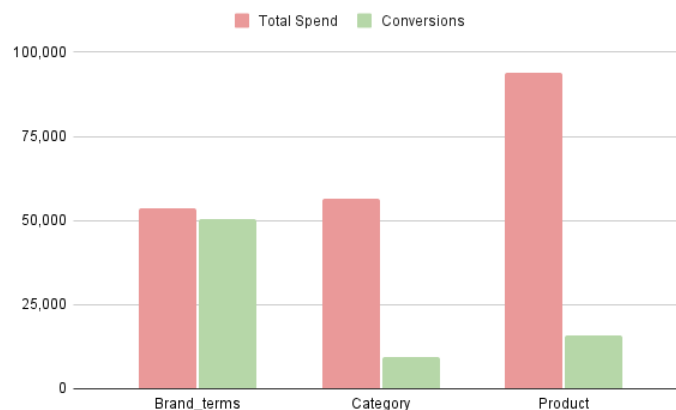
If each of these campaigns have different end results in mind we'll want to better optimize each of them. A few ways we can start to do this is by examining the search area data to see if you have areas where the ad is getting a lot of sessions but low conversions. By focusing on your higher converting areas we can lower the customer acquisition cost. We can also look at your keywords to see if there is a similar situation happening there. I will need some more information on both of these ads to provide you with more concrete solutions if this is the action you wish to take.

My SQL notes

```sql
Select cc.campaign,
 SUM(cc.spend) AS Total_Spend,
 SUM(ct.sessions) AS Total_Sessions,
 SUM(cc.conversions) AS Total_Conversions,
 SUM(cc.conversions) / Sum(ct.sessions) AS Conversion_Rate,
 SUM(cc.spend) / Sum(cc.conversions) AS Customer_Acquisition_Cost,
From `makayla_noel.coolcorp_cost_data`cc
JOIN `makayla_noel.coolcorp_traffic_data`ct ON cc.campaign = ct.campaign
GROUP BY cc.campaign;
```