

# Review of: "A Birds Eye View into MCDM Applications within Digital Marketing"

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**Potential competing interests:** No potential competing interests to declare.

You said in the following excerpt [...MCDM methods have been extensively applied within the Marketing Domain...]. You could give examples of applications.

You could go deeper in your research and analysis. What are the objectives of this publication? Which audience do you want to achieve? What are the contributions to the body of knowledge and the practice? You need to develop it and bring more applicable knowledge to be published and make significant contributions.