

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.

The theme of the article is interesting and is being discussed among academics and industry players. It would be better if the purpose of this research is explained, whether as the use of technology as a basic research point, technology as a bridge to understanding consumers, or the use of analytical tools to understand consumers. It is better to focus on one thing, for example, in accordance with the research objectives and the title of the article.