

# 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 topic discussed in this article is interesting but does not present a complete analysis of the topic discussed. The article is too short, and the criteria, the existing or required data, the alternatives, and, above all, the contribution of the article to the field it deals with should be presented in detail. The author should rewrite the article regarding IMRAD stages or choose a review article with a clear contribution. Improving these aspects is necessary to meet comprehensive and publishable work standards. I think the contribution of this article is low and insufficient. Therefore, it will not be accepted for publication. Enter the appropriate keywords. Additional information on digital market technologies and criteria should be provided. The methods used must be explained in detail. The article is not written in a standard way and is short. More articles should be added, and the existing problems can be clarified after a literature survey. Information must be given about technologies and criteria in the digital market. The determination of criteria weights and methods must be explained in detail.

It should be presented how MCDM techniques can be used to provide an organized and systematic way of offering digital marketing solutions. The decisions of the decision-makers must be addressed in detail. It must be considered that the digital world is changing rapidly, and in addition to referring to digital marketing technology, the integration of these techniques in the decision-making process improves objectivity and transparency and ultimately leads to more informed and successful decisions.

I recommend submitting it again after the necessary corrections.