

# 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.

I have awarded a score of 3 as an encouragement to the author for undertaking this work. The submitted article appears to be more of an outline of something that will be carried out in the future rather than a complete article. It is suggested that the author:

1. Structure their work by dividing it into sections such as Introduction, Methodology, Results, Conclusion, and References.
2. When citing methods or applications, provide the reader with the appropriate bibliographic reference. This will enable the reader to seek further details about the method or application in the referenced work, should they wish to do so.
3. Clearly establish and present the criteria to be analyzed, along with their respective weights and the methodology used.
4. Present the achieved results and their contribution to the academic community.
5. Follow the formatting and bibliography guidelines prescribed by the conference or journal to which the work will be submitted.

These recommendations are intended to help improve the quality and content of the article.