

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 current version of the paper appears to be more of a research framework than a fully developed study. The current draft lacks depth in various sections, particularly in providing technical details about the methodology and results. It would be beneficial to extend and elaborate on these aspects to enhance the draft.

The title is intriguing, and the existing drafts can be a foundational starting point for further development. However, it's worth noting that the current state may not be suitable for publication as a standard research paper.