



Date : 30 August 2024

Subject : Review Report

Herewith I send you review report for your paper entitled "**Digital Marketing Trends and Their Effectiveness in Reaching Gen Z Consumers**"

The scale for Question, 0 = strongly disagree and 5 = strongly agree

Technical Aspects

No	Question	0	1	2	3	4	5
1	The paper is within the scope of the Journal						✓
2	The paper is original						✓
3	The paper is free of technical errors					✓	

Communications Aspects

No	Question	0	1	2	3	4	5
4	The paper is clearly readable					✓	
5	The figures are clear & do clearly convey the intended message		✓				
6	The length of the paper is appropriate					✓	

Comments to the Authors:

It is recommended to write references using the Mendeley References tool. Overall, this article has met the criteria to be published in this journal, by making the necessary adjustments so that it is suitable for publication.

Recommendation :

✓ Accepted with minor corrections (B)

Best Regards,

Hapzi Ali

Editor in Chief