

REVIEWER'S REPORT

Manuscript No.: IJAR-51778

Date: 23 -05-2025

Title: Analysis of the Existing E-mailing Management Tools and Systems: Methodology for the study of the existing situation

Recommendation:

Accept as it is.....YES.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality			√	
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

Title Evaluation:

The title effectively conveys the scope and focus of the article, centering on the methodological aspects of analyzing email marketing tools within the context of current digital practices. It promises a structured investigation, aligning well with the content and orientation of the work.

Abstract:

The abstract offers a concise and informative overview of the study. It clearly outlines the objectives, methodology, key tools examined, and analytical focus areas, such as automation, personalization, and pricing models. The inclusion of a comparative synthesis and an emphasis on insights derived from diverse tools demonstrates the depth of the study. The abstract also highlights the practical relevance of the research in e-commerce, underlining its foundation for future system development. The language is formal, academic, and accessible.

Keywords:

The selection of keywords is comprehensive and well-targeted, covering technical, functional, and contextual dimensions of the study. These keywords enhance discoverability and accurately represent the thematic breadth of the paper.

REVIEWER'S REPORT

Introduction:

The introduction sets a strong foundation for the paper, articulating the need for methodological clarity in the comparative analysis of email marketing tools. It contextualizes the study within existing literature and positions the work as a continuation of prior research. References to established authors and methodological scholars lend credibility and show academic grounding. The emphasis on transparency and reproducibility is a significant strength, establishing trust in the research process and results.

Section 2 – Definition of Tool Analysis Criteria:

This section is methodically organized and demonstrates a systematic approach to comparative analysis. The distinction between basic and advanced features allows for a multi-tiered assessment framework. The use of subheadings and bullet points enhances clarity and readability. Each criterion is supported by relevant literature, indicating a strong theoretical foundation. The analytical framework is logically structured, enabling a robust comparison across diverse email marketing platforms.

- **Subsection 2.1 – Basic Features:**

The breakdown of capabilities such as email editors, contact management, sending options, and tracking reflects a deep understanding of operational requirements in email marketing. The criteria are pragmatic and well-aligned with industry practices.

- **Subsection 2.2 – Advanced Features:**

The advanced capabilities related to automation workflows, transactional emails, and lead scoring are articulated with technical precision. The criteria demonstrate awareness of marketing sophistication and behavioral targeting strategies essential to modern e-commerce platforms.

Use of Citations and References:

The article integrates citations from both contemporary and foundational sources. References to academic texts and research from both the 2010s and recent years create a balanced and current theoretical base. This further supports the credibility and rigor of the analytical framework presented.

Style and Structure:

The language is precise, scholarly, and formal, adhering to academic standards. The logical flow of content—from abstract to introduction to methodology—facilitates clear comprehension. The structure supports analytical depth while remaining accessible to readers with a background in digital marketing or e-commerce technologies.

Scholarly Contribution and Relevance:

This work makes a relevant and timely contribution to the field of digital marketing, particularly for scholars and practitioners involved in tool evaluation and system design. By focusing on methodological rigor, it provides a valuable blueprint for conducting similar assessments in the future.

Conclusion (implicit in the methodology focus):

While this section is more procedural than conclusive, it implicitly establishes a well-founded base for subsequent analysis and development of tailored systems. It serves as a methodological cornerstone for broader research projects.

Overall Assessment:

This article is methodologically strong, academically rigorous, and practically relevant. It successfully bridges theory and practice by providing a clear, literature-informed framework for evaluating email marketing tools within an e-commerce context. The focus on methodological transparency adds to its value as a reference point for future studies.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT