Manuscript: **"The Contribution of Digital Marketing to Business Performance: The Case of Companies in the Northern Region of Morocco"**

Corresponding Author: Imad Ait Lhassan

Peer review:

Reviewer 1: Blinded

Reviewer 2: Blinded

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Rewrite abstract : add methods and results	
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Rewrite methods part : see comment inside text	
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We need questionnaires to verify data	
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Put the stress on the <u>English references</u> *Choose the references <u>between 2015 and 2021</u>*	

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1. Re-write the abstract with the remarks;
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