

		AWARENESS	ACQUISITION	ALLOCATION	ENGAGEMENT
Domain-side		<i>Advertisement &amp; Discovery</i> ( Free )	<i>Download &amp; Installation</i> ( Identified )	<i>Placement</i> ( Acquired )	<i>Provision</i> ( Allocated )
Client-side		<i>Discovery &amp; Identification</i> ( Away )	<i>Filtering</i> ( Known )	<i>Selection</i> ( Listed )	<i>Invocation</i> ( Selected )