|  | AWARENESS | ACQUISITION | ALLOCATION | ENGAGEMENT |
|---|---|---|---|---|
| **Domain-side Middleware** | *Advertisement & Discovery* <br><br> ( Free ) | *Download & Installation* <br><br> ( Identified ) | *Placement* <br><br> ( Acquired ) | *Provision* <br><br> ( Allocated ) |
| **Client-side Middleware** | *Discovery & Identification* <br><br> ( Away ) | *Filtering* <br><br> ( Known ) | *Selection* <br><br> ( Listed ) | *Invocation* <br><br> ( Selected ) |