

Domain-side

## AWARENESS

*Advertisement &  
Discovery*  
( Free )

## ACQUISITION

*Download &  
Installation*  
( Identified )

## ALLOCATION

*Placement*  
( Acquired )

## ENGAGEMENT

*Provision*  
( Allocated )

Client-side

*Discovery &  
Identification*  
( Away )

*Filtering*  
( Known )

*Selection*  
( Listed )

*Invocation*  
( Selected )