

		AWARENESS	ACQUISITION	ALLOCATION	ENGAGEMENT
Domain Middleware		<i>Advertisement</i> (Free)	<i>Download</i> (Identified)	<i>Placement</i> (Acquired)	<i>Provision</i> (Allocated)
Client Middleware		<i>Discovery</i> (Away)	<i>Identification</i> (Aware)	<i>Selection</i> (Listed)	<i>Invocation</i> (Selected)