

		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 )