

Your searching Facebook marketplace for a new car

Web browser request information from remote server

Web Browser

Remote Server

1. You click on the marketplace button
3. Personalised ads are rendered on your marketplace page
3. You type "HQ Kingswood" into the search bar and click enter
5. Ads for HQ Kingswoods are rendered in your web browser
5. You click on an ad for a HQ Kingswood
6. Renders Pictures and information in your web browser specific to that ad

2. Web browser asks server to look up your personal information and previous marketplace search history to send back personalised ads
4. The web browser asks the server to find and send all HQ Kingswoods for sale in marketplace
5. The web browser asks the server for the pictures and information relating to that ad

Remote server sends the web browser the requested information