applications, tablet applications, etc.). The browser application **206** may be configured to receive, store, and/or display a website, a link to an electronic marketplace, or other interface for interacting with the one or more service provider computers **216**. Additionally, the memory **208** may store access credentials and/or other user information such as, but not limited to, user IDs, passwords, and/or other user information. In some examples, the user information may include information for authenticating an account such as, but not limited to, a device ID, a cookie, an IP address, a location, or the like. In addition, the user information may include a user **102** provided response to a security question or a geographic location obtained by the user device **204**.

[0046] In some examples, the networks **212** may include any one or a combination of many different types of networks, such as cable networks, the Internet, wireless networks, cellular networks and other private and/or public networks. While the illustrated example represents the users **102** accessing the browser application **206** over the networks **212**, the described techniques may equally apply in instances where the users **102** interact with the one or more service provider computers **216** via the one or more user devices **204** over a landline phone, via a kiosk, or in any other manner. It is also noted that the described techniques may apply in other client/server arrangements (e.g., set-top boxes, etc.), as well as in non-client/server arrangements (e.g., locally stored applications, etc.).

[0047] As described briefly above, the browser application **206** may allow the users **102** to interact with the one or more service provider computers **216** (e.g., the computer systems **106** of the service provider **101**), such as to access content like webpages or network pages. The one or more service provider computers **216**, perhaps arranged in a cluster of servers or as a server farm, may host the browser application **206** and/or cloud-based software services. Other server architectures may also be used to host the browser application **206** and/or cloud-based software services. The browser application **206** may be capable of handling requests from many users **102** and serving, in response, various user interfaces that can be rendered at the user devices **204** such as, but not limited to, a webpage, a website, network site, or network page. The browser application **206** can interact with any type of website or network site that supports user interaction, including social networking sites, electronic retailers, informational sites, blog sites, search engine sites, news and entertainment sites, and so forth. The described techniques can similarly be implemented outside of the browser application **206**, such as with other applications running on the user device **204**.

[0048] The one or more service provider computers **216** may be any type of computing device such as, but not limited to, a mobile phone, a smart phone, a personal digital assistant (PDA), a laptop computer, a desktop computer, a server computer, electronic book (e-book) reader, a thin-client device, a tablet PC, etc. Additionally, it should be noted that in some embodiments, the one or more service provider computers **216** may be executed by one or more virtual machines implemented in a hosted computing environment. The hosted computing environment may include one or more rapidly provisioned and released computing resources, which computing resources may include computing, networking, and/or storage devices. A hosted computing environment may also be referred to as a cloud computing environment. In some examples, the one or more service provider computers **216** may be in communication with the user device **204** via the networks **212**, or via other network connections. The one or more service provider computers **216** may include one or more servers, perhaps arranged in a cluster or as individual servers not associated with one another. The one or more service provider computers **216** may be in communication with one or more third party computers **214** via networks **212**. The one or more service provider computers **216** that host the browser application **206** may obtain and provide data to third party computers **214** via networks **212** in accordance with embodiments described herein.

[0049] In one illustrative configuration, the one or more service provider computers **216** may include at least one memory **218** and one or more processing units or processors (s) **221**. The processor(s) **221** may be implemented as appropriate in hardware, computer-executable instructions, firmware, or combinations thereof. Computer-executable instruction or firmware implementations of the processor(s) **221** may include computer-executable or machine-executable instructions written in any suitable programming language to perform the various functions described. The memory **218** may store program instructions that are loadable and executable on the processor(s) **221**, as well as data generated during the execution of these programs. Depending on the configuration and type of the one or more service provider computers **216**, the memory **218** may be volatile (such as RAM) and/or non-volatile (such as ROM, flash memory, etc.). The one or more service provider computers **216** or servers may also include additional storage **222**, which may include removable storage and/or non-removable storage. The additional storage **222** may include, but is not limited to, magnetic storage, optical disks and/or tape storage. The disk drives and their associated computer-readable media may provide non-volatile storage of computer-readable instructions, data structures, program modules and other data for the computing devices. In some implementations, the memory **218** may include multiple different types of memory, such as SRAM, DRAM, or ROM.

[0050] The memory **218**, the additional storage **222**, both removable and non-removable, are all examples of non-transitory computer-readable storage media. For example, computer-readable storage media may include volatile or non-volatile, removable or non-removable media implemented in any method or technology for storage of information such as computer-readable instructions, data structures, program modules, or other data. The memory **218** and the additional storage **222** are all examples of computer storage media. Additional types of computer storage media that may be present in the one or more service provider computers **216** may include, but are not limited to, PRAM, SRAM, DRAM, RAM, ROM, EEPROM, flash memory or other memory technology, CD-ROM, DVD or other optical storage, magnetic cassettes, magnetic tape, magnetic disk storage or other magnetic storage devices, or any other medium, which can be used to store the desired information and which can be accessed by the one or more service provider computers **216**. Combinations of any of the above should also be included within the scope of computer-readable media.

[0051] The one or more service provider computers **216** may also contain communication connection(s) **223** that allow the one or more service provider computers **216** to communicate with a stored database, another computing device or server, user terminals and/or other devices on the networks **212**. The one or more service provider computers **216** may also include I/O device(s) **224**, such as a keyboard,