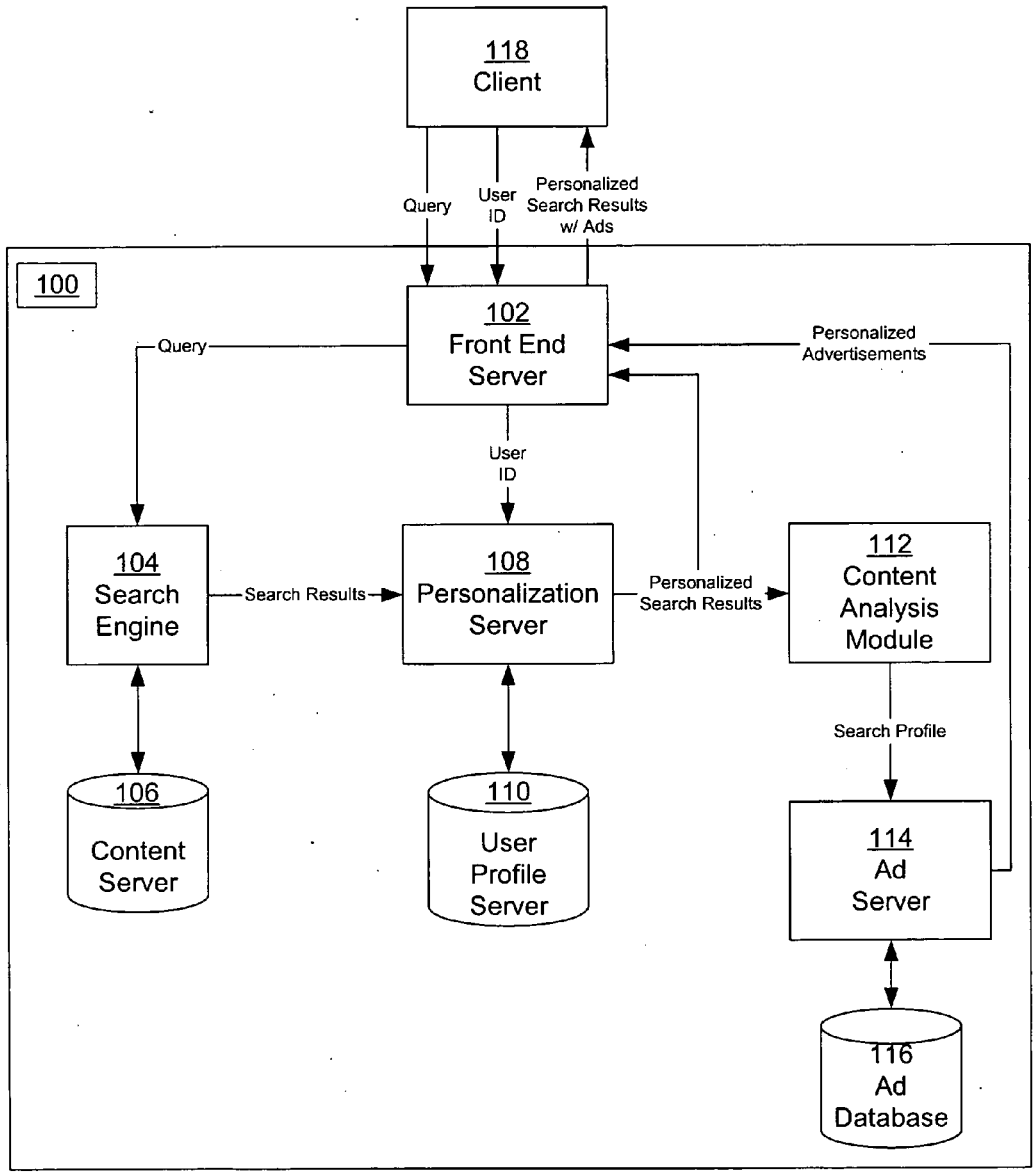
118
Client
Query
User ID
Personalized Search Results w/ Ads
100
102
Front End Server
Query
Personalized Advertisements
User ID
104
Search Engine
Search Results
108
Personalization Server
Personalized Search Results
112
Content Analysis Module
Search Profile
106
Content Server
110
User Profile Server
114
Ad Server
116
Ad Database

FIG. 1