

ABSTRACT

The present application provides an object management method, apparatus, and device, a medium, and a program product. The method comprises: in response to a management trigger operation, determining a target management object, and displaying the target management object on an object display page; then obtaining target interaction information of the target management object, wherein the target interaction information is interactive behavior information collected for the target management object during display of the target management object on the object display page; and then determining a management result of the target management object according to the target interaction information of the target management object. The method can implement automatic management of objects without the need for users to manually add and analyze management objects, thereby saving time and labor and meeting different service needs.