

Abstract

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To optimize content of a webpage in a manner that depends on whether or not a user has linked accounts to each other. The solving means is an information processing apparatus including a storage, a communication unit, and a control unit. The storage stores information regarding a first account of each of a plurality of users and first content and second content to be placed on a webpage. The communication unit communicates with a user terminal of the user. The control unit sends a webpage on which the first content is placed to the user terminal in a case where the control unit receives a display request of the webpage from the user terminal and where the display request includes information indicating that a second account of the user has been linked to the first account and sends a webpage on which the second content is placed to the user terminal in a case where the control unit receives the display request of the webpage from the user terminal and where the display request includes information indicating that the second account has not been linked to the first account or does not include the information indicating that the second account of the user has been linked to the first account.

FIG. 4