ABSTRACT

A message-based interaction method, executed by a computer device and comprising: displaying a message sending interface, and in response to a message input operation triggered on the message sending interface, displaying a message inputted by means of the message input operation (S202); when the message comprises a push keyword, displaying push information associated with the push keyword, the push information indicating a promoted object (S204); and in response to a sending operation for the push information, displaying the sent push information, the push information being used for triggering display of promotional content linked by the push information, and the promotional content being associated with the promoted object (S206).

Figure 2