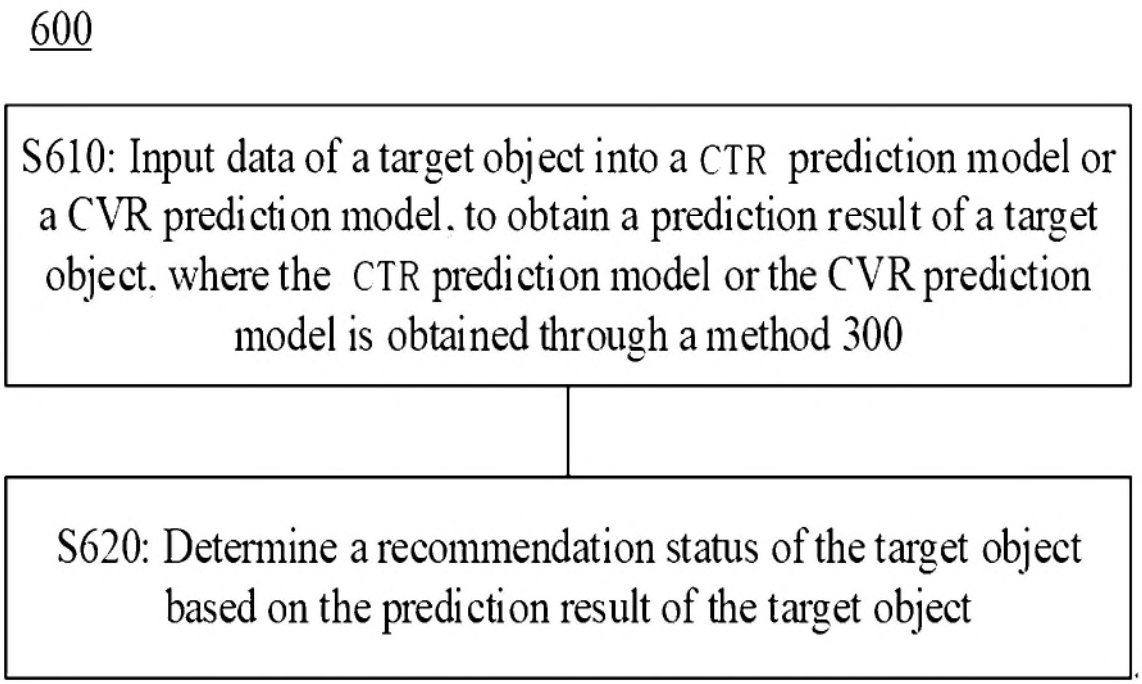
600
S610: Input data of a target object into a CTR prediction model or a CVR prediction model. to obtain a prediction result of a target object. where the CTR prediction model or the CVR prediction model is obtained through a method 300
S620: Determine a recommendation status of the target object based on the prediction result of the target object

FIG. 6

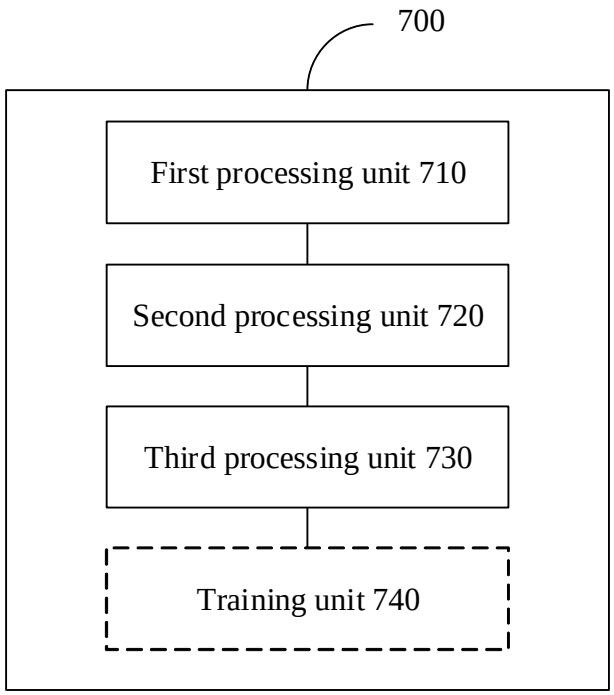
700
First processing unit 710
Second processing unit 720
Third processing unit 730
Training unit 740

FIG. 7