

ABSTRACT

Disclosed in the present application are an information presentation method and apparatus, and an electronic device and a computer-readable medium. The method comprises: when a client is presently presenting an object presentation page and the object presentation page comprises a first information presentation area, after the client receives a selection operation for a target object in the first information presentation area, if it is determined, according to resource value representation data of the target object and description information of a discount to be used, that a preset presentation condition is met, displaying a second information presentation area in the object presentation page, so that after the client receives a trigger operation for an add-on object, which is to be used, in the second information presentation area, said add-on object is added to the first information presentation area for presentation, and said add-on object is then in a selected state in the first information presentation area. In this way, an object adding-on process can be simplified, such that the add-on efficiency of a user can be improved, and the purchase experience of the user with regard to an object can thus be improved.