ABSTRACT

Disclosed in the present application are a service processing method, a related apparatus, a device, and a storage medium. The method of the present application comprises: when first advertisement content is displayed, acquiring first biological data, the first advertisement content being advertisement content corresponding to a first commodity, and the first biological data comprising a biological feature to be recognized; if the first biological data successfully matches pre-stored biological data, acquiring payment information corresponding to a target subject, the pre-stored biological data being biological data pre-acquired for the target subject; and in response to a confirmation operation for order information of the first commodity, performing a payment operation on the basis of the payment information. The present application not only saves operation time and effort, but also improves order placing efficiency. Moreover, the present application helps to promote the sales of commodities, thereby enhancing the value of advertising.

Fig. 4