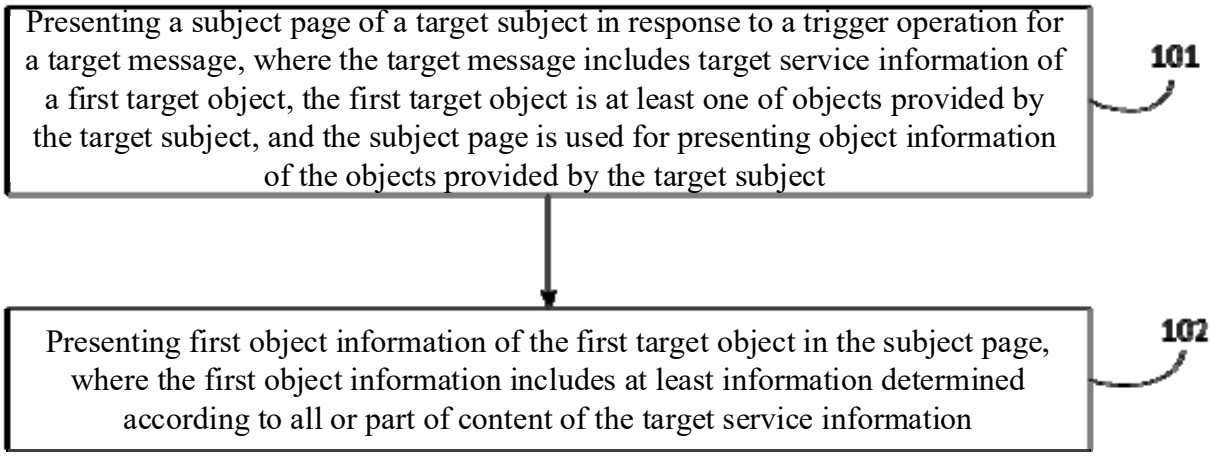

Presenting a subject page of a target subject in response to a trigger operation for a target message, where the target message includes target service information of a first target object, the first target object is at least one of objects provided by the target subject, and the subject page is used for presenting object information of the objects provided by the target subject
101
Presenting first object information of the first target object in the subject page, where the first object information includes at least information determined according to all or part of content of the target service information
102

Fig. 1

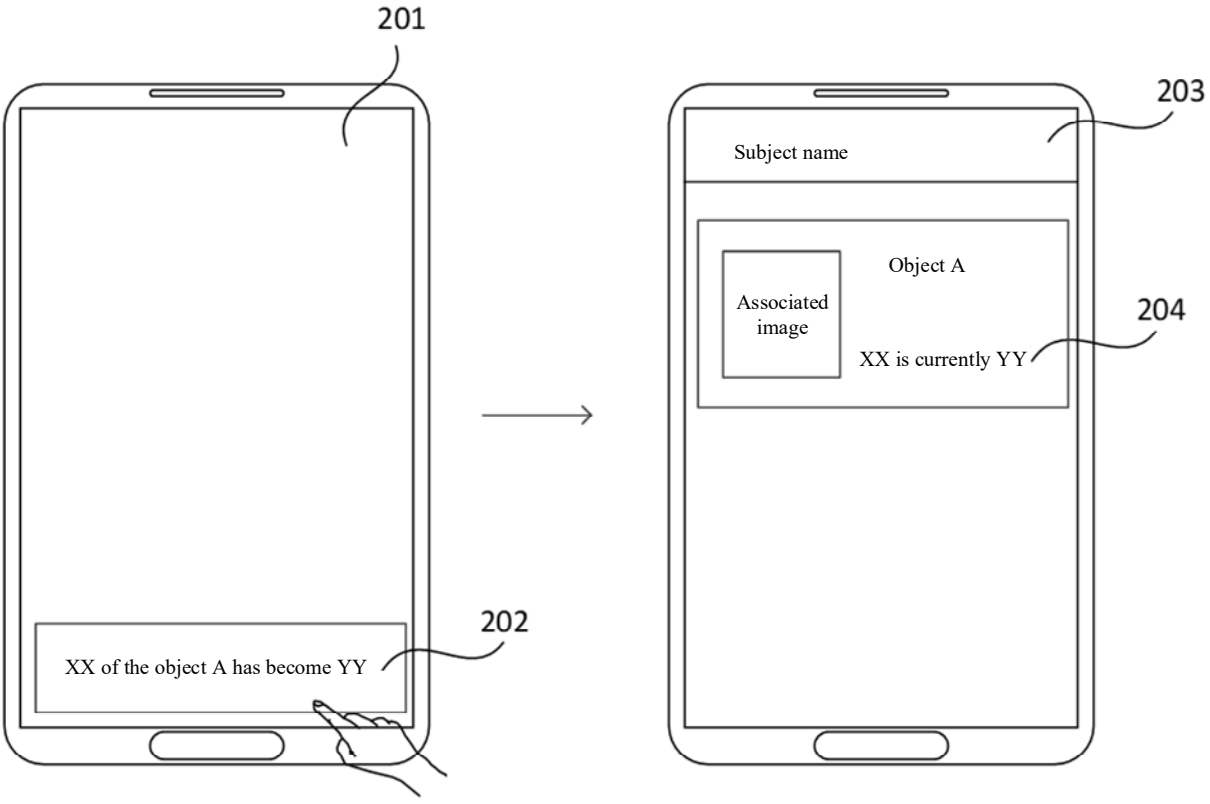

201
XX of the object A has become YY
202
Subject name
203
Object A
Associated image
XX is currently YY
204

Fig. 2

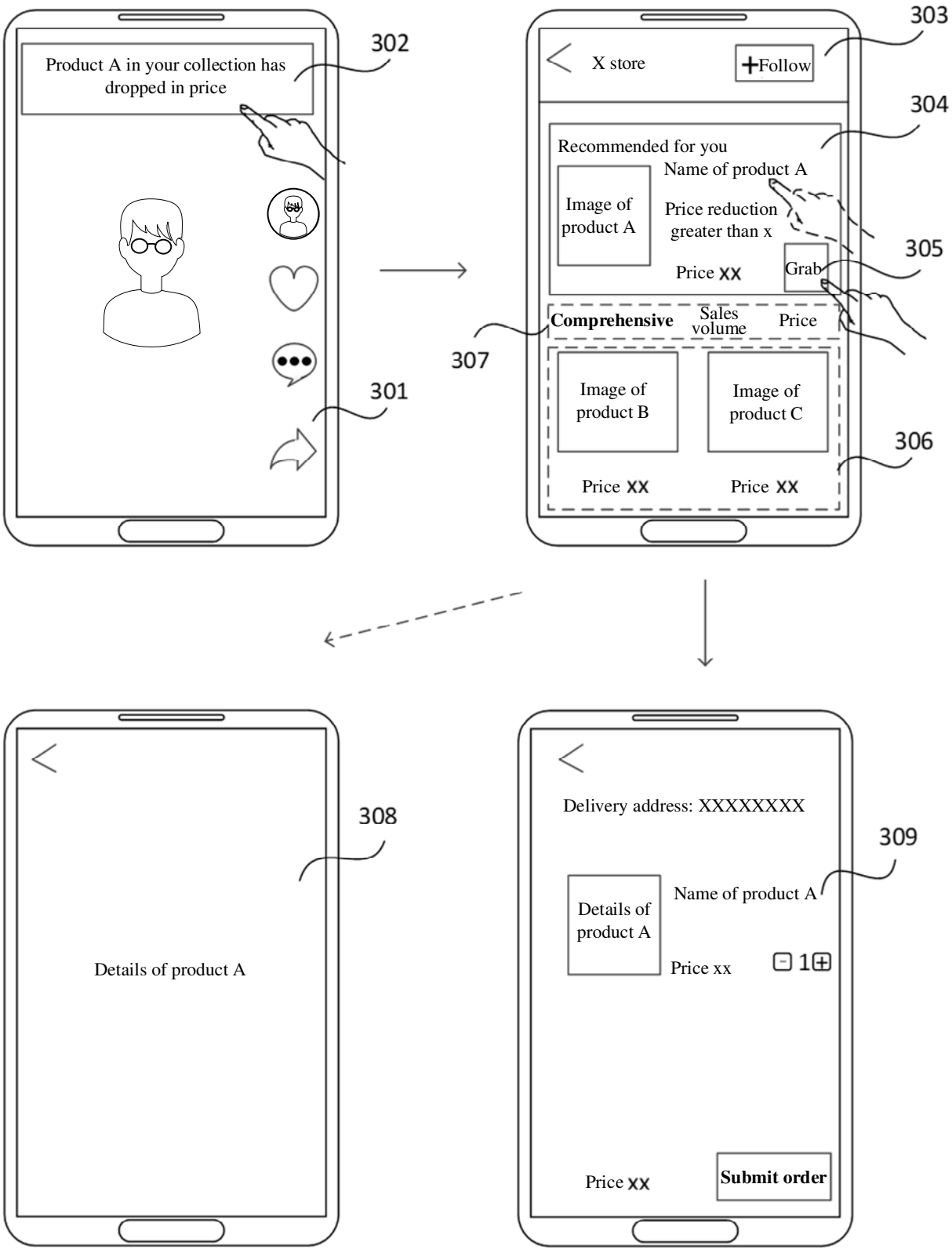

Product A in your collection has dropped in price
302
301
X store
+Follow
303
Recommended for you
304
Name of product A
Image of product A
Price reduction greater than x
Price xx
Grab
305
Comprehensive
Sales volume
Price
307
Image of product B
Image of product C
306
Price xx
Price xx
Details of product A
308
Delivery address: XXXXXXXX
309
Details of product A
Name of product A
Price xx
1
Price xx
Submit order

Fig. 3

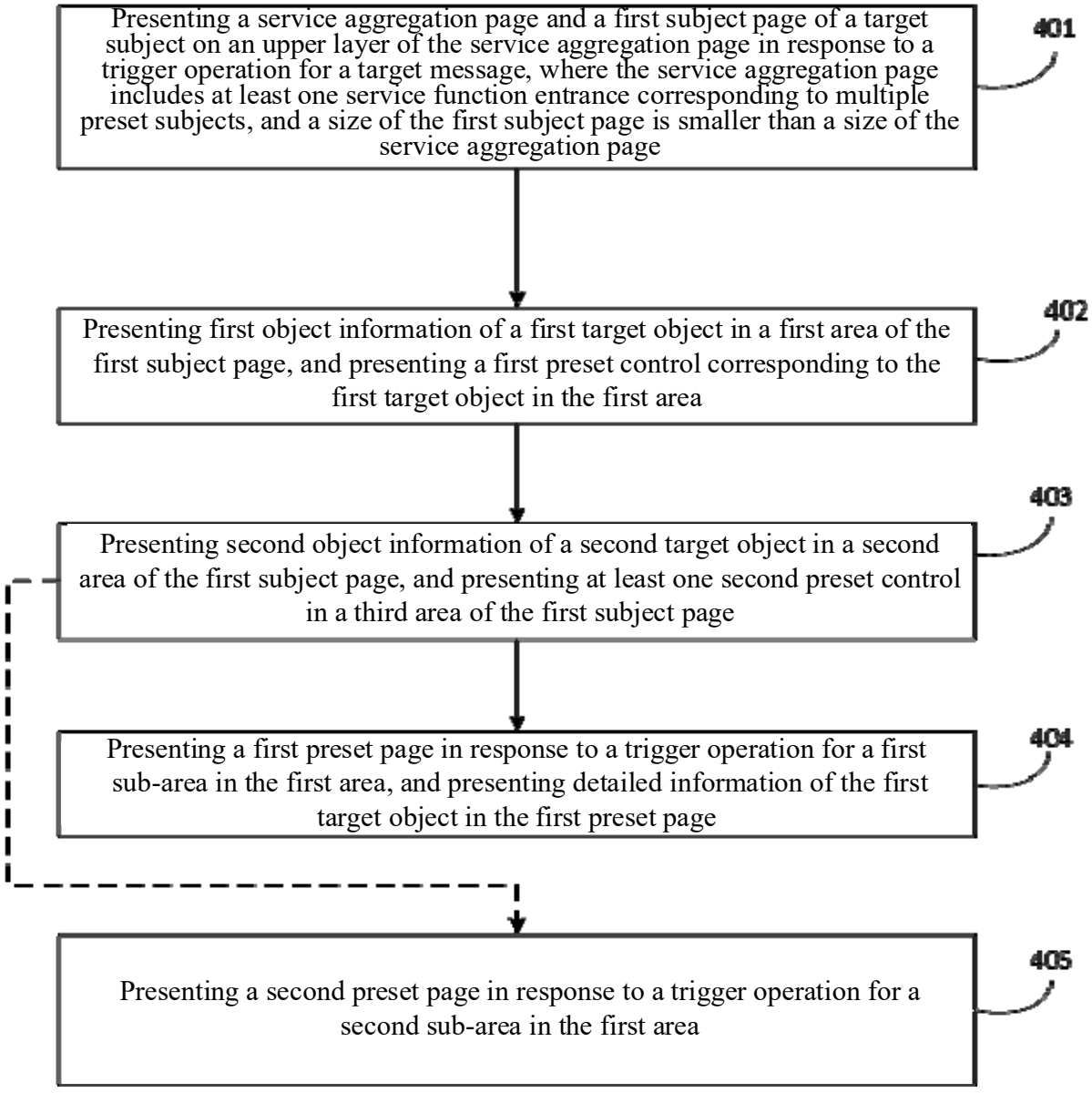

Presenting a service aggregation page and a first subject page of a target subject on an upper layer of the service aggregation page in response to a trigger operation for a target message, where the service aggregation page includes at least one service function entrance corresponding to multiple preset subjects, and a size of the first subject page is smaller than a size of the service aggregation page
401
Presenting first object information of a first target object in a first area of the first subject page, and presenting a first preset control corresponding to the first target object in the first area
402
Presenting second object information of a second target object in a second area of the first subject page, and presenting at least one second preset control in a third area of the first subject page
403
Presenting a first preset page in response to a trigger operation for a first sub-area in the first area, and presenting detailed information of the first target object in the first preset page
404
Presenting a second preset page in response to a trigger operation for a second sub-area in the first area
405

Fig. 4

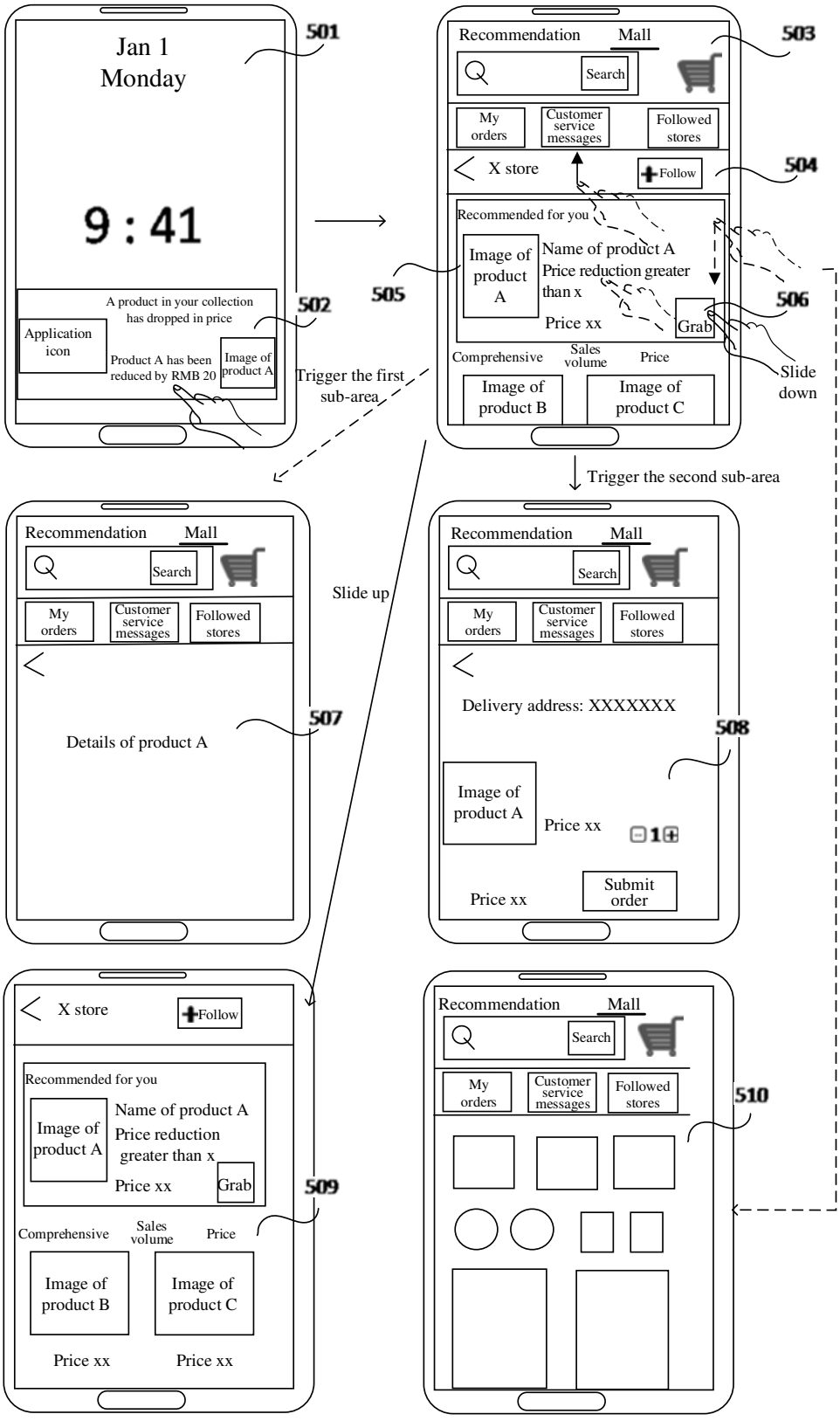

Jan 1
Monday
9 : 41
501
A product in your collection has dropped in price
Application icon
Product A has been reduced by RMB 20
Image of product A
502
Trigger the first sub-area
Recommendation
Mall
Search
My orders
Customer service messages
Followed stores
503
X store
Follow
504
Recommended for you
Image of product A
Name of product A
Price reduction greater than x
Price xx
Grab
505
506
Comprehensive
Sales volume
Price
Image of product B
Image of product C
Slide down
Trigger the second sub-area
Slide up
Details of product A
507
Delivery address: XXXXXXX
508
Submit order
509
510

Fig. 5

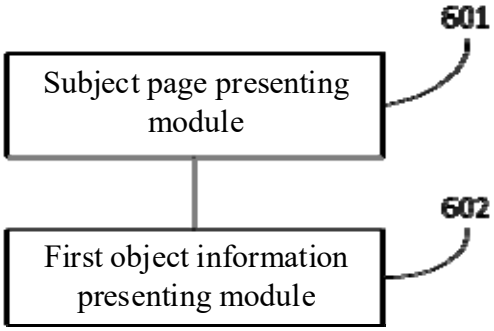

601
Subject page presenting module
602
First object information presenting module

Fig. 6

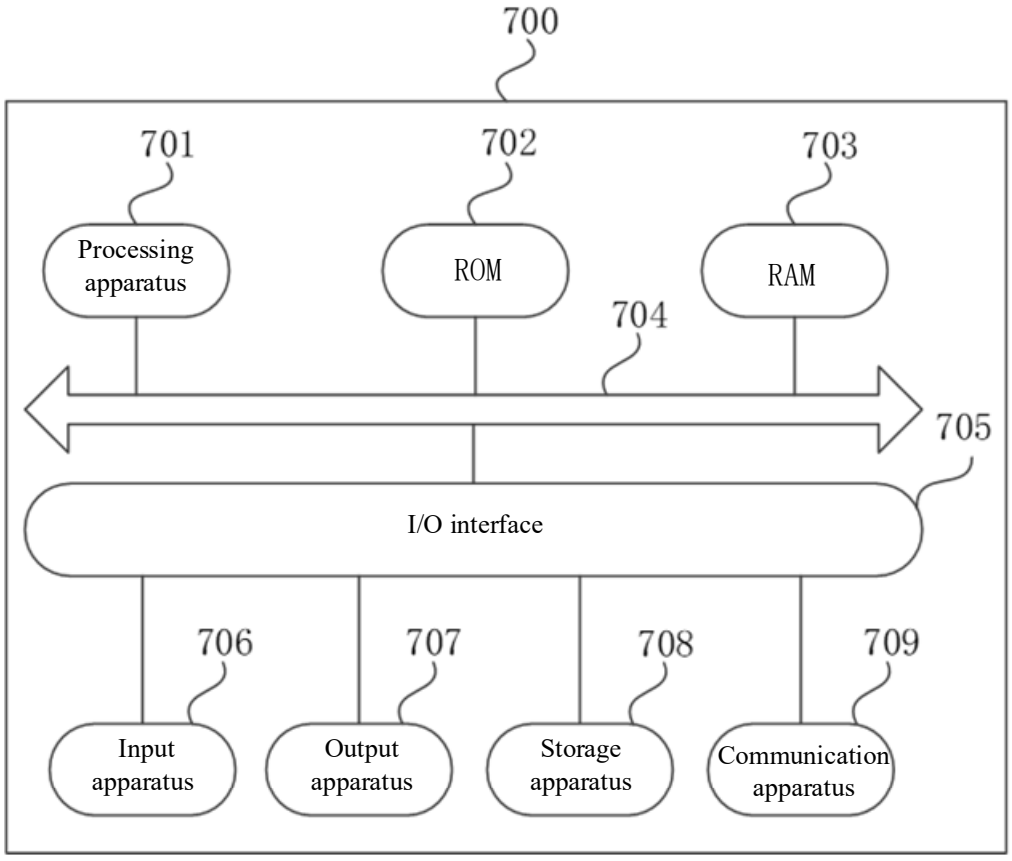

700
701
Processing apparatus
702
ROM
703
RAM
704
705
I/O interface
706
Input apparatus
707
Output apparatus
708
Storage apparatus
709
Communication apparatus

Fig. 7