

CLAIMS

1. A data interaction method, comprising:

presenting a video stream containing a recommended object in a video stream push page of a preset application;

in a case where the recommended object supports an instant delivery service, presenting an original control for interactive operation to be reused as a preset control in the video stream push page of the preset application, and displaying instant delivery service prompt information at a preset position in the video stream push page corresponding to the preset control;

receiving a first trigger operation acting on the preset control; and

in response to the first trigger operation, displaying a first page corresponding to the recommended object, wherein the instant delivery service for the recommended object is provided on the first page.

2. The method of claim 1, wherein, the first page can comprise an instant delivery service page of a target provider, wherein the target provider is used for providing the recommended object, and the instant delivery service page comprises an instant delivery service request entry for the recommended object;

wherein, before displaying the first page corresponding to the recommended object, the method further comprises:

determining the target provider from a set of candidate providers.

3. The method of claim 2, wherein, the determining the target provider from the set of candidate providers comprises:

determining the set of candidate providers to which the recommended object belongs;
and

selecting the target provider from at least two providers included in the set of candidate providers that meets a preset delivery distance requirement and supports the instant delivery service, based on a user's positioning information and/or instant delivery destination information.

4. The method of claim 2, wherein, the instant delivery service page also comprises an instant delivery service request entry corresponding to a set recommended object provided by the target provider.

5. The method of claim 1, wherein, the first page comprises a main service page of a provider of the recommended object, wherein the main service page comprises an entry to a second page, and the second page comprises an instant delivery service page of the provider of the recommended object.

6. The method of claim 5, wherein, a preset number of alternative recommended objects provided by the provider of the recommended object is displayed at the entry to the second page.

7. The method of claim 6, wherein, after displaying the first page corresponding to the recommended object, the method further comprise:

receiving a second trigger operation acting on a target alternative recommended object;

in response to the second trigger operation, displaying the second page, wherein in the second page, an instant delivery service request entry for the target alternative recommended object is displayed in a first preset display manner, and an instant delivery service request entry corresponding to a preset recommended object is displayed in a second preset display manner, the preset recommended object comprises a recommended object in the second page other than the target alternative recommended object, and the first and second preset display manners are different.

8. The method of claim 6, wherein, before displaying the second page, the method further comprises:

determining a target provider from a set of candidate providers;

wherein when the second page is displayed, the method further comprises:

in a case it is detected that a provider corresponding to the second page is inconsistent with the target provider, displaying inquiry information for switching to an instant delivery service page corresponding to the target provider.

9. The method of claim 1, wherein, the recommended object corresponds to at least one associated provider, and the associated provider is used to provide recommended objects belonging to the same category as the recommended object; the first page comprises an

aggregation service page for the provider of the recommended object and the associated provider, the aggregation service page comprises entries to instant delivery service pages corresponding to the provider of the recommended object and the associated provider respectively.

10. A data interaction apparatus, comprising:

a video stream presentation module, configured to present a video stream containing a recommended object in a video stream push page of a preset application,

wherein the video stream presentation module is further configured to, in a case where the recommended object supports an instant delivery service, present an original control for interactive operation to be reused as a preset control in the video stream push page of the preset application, and display instant delivery service prompt information at a preset position in the video stream push page corresponding to the preset control;

a trigger operation receiving module, configured to receive a first trigger operation acting on the preset control; and

a first page presentation module, configured to, in response to the first trigger operation, display a first page corresponding to the recommended object, where the instant delivery service for the recommended object is provided on the first page.

11. An electronic device, comprising a memory, a processor, and a computer program stored on the memory and executable on the processor, wherein the processor, when executing the computer program, implements the data interaction method of any of claims 1-9.

12. A computer-readable storage medium storing a computer program, wherein the computer program, when executed by a processor, causes to implement the data interaction method of any one of claims 1-9.