(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国 际 局

(43) 国际公布日
2025 年 10 月 2 日 (02.10.2025)

WIPO | PCT

(10) 国际公布号
WO 2025/200743 A1

(51) 国际专利分类号:
G06Q 30/0601 (2023.01) *G06T 7/10* (2017.01)
G06F 3/04845 (2022.01)

(21) 国际申请号: PCT/CN2025/073560

(22) 国际申请日: 2025 年 1 月 21 日 (21.01.2025)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
202410375000.3 2024年3月28日 (28.03.2024) CN

(71) 申请人: 杭州阿里巴巴海外互联网产业有限公司 (**HANGZHOU ALIBABA INTERNATIONAL INTERNET INDUSTRY CO., LTD.**) [CN/CN]; 中国浙江省杭州市滨江区长河街道网商路 699 号 5号楼3楼303室 310052 (CN)。

(72) 发明人: 周腾渊 (**ZHOU, Tengyuan**); 中国浙江省杭州市余杭区五常街道文一西路 960-1 号西溪C区 311121 (CN)。 方聪聪 (**FANG, Congcong**); 中国浙江省杭州市余杭区五常街道文一西路960-1号西溪C区 311121 (CN)。

(74) 代理人: 北京同钧律师事务所 (**BEIJING TONGJUN LAW FIRM**); 中国北京市海淀区西直门北大街32号院1号楼7层808室 100082 (CN)。

(81) 指定国(除另有指明，要求每一种可提供的国家保护): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA,

(54) **Title:** METHOD FOR PROVIDING PRODUCT INFORMATION, AND ELECTRONIC DEVICE

(54) 发明名称: 提供商品信息的方法及电子设备

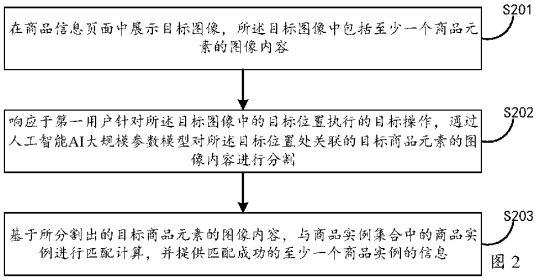


图 2

S201 Display a target image in a product information page, wherein the target image comprises image content of at least one product element

S202 In response to a target operation executed by a first user in respect of a target position in the target image, segment image content of an associated target product element at the target position by means of an artificial intelligence (AI) large-scale parameter model

S203 On the basis of the segmented image content of the target product element, perform matching calculation between same and product instances in a product instance set, and provide information of at least one successfully matched product instance

(57) **Abstract:** Disclosed in the present application are a method for providing product information, and an electronic device. The method comprises: displaying a target image in a product information page, wherein the target image comprises image content of at least one product element; in response to a target operation executed by a user in respect of a target position in the target image, segmenting image content of an associated target product element at the target position by means of an artificial intelligence (AI) large-scale parameter model; and on the basis of the segmented image content of the target product element, performing matching calculation between same and product instances in a product instance set, and providing information of at least one successfully matched product instance. By means of the present application, the traffic steering efficiency of product instances can be improved without relying on

WO 2025/200743 A1

[见续页]

PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UY, UZ, VC, VN, WS, ZA, ZM, ZW。

(84) 指定国(除另有指明，要求每一种可提供的地区保护): ARIPO (BW, CV, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), 欧亚 (AM, AZ, BY, KG, KZ, RU, TJ, TM), 欧洲 (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, ME, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG)。

本国际公布:
— 包括国际检索报告(条约第21条(3))。

manual configuration by merchants, and users are also provided with a new method for quickly acquiring a product search result.

(57) 摘要: 本申请公开了提供商品信息的方法及电子设备，其中方法包括：在商品信息页面中展示目标图像，所述目标图像中包括至少一个商品元素的图像内容；响应于用户针对所述目标图像中的目标位置执行的目标操作，通过人工智能AI大规模参数模型对所述目标位置处关联的目标商品元素的图像内容进行分割；基于所分割出的目标商品元素的图像内容，与商品实例集合中的商品实例进行匹配计算，并提供匹配成功的至少一个商品实例的信息。通过本申请，能够在不依赖商家的手动配置的情况下，提升商品实例的导流效率，同时为用户提供新的快速获取商品搜索结果的方式。