

TITLE

SERVICE EXECUTION METHOD AND COMPUTER SYSTEM

ABSTRACT

This specification discloses a service execution method and a computer system. A target program is pre-deployed in an electronic wallet. The electronic wallet determines marketing information by using the target program in response to a display request for a specified page; displays the specified page, and displays the marketing information in a marketing booth included on the specified page; and allocates digital assets corresponding to the marketing information to an account of a user in the electronic wallet in response to an operation performed by the user on the marketing information. According to the above-mentioned solution, the user can obtain the digital assets by performing one operation on the specified page of the electronic wallet, without a need to jump to another page or application. In this way, a digital asset obtaining threshold is lowered, and efficiency of performing an electronic transaction by the user by using the electronic wallet is improved. In addition, the target program is deployed in the electronic wallet, and the target program manages content and display of the marketing information, to reduce costs of developing marketing content by the electronic wallet, and improve display efficiency of the marketing content.