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(54) Title: METHOD AND APPARATUS FOR PRESENTING RECOMMENDED OBJECT, AND DEVICE AND STORAGE MEDIUM

(54) 发明名称: 用于推荐对象呈现的方法、装置、设备和存储介质

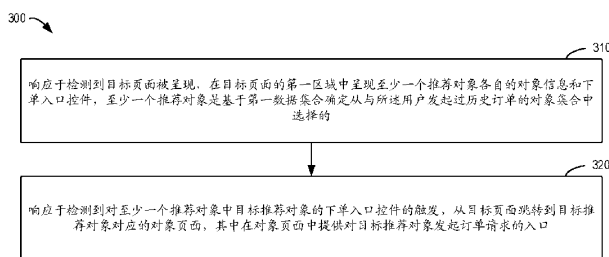


图 3

310 In response to having detected that a target page is presented, present, in a first region of the target page, respective object information of at least one recommended object and an order placement entry control for each of the at least one recommended object, wherein the at least one recommended object is determined on the basis of a first data set and selected from a set of objects for which a user has initiated historical orders

320 In response to having detected the triggering of an order placement entry control for a target recommended object among the at least one recommended object, jump from the target page to an object page corresponding to the target recommended object, wherein an entry for initiating an order request for the target recommended object is provided in the object page

(57) Abstract: Provided in the embodiments of the present disclosure are a method and apparatus for presenting a recommended object, and a device and a storage medium. The method comprises: in response to having detected that a target page is presented, presenting, in a first region of the target page, respective object information of at least one recommended object and an order placement entry control for each of the at least one recommended object, wherein the at least one recommended object is determined on the basis of a first data set and selected from a set of objects for which a user has initiated historical orders, the first data set comprises: historical behavior data related to a plurality of objects, and/or historical order data of a target user group, and the historical order data indicates the order initiation status of the target user group for the objects in the set of objects; and in response to having detected the triggering of an order placement entry control for a target recommended object among the at least one recommended object, jumping from the target page to an object page corresponding to the target recommended object, wherein an entry for initiating an order request for the target recommended object is provided in the object page.

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本国际公布:

— 包括国际检索报告(条约第21条(3))。

(57) 摘要: 根据本公开的实施例, 提供了用于的方法、装置、设备和存储介质。该方法包括响应于检测到目标页面被呈现, 在目标页面的第一区域中呈现至少一个推荐对象各自的对象信息和下单入口控件, 至少一个推荐对象是基于第一数据集合确定从与用户发起过历史订单的对象集合中选择的, 其中所述第一数据集合包括: 与多个对象相关的历史行为数据, 和/或目标用户群体的历史订单数据, 历史订单数据指示目标用户群体对对象集合中的对象发起订单的状况; 以及响应于检测到对至少一个推荐对象中目标推荐对象的下单入口控件的触发, 从目标页面跳转到目标推荐对象对应的对象页面, 其中在对象页面中提供对目标推荐对象发起订单请求的入口。