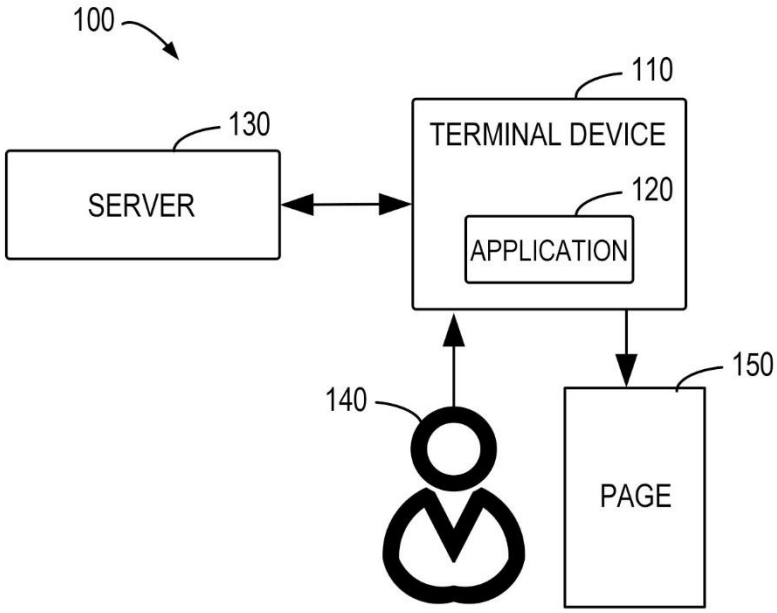

100
110
TERMINAL DEVICE
130
SERVER
120
APPLICATION
150
140
PAGE

FIG. 1


200A
FOLLOWING
STORE
RECOMMENDED
210
212
"DING, A COUPON IS GIFTED TO YOU"
XX-YUAN COUPON
FLAGSHIP
XXXXXXXXX
PRODUCT POSITIVE REVIEW RATE: | FROM XXXX STORE
PRICE AFTER COUPON
XXX
PRICE REDUCED BY X YUAN
XX SOLD
214
NOT INTERESTED
GO TO THE STORE TO CLAIM COUPONS AND VIEW MORE
SWIPE UP TO CONTINUE WATCHING VIDEOS

FIG. 2A

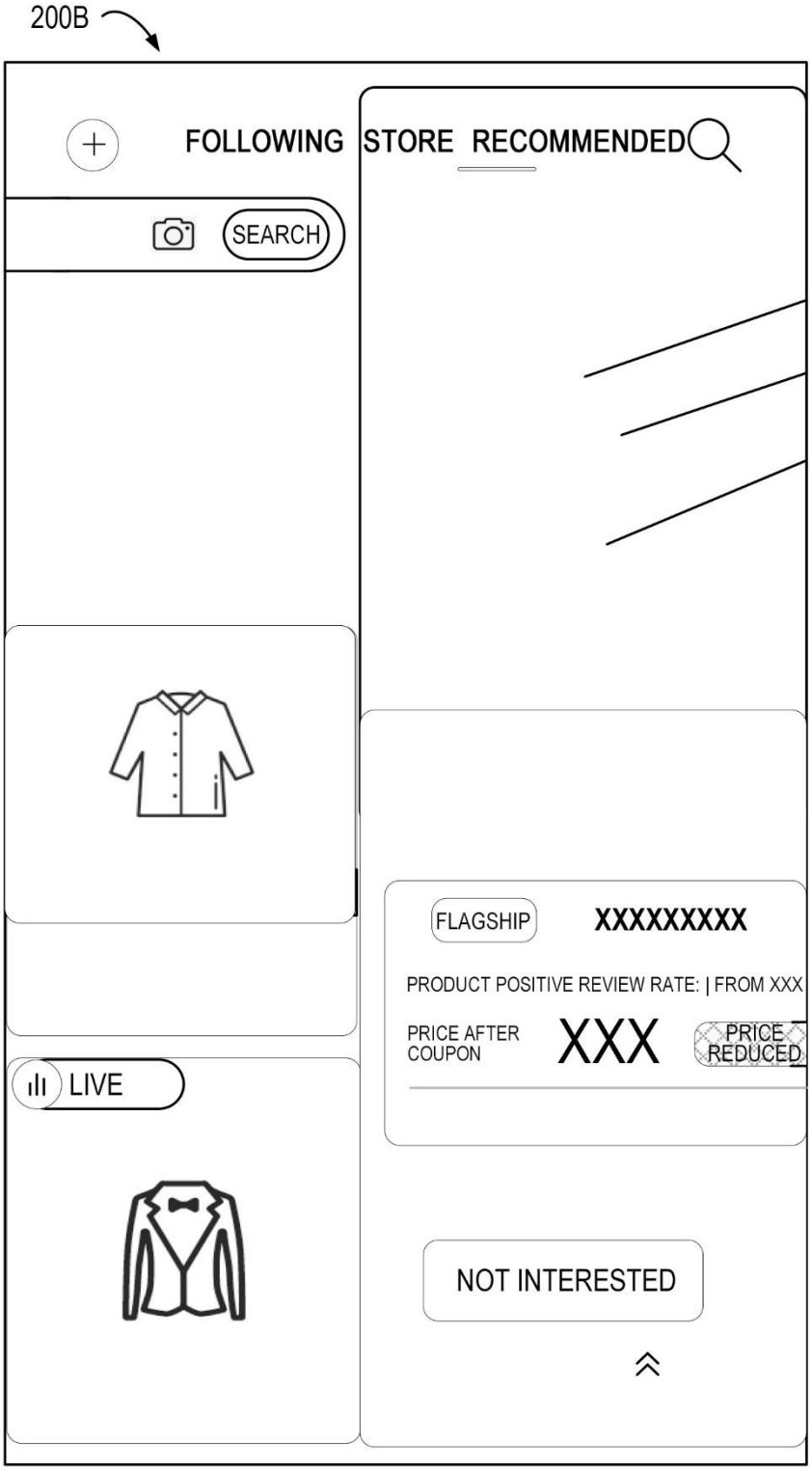

200B
FOLLOWING
STORE
RECOMMENDED
SEARCH
FLAGSHIP
XXXXXXXXX
PRODUCT POSITIVE REVIEW RATE: | FROM XXX
PRICE AFTER COUPON
XXX
PRICE REDUCED
LIVE
NOT INTERESTED

FIG. 2B

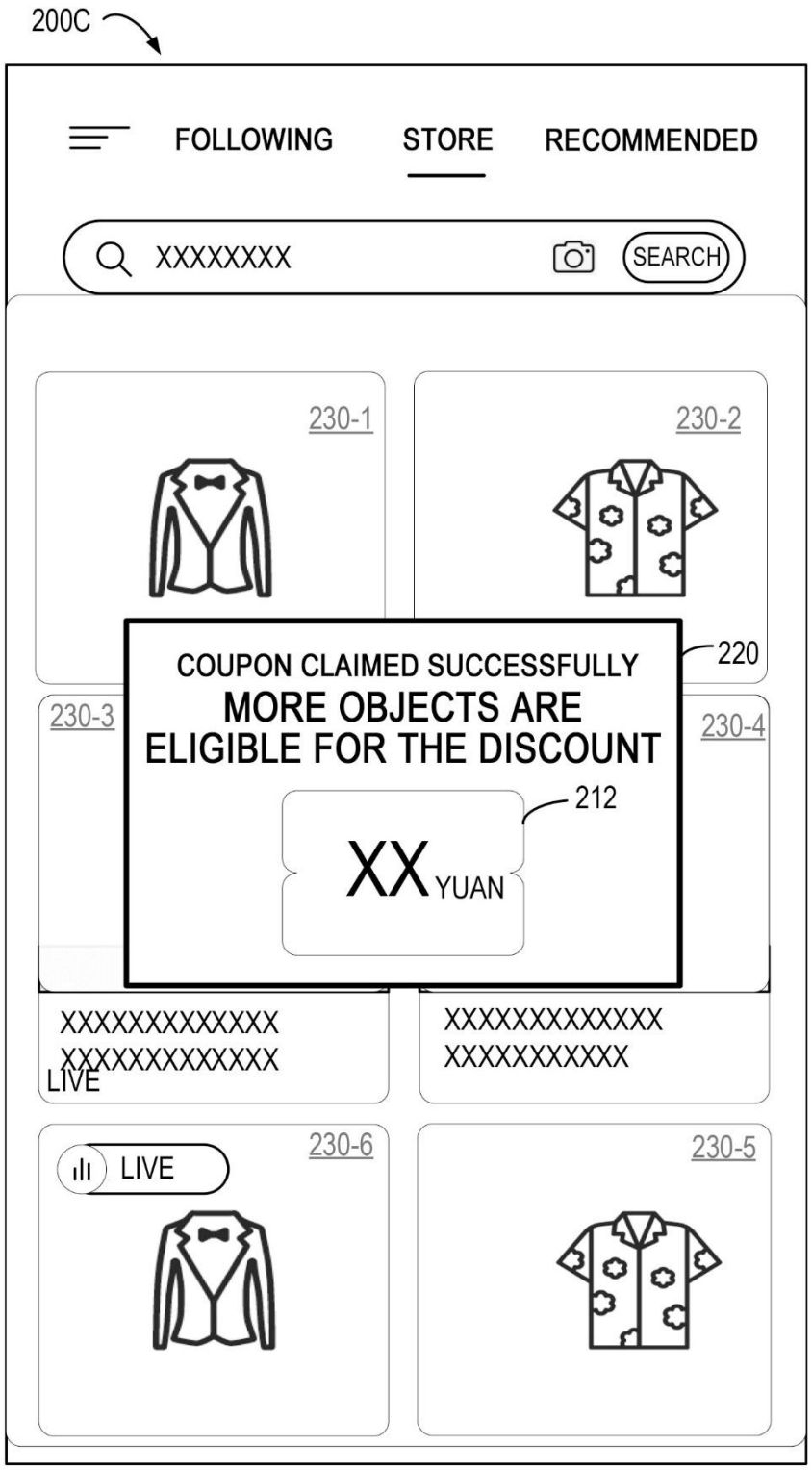

200C
FOLLOWING
STORE
RECOMMENDED
XXXXXXXX
SEARCH
230-1
230-2
220
COUPON CLAIMED SUCCESSFULLY
MORE OBJECTS ARE ELIGIBLE FOR THE DISCOUNT
212
XX YUAN
230-3
230-4
XXXXXXXXXXXXX
XXXXXXXXXXXXX
LIVE
XXXXXXXXXXXXX
XXXXXXXXXXX
LIVE
230-6
230-5

FIG. 2C

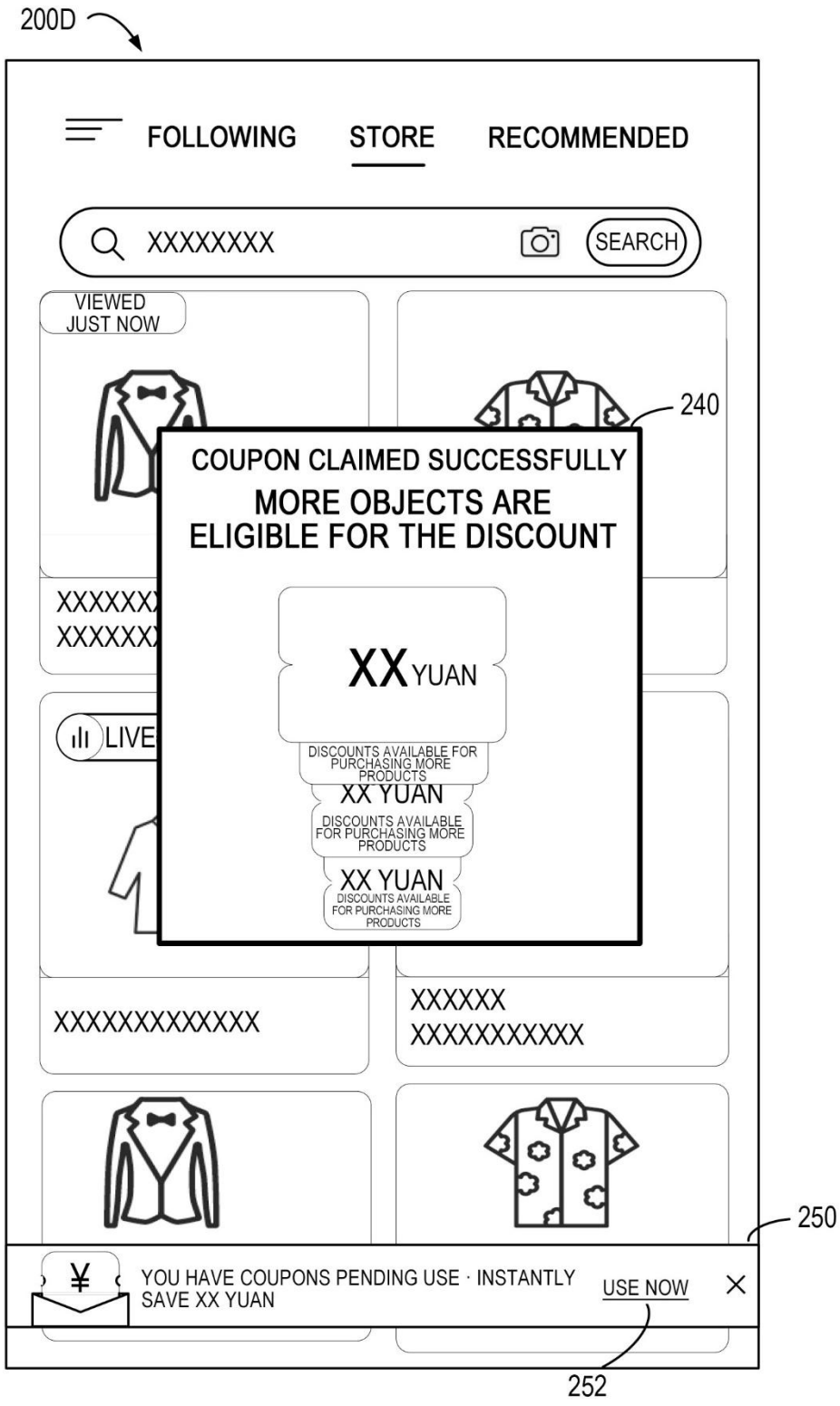

200D
FOLLOWING
STORE
RECOMMENDED
XXXXXXXX
SEARCH
VIEWED JUST NOW
240
COUPON CLAIMED SUCCESSFULLY
MORE OBJECTS ARE ELIGIBLE FOR THE DISCOUNT
XX YUAN
DISCOUNTS AVAILABLE FOR PURCHASING MORE PRODUCTS
XX YUAN
DISCOUNTS AVAILABLE FOR PURCHASING MORE PRODUCTS
XX YUAN
DISCOUNTS AVAILABLE FOR PURCHASING MORE PRODUCTS
LIVE
XXXXXXXXXXXXX
XXXXXX
XXXXXXXXXX
250
YOU HAVE COUPONS PENDING USE · INSTANTLY SAVE XX YUAN
USE NOW
252

FIG. 2D

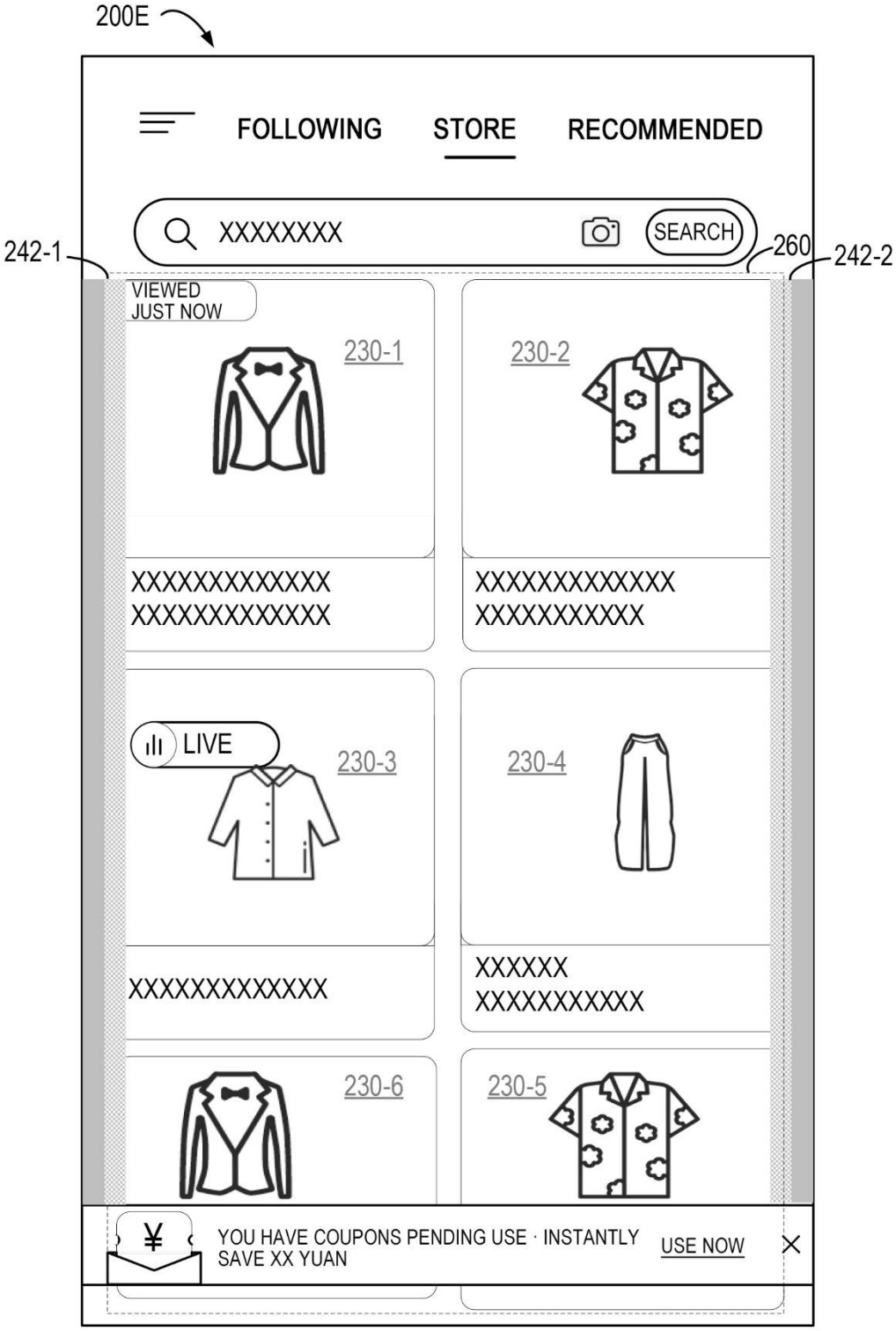

200E
FOLLOWING
STORE
RECOMMENDED
XXXXXXXX
SEARCH
242-1
260
242-2
VIEWED
JUST NOW
230-1
230-2
XXXXXXXXXXXXX
XXXXXXXXXXXXX
XXXXXXXXXXXXX
XXXXXXXXXXX
LIVE
230-3
230-4
XXXXXXXXXXXXX
XXXXXX
XXXXXXXXXXX
230-6
230-5
YOU HAVE COUPONS PENDING USE · INSTANTLY
SAVE XX YUAN
USE NOW

FIG. 2E

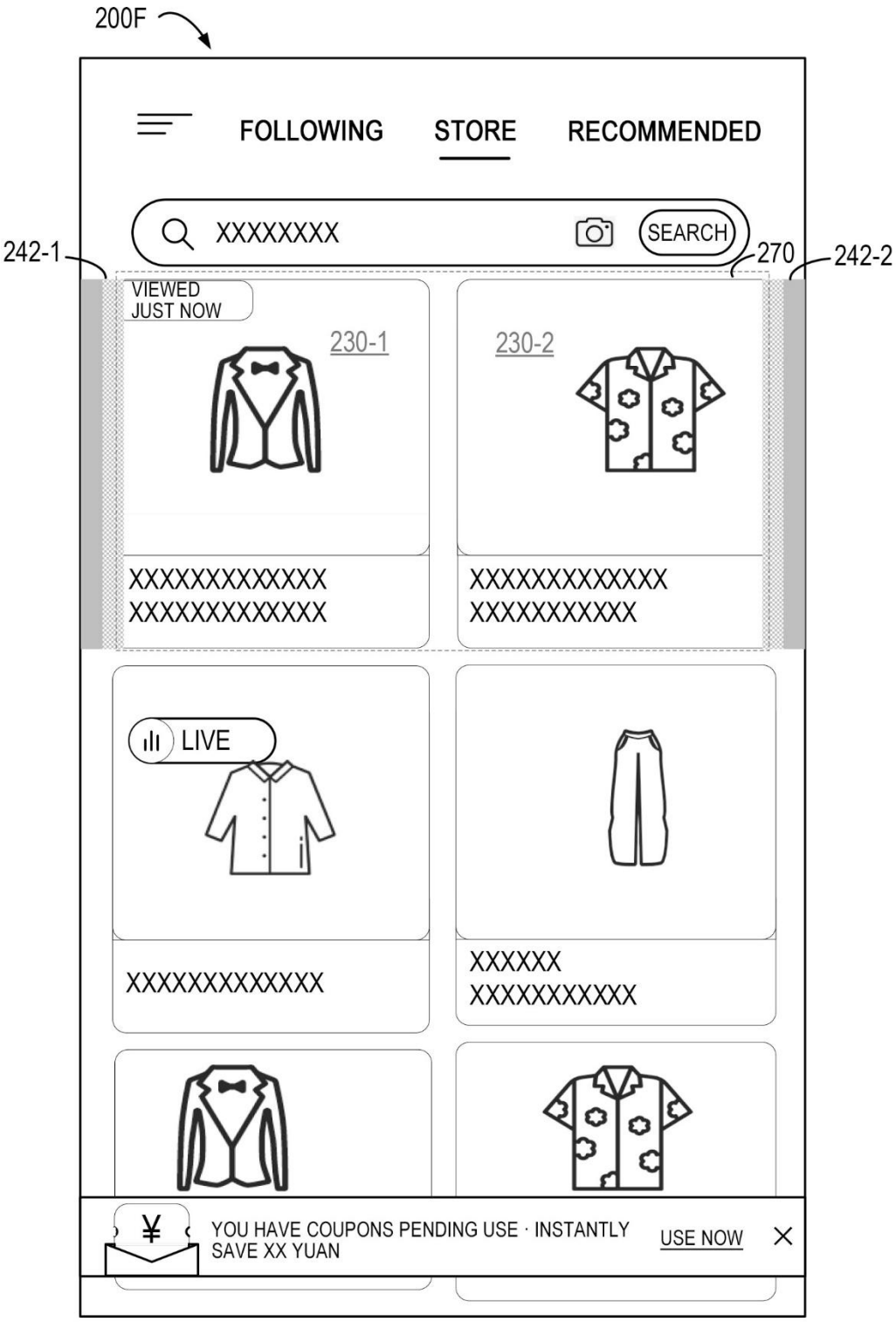

200F
FOLLOWING
STORE
RECOMMENDED
XXXXXXXX
SEARCH
242-1
270
242-2
VIEWED JUST NOW
230-1
230-2
XXXXXXXXXXXXX
XXXXXXXXXXXXX
XXXXXXXXXXXXX
XXXXXXXXXXX
LIVE
XXXXXXXXXXXXX
XXXXXX
XXXXXXXXXXX
YOU HAVE COUPONS PENDING USE · INSTANTLY SAVE XX YUAN
USE NOW

FIG. 2F

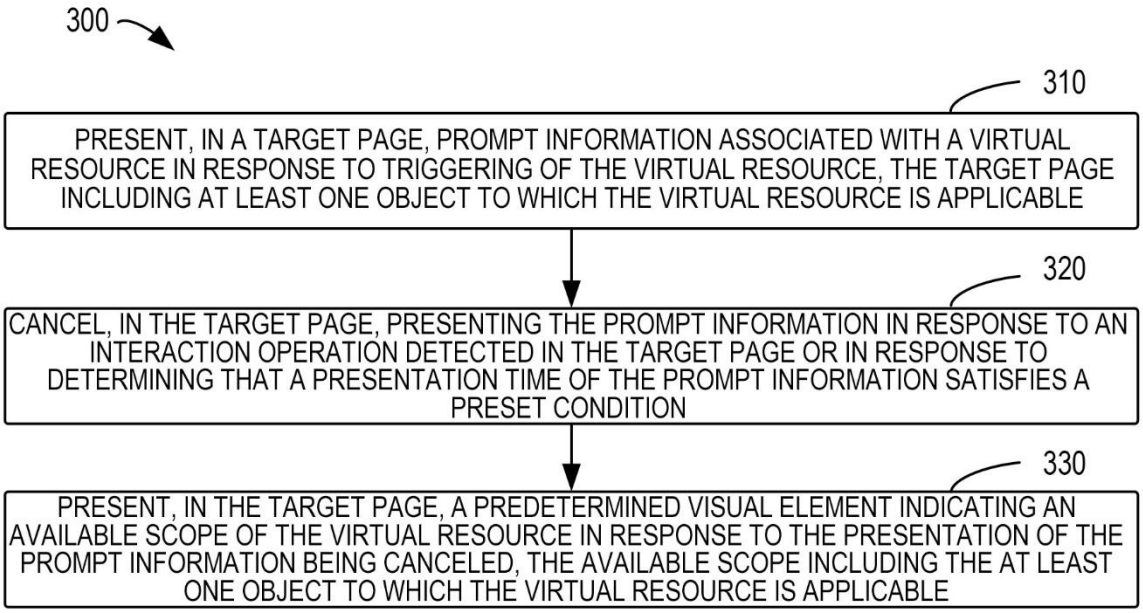

300
310
PRESENT, IN A TARGET PAGE, PROMPT INFORMATION ASSOCIATED WITH A VIRTUAL RESOURCE IN RESPONSE TO TRIGGERING OF THE VIRTUAL RESOURCE, THE TARGET PAGE INCLUDING AT LEAST ONE OBJECT TO WHICH THE VIRTUAL RESOURCE IS APPLICABLE
320
CANCEL, IN THE TARGET PAGE, PRESENTING THE PROMPT INFORMATION IN RESPONSE TO AN INTERACTION OPERATION DETECTED IN THE TARGET PAGE OR IN RESPONSE TO DETERMINING THAT A PRESENTATION TIME OF THE PROMPT INFORMATION SATISFIES A PRESET CONDITION
330
PRESENT, IN THE TARGET PAGE, A PREDETERMINED VISUAL ELEMENT INDICATING AN AVAILABLE SCOPE OF THE VIRTUAL RESOURCE IN RESPONSE TO THE PRESENTATION OF THE PROMPT INFORMATION BEING CANCELED, THE AVAILABLE SCOPE INCLUDING THE AT LEAST ONE OBJECT TO WHICH THE VIRTUAL RESOURCE IS APPLICABLE

FIG. 3

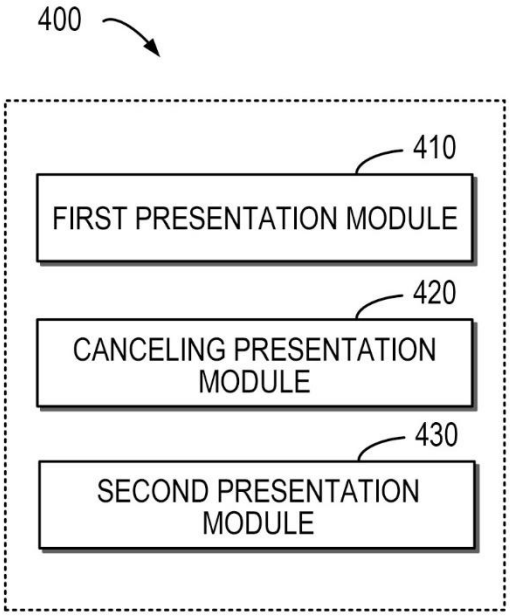

400
410
FIRST PRESENTATION MODULE
420
CANCELING PRESENTATION MODULE
430
SECOND PRESENTATION MODULE

FIG. 4

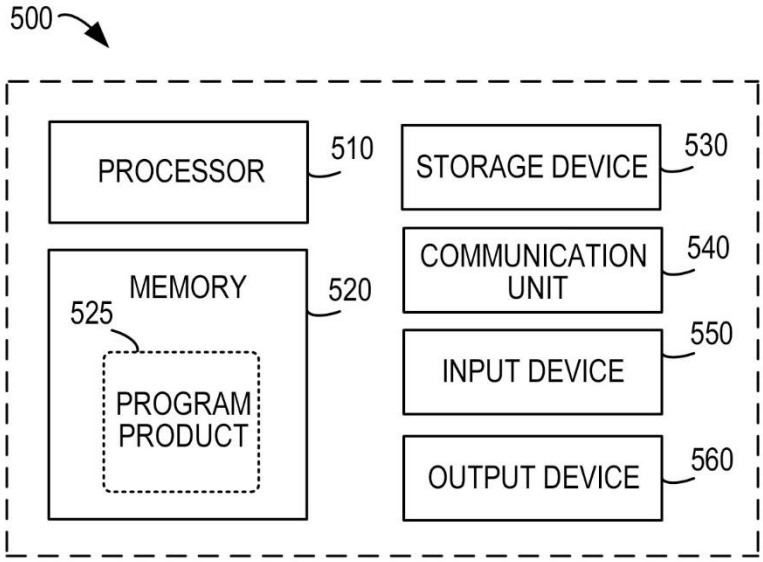

500
PROCESSOR
510
STORAGE DEVICE
530
COMMUNICATION UNIT
540
MEMORY
525
520
PROGRAM PRODUCT
INPUT DEVICE
550
OUTPUT DEVICE
560

FIG. 5