

SERVICE RECOMMENDATION METHOD, APPARATUS, ELECTRONIC DEVICE, AND COMPUTER-READABLE STORAGE MEDIA

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ABSTRACT

Embodiments of the present specification provide a service recommendation method. In a predetermined scenario, a recommendation document for the present recommendation is selected based on attribute information of a user satisfying an activation condition of a predetermined payment service and a predetermined rule that
10 is associated with the recommendation document in advance. Further, a recommendation interface is displayed to the user based on the recommendation document. It improves the success rate of recommendation without significantly improving the interruption rate.

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FIG. 2