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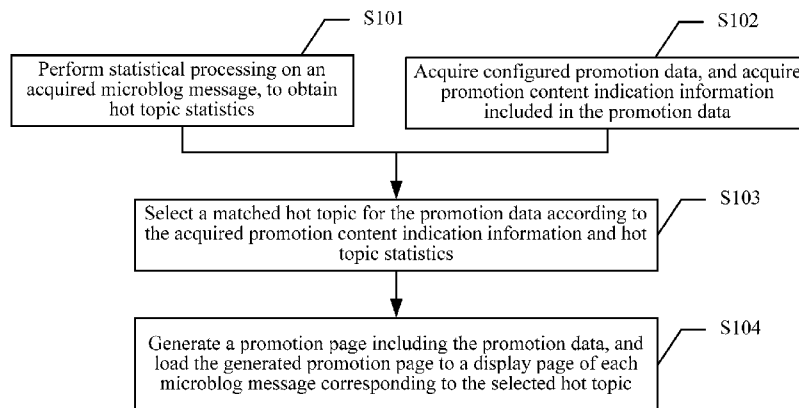
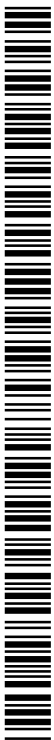


FIG. 1

(57) Abstract: A promotion method, apparatus, and system based on a microblog message are described. The method includes: performing statistical processing on an acquired microblog message, to obtain hot topic statistics; acquiring configured promotion data, and acquiring promotion content indication information included in the promotion data; selecting a matched hot topic for the promotion data according to the acquired promotion content indication information and hot topic statistics; and generating a promotion page including the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic. According to the method, a corresponding activity can be promoted according to a microblog hot topic, which is convenient in implementation, and reduces promotion costs.



PROMOTION METHOD, APPARATUS, AND SYSTEM BASED ON MICROBLOG MESSAGE

FIELD OF THE TECHNOLOGY

[0001] The present disclosure relates to the field of computer information technologies, and in particular, to a promotion method, apparatus, and system based on a microblog message.

BACKGROUND OF THE DISCLOSURE

[0002] Nowadays, computer technologies and network technologies are highly developed, a large number of Internet-based user activities are generated, and especially, there are more Internet-based promotion behaviors of services including various products and services and Internet-based promotion behaviors of e-commerce stores and physical stores. Currently, there are various types of promotion activities, such as a promotion activity based on lot drawing, and a promotion activity based on interest statistics of a user.

[0003] Currently, most network promotion applications have a separate promotion ingress and a separate bearing page. The promotion activity needs an extra investment of promotion resources for diversion, and an effect thereof depends on quality of a promotion ingress to a large extent. The microblog, as a social network platform for sharing information, can conveniently provide ingresses for various types of promotions. Currently, in a microblog-based promotion solution, introduction information of a promotion object and a uniform resource locator (URL) of a bearing page are placed in microblog message content to implement promotion, and a user receiving a corresponding microblog message can participate in a promotion activity by viewing the introduction and clicking the URL, that is, by skipping to a corresponding webpage by using a browser, or by viewing a promotion store, product, service, or the like.

[0004] In an existing promotion manner based on a microblog message, a promotion user must bring a complete activity bearing page online, which has a relatively high technical requirement, and increases promotion costs; moreover, the microblog message is not sent pertinently, which causes low promotion efficiency, and indirectly increases promotion costs of the user.

SUMMARY

[0005] Embodiments of the present invention provide a promotion method, apparatus, and system based on a microblog message.

[0006] An embodiment of the present invention provides a promotion method based on a microblog message, including: performing statistical processing on an acquired microblog message, to obtain hot topic statistics; acquiring configured promotion data, and acquiring promotion content indication information included in the promotion data; selecting a matched hot topic for the promotion data according to the promotion content indication information and hot topic statistics; and generating a promotion page including the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

[0007] Correspondingly, an embodiment of the present invention further provides a promotion apparatus based on a microblog message, including: a statistics collection module, configured to perform statistical processing on an acquired microblog message, to obtain hot topic statistics; an acquisition module, configured to acquire configured promotion data, and acquire promotion content indication information included in the promotion data; a selection module, configured to select a matched hot topic for the promotion data according to the promotion content indication information and hot topic statistics; and a loading module, configured to generate a promotion page including the promotion data, and load the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

[0008] Correspondingly, an embodiment of the present invention further provides a non-transitory computer readable storage medium storing one or more program modules, the one or more program modules comprising instructions, which, when executed by one or more processors of a server, cause the processors to perform operations including: performing statistical processing on an acquired microblog message, to obtain hot topic statistics; acquiring configured promotion data, and acquiring promotion content indication information comprised in the promotion data; selecting a matched hot topic for the promotion data according to the promotion content indication information and hot topic statistics; and generating a promotion page comprising the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

[0009] In the embodiments of the present invention, statistics is collected on hot topics and user promotion data is acquired, so that the user promotion data can be pertinently matched with a hot topic, so as to load and display a promotion page including the promotion data in a microblog message corresponding to the hot topic, which improves promotion efficiency. Moreover, a complete web page bearing activity data does not need to be developed, which reduces promotion

costs, has a quick and convenient implementation manner, and better satisfies requirements of a user for an automatic and intelligent activity promotion.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] To describe the embodiments of the present invention or the technical solutions in the prior art more clearly, the following briefly introduces the accompanying drawings required for describing the embodiments or the prior art. Apparently, the accompanying drawings in the following description show only some embodiments of the present invention, and a person of ordinary skill in the art may still derive other drawings from these accompanying drawings without creative efforts.

[0011] FIG. 1 is a schematic flowchart of a promotion method based on a microblog message according to an embodiment of the present invention;

[0012] FIG. 2 is a schematic flowchart of another promotion method based on a microblog message according to an embodiment of the present invention;

[0013] FIG. 3 is a schematic architectural diagram of a promotion activity of a hot topic according to an embodiment of the present invention;

[0014] FIG. 4 is a schematic structural diagram of a promotion system based on a microblog message according to an embodiment of the present invention;

[0015] FIG. 5 is a schematic structural diagram of a promotion apparatus based on a microblog message according to an embodiment of the present invention;

[0016] FIG. 6 is a schematic structural diagram of another promotion apparatus based on a microblog message according to an embodiment of the present invention;

[0017] FIG. 7 is a schematic structural diagram of an acquisition module in FIG. 6;

[0018] FIG. 8 is a schematic structural diagram of a loading module in FIG. 6; and

[0019] FIG. 9 is a schematic structural diagram of a server according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

[0020] The following clearly and completely describes the technical solutions in the embodiments of the present invention with reference to the accompanying drawings in the embodiments of the present invention. Apparently, the described embodiments are some of the embodiments of the present invention rather than all of the embodiments. All other embodiments

obtained by a person of ordinary skill in the art based on the embodiments of the present invention without creative efforts shall fall within the protection scope of the present disclosure.

[0021] In the embodiments of the present invention, on one hand, statistical processing may be performed on a large number of microblog messages, to obtain one or more hot topics, and on the other hand, promotion data configured by a user can be directly acquired. Then, a corresponding hot topic is matched based on promotion content indication information included in the promotion data (for example, in a keyword matching manner), and then, a promotion page including the promotion data is added and displayed on a display page of a microblog message corresponding to the matched hot topic, thereby implementing promotion based on a microblog message in the embodiments the present invention.

[0022] Refer to FIG. 1, which is a schematic flowchart of a promotion method based on a microblog message according to an embodiment of the present invention. The method in this embodiment of the present invention may be implemented by various types of microblog servers, or may be applied to a separate server configured to implement promotion based on a microblog message, where the server communicates with the microblog server to obtain related information, so as to perform promotion processing. Specifically, the method includes:

[0023] S101: Perform statistical processing on an acquired microblog message, to obtain hot topic statistics.

[0024] The server may receive, by using a user terminal of an application layer such as a network web microblog primary station, a client of an instant messaging application, and a microblog client on a wireless side, a microblog message sent by a microblog user. The user terminal such as the web microblog primary station, the client of the instant messaging application, and the microblog client on the wireless side may send the microblog message to the server by using a unified access layer (an access cluster). The server performs aggregation and convergence, and provides a service satisfying requirements of the application layer, for example, logical processing such as home page calculation and publishing logical processing. Then, a transit and allocation module performs allocation. At any time when the server obtains the microblog message of the application layer, the server can collect statistics based on content of the acquired microblog message, to obtain a hot topic.

[0025] The collecting statistics to obtain hot topic statistics in S101 may specifically include: performing word segmentation on microblog content to obtain keyword phrases, then performing weighting calculation on the number of microblog messages using the keyword phrases and corresponding message parameters, so as to obtain heat values of the keyword phrases, and

obtaining a microblog hot topic rank list after ranking is performed based on the heat values, where the rank list is the hot topic statistics.

[0026] S102: Acquire configured promotion data, and acquire promotion content indication information included in the promotion data.

[0027] The promotion data may be promotion data entered by a user, who has a promotion need, in a data configuration interface provided by a microblog, specifically, for example, the promotion data is entered in the provided data configuration interface in a form of an activity center, a microblog activity, and the like.

[0028] The promotion data may specifically be of a promotion type, such as a lot drawing activity and a survey activity, or may be of a promotion type, such as store recommendation and product and service recommendation. Based on different promotion types, the server receives, from different data entry interfaces, the promotion data entered by the user. The promotion data includes specific content information (such as an introduction and a picture), keyword information, promotion type indication information used for indicating a promotion type, and the like of a corresponding promotion object.

[0029] S103: Select a matched hot topic for the promotion data according to the acquired promotion content indication information and hot topic statistics.

[0030] Specifically, the hot topic may be selected in a keyword matching manner, the promotion content indication information is a promotion keyword included in the promotion data; matching is performed between the promotion keyword and a keyword included in content of a microblog message in each hot topic according to a preset matching rule; and once the matching succeeds, a corresponding microblog hot topic is selected, so as to implement correlation between the promotion keyword and the keyword included in the content of the microblog message in each hot topic. For example, for a lot drawing promotion activity, the user may configure keywords, such as lot drawing and a gift name. Then, a corresponding keyword is extracted from the obtained hot topic statistics for comparison. According to the preset matching rule, if the extracted keyword includes keywords related to lot drawing, such as shopping and winning a jackpot, or the extracted keyword includes the gift name, it may be determined that the promotion data matches a microblog topic including the extracted keyword, and the promotion data may be correlated with the microblog topic. The keyword may be configured as required.

[0031] S104: Generate a promotion page including the promotion data, and load the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

[0032] The server selects a page component template for a corresponding promotion type from a preset page component template set according to the promotion type indication information included in the promotion data, obtains the promotion page including the promotion data based on logic (corresponding lot drawing logic, statistics rule logic, and the like) corresponding to the page component template, and loads the generated promotion page to the display page of each microblog message corresponding to the selected hot topic. Specifically, the promotion page may be used as a second-level page of the display page of the microblog message, where under normal circumstances, the promotion page is collapsed by default, and after the user clicks an activity picture or a link of "Click for lot drawing", the promotion page is expanded and displayed to the user.

[0033] In this embodiment of the present invention, statistics is collected on hot topics and user promotion data is acquired, so that the user promotion data can be pertinently matched in a hot topic, so as to load and display a promotion page including the promotion data in a microblog message corresponding to the hot topic, which improves efficiency of activity promotion. Moreover, a complete web page bearing activity data does not need to be developed, which reduces promotion costs.

[0034] Further, refer to FIG. 2, which is a schematic flowchart of another promotion method based on a microblog message according to an embodiment of the present invention. The method in this embodiment of the present invention may be applied to a separate server configured to implement promotion based on a microblog message, where the server communicates with a microblog server to obtain related information, so as to implement promotion processing. Specifically, the method includes:

[0035] S201: Send a subscription request to a microblog server, to subscribe to a microblog message.

[0036] S202: Receive microblog messages that are sent by various microblog clients and returned by the microblog server in response to the subscription request.

[0037] The microblog server is an existing server configured to implement operations such as receiving, processing, and forwarding of the microblog message. The microblog messages sent by the various microblog clients include a microblog message sent by any one or more of a client

based on web, a client based on an instant messaging application, and a microblog client to the microblog server through an open interface.

[0038] In S201, the subscription request is initiated to the microblog server to request the microblog server to authorize sending of the microblog message processed by the microblog server. Subscription authorization of the microblog message may be implemented based on information negotiated between service providers (an activity promotion user and a user providing a microblog service). Specifically, subscription to the microblog message processed by the microblog server may be requested based on a special microblog account.

[0039] S203: Perform statistical processing on an acquired microblog message, to obtain hot topic statistics.

[0040] The collecting statistics to obtain hot topic statistics in S203 may specifically include: performing word segmentation on microblog content to obtain keyword phrases, then performing weighting calculation on the number of microblog messages using the keyword phrases and corresponding message parameters, so as to obtain heat values of the keyword phrases, and obtaining a microblog hot topic rank list after ranking is performed based on the heat values, where the rank list is the hot topic statistics.

[0041] S204: Acquire configured promotion data.

[0042] Specifically, in this embodiment of the present invention, S204 may specifically include: setting a data entry interface for at least one promotion type, and receiving promotion data that is transmitted through the data entry interface and entered by the user on a data configuration interface for a corresponding promotion type. For example, for a lot drawing activity, a lot drawing activity interface is provided. For a survey activity, a survey activity interface is provided. For promotion of a store, a product, and a service, a corresponding store, product, and service interface are provided.

[0043] Definitely, in another embodiment, different types of activity data may also be accessed through a unified data entry interface, and when logical processing is performed, different logical processing and promotion page processing are then performed according to promotion type indication information in the promotion data.

[0044] S205: Acquire a promotion keyword included in the configured promotion data, and determine the promotion keyword as promotion content indication information.

[0045] In this embodiment of the present invention, a hot topic is selected for the promotion data in a keyword matching manner. The promotion keyword included in the configured promotion

data and entered by the user is acquired; and/or word segmentation is performed on promotion content information included in the configured promotion data, to obtain the promotion keyword.

[0046] S206: Select a matched hot topic for the promotion data according to the acquired promotion content indication information and hot topic statistics.

[0047] Specifically, the hot topic may be selected in a keyword matching manner, the promotion content indication information is the promotion keyword included in the promotion data; matching is performed between the promotion keyword and a keyword included in content of a microblog message in each hot topic according to a preset matching rule; and once the matching succeeds (the matching succeeds when there are same or similar keywords), a corresponding microblog hot topic is selected according to a matching result, so as to implement correlation between the promotion keyword and the keyword included in the content of the microblog message in each hot topic. For example, for a lot drawing promotion activity, the user may configure keywords, such as lot drawing and a gift name. Then, a corresponding keyword is extracted from the obtained hot topic statistics for comparison. According to the preset matching rule, if the extracted keyword includes keywords related to lot drawing, such as shopping and winning a jackpot, or the extracted keyword includes the gift name, it may be determined that the promotion data matches a microblog topic including the extracted keyword, and the promotion data may be correlated with the microblog topic.

[0048] S207: Select a page component template for a corresponding promotion type from a preset page component template set according to promotion type indication information included in the promotion data.

[0049] Page component templates for different promotion types are set in the page component template set, for example, for the lot drawing activity, a page component template including a lot drawing form such as a big wheel, smashing a golden egg, and a one-arm bandit may be set; for the survey activity, a page component template including a form such as an interest entry option and accumulative tagging may be set. For the promotion of a store, a product, and a service, a page component template having both images and text may be used to bear corresponding promotion data.

[0050] S208: Load corresponding promotion data to the page component template, to obtain a promotion page including the promotion data.

[0051] The promotion data is loaded to the page component template for the corresponding promotion type, to obtain the promotion page including the promotion data.

[0052] S209: Load the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

[0053] A second-level interface for responding to a clicking operation of the user is set in the display page of the microblog message, and the loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic includes: configuring the generated promotion page to be the second-level interface for responding to the clicking operation of the user, and setting the second-level interface in the display page of each microblog message corresponding to the selected hot topic.

[0054] After a display interface, which is used as the second-level interface, of the microblog message of the promotion page is added, when the user views the microblog message, a related link of the microblog message is clicked, and the second-level can respond to the clicking of the user and is expanded in a display interface of a current microblog message, so that a microblog user participates in a promotion activity in a promotion interface without skipping to another page.

[0055] In this embodiment of the present invention, statistics is collected on hot topics and user promotion data is acquired, so that the user promotion data can be pertinently matched in a hot topic, so as to load and display a promotion page including the promotion data in a microblog message corresponding to the hot topic, which improves efficiency of activity promotion. Moreover, a complete web page bearing activity data does not need to be developed, which reduces promotion costs. In a process of generating and displaying a promotion page, a manner of presetting a template and a second-level page is used, which can implement activity promotion quickly and conveniently and better satisfy requirements of a user for an automatic and intelligent activity promotion.

[0056] Specifically, refer to FIG. 3, which is a schematic architectural diagram of a promotion activity of a hot topic according to an embodiment of the present invention. As shown in the figure, an implementation architecture of the promotion activity based on the microblog hot topic mainly includes a hot topic part, a promotion activity posting part, and a hot topic matching part.

[0057] The hot topic part is responsible for collecting statistics on topics posted by a user, and obtaining a hot topic rank list within a period through statistics collection. The hot topic part may be divided into an application layer, an access layer, a logical layer, and a data layer. The application layer includes an application providing a service of accessing a microblog for the user, such as a web primary station, a client of an instant messaging application, and a microblog client of a terminal on a wireless side. The access layer provides a unified access cluster service for the application layer. The data layer provides a related atomic operation, such as read/write of a relation

chain, read/write of an index, and read/write of account information. The logical layer performs aggregation and convergence through the atomic operation on the data layer, and provides a service satisfying requirements of the application layer, such as home page calculation and publishing logical processing.

[0058] A topic posted by using the application layer by the user is written to the data layer after being processed by using the logic layer. Moreover, a transit system bypasses a piece of data, and the hot topic part subscribes to topic data from the transit system and performs ranking on topics according to popularity, so that a hot topic rank list within a certain period can be obtained. The transit system bypasses data, so that logical decoupling may be implemented; a data producer only needs to provide data to the transit system and does not need to concern about who uses the data, and a data consumer only needs to subscribe to data, which is needed by the data consumer, from the transit system and does not need to concern about who provides the data.

[0059] The promotion activity posting part is used by an activity party for posting an activity. The promotion activity posting part may be divided into an application layer, an access layer, a logical layer, and a data layer. The application layer includes a user service module, such as an activity center of a microblog platform and a microblog activity of a microblog primary station. The access layer performs componentization on a common activity, such as a lot drawing activity (a big wheel, smashing a golden egg, and a one-arm bandit) and a survey activity. The logical layer includes logical implementation such as prize winning logic and a data statistics rule. The data layer provides an atomic operation, such as read/write of an activity index, read/write of prize winning data, read/write of activity content, and read/write of a promotion keyword.

[0060] A hot topic matching part acquires the hot topic rank list from the hot topic part, performs matching between the promotion activity and the hot topic according to the promotion keyword that is provided by the activity party when posting an activity, and selects a hot topic for an existing promotion activity, so as to bear the existing promotion activity in a corresponding hot topic.

[0061] In this embodiment of the present invention, statistics is collected on hot topics and user promotion data is acquired, so that the user promotion data can be pertinently matched in a hot topic, so as to load and display a promotion page including the promotion data in a microblog message corresponding to the hot topic, which improves efficiency of activity promotion. Moreover, a complete web page bearing activity data does not need to be developed, which reduces promotion costs, has a quick and convenient implementation manner, and better satisfies requirements of a user for an automatic and intelligent activity promotion.

[0062] The following describes in detail a promotion system and apparatus based on a microblog message according to embodiments of the present invention.

[0063] Further, refer to FIG. 4, which is a schematic structural diagram of a promotion system based on a microblog message according to an embodiment of the present invention. The system in this embodiment of the present invention includes: a server 1, a first client 2, and multiple second clients 3, where

the first client 2 is configured to configure promotion data;

the multiple second clients 3 are configured to receive, send, and display microblog messages; and

the server 1 is configured to acquire the microblog messages sent by the multiple second clients 3, and perform statistical processing, to obtain hot topic statistics; acquire the promotion data configured by the first client 2, and acquire promotion content indication information included in the promotion data; select a matched hot topic for the promotion data according to the acquired promotion content indication information and hot topic statistics; and generate a promotion page including the promotion data, and load the generated promotion page to a display page of each microblog message corresponding to the selected hot topic, so as to display the display pages, to which the promotion page is loaded, of the microblog message in the corresponding multiple second clients 3.

[0064] The first client 2 and the second clients 3 may specifically be an intelligent mobile terminal having a network function, such as a mobile phone, a tablet computer, an intelligent wearable device, or a personal computer. The server 1 may be microblog servers 1 of various types, or may be a separate server 1 configured to implement promotion based on a microblog message, where the server 1 communicates with the microblog server 1 to obtain related information, so as to perform promotion processing. For specific implementation of the server 1, reference may be made to the description of the embodiments corresponding to FIG. 1 to FIG. 3.

[0065] Specifically, refer to FIG. 5, which is a schematic structural diagram of a promotion apparatus based on a microblog message according to an embodiment of the present invention. The apparatus in this embodiment of the present invention may be set in a server, and specifically, may be set in the server 1 in the system embodiment in FIG. 4. Specifically, the apparatus includes:

a statistics collection module 11, configured to perform statistical processing on an acquired microblog message, to obtain hot topic statistics;

an acquisition module 12, configured to acquire configured promotion data, and acquire promotion content indication information included in the promotion data;

a selection module 13, configured to select a matched hot topic for the promotion data according to the acquired promotion content indication information and hot topic statistics; and

a loading module 14, configured to generate a promotion page including the promotion data, and load the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

[0066] A microblog message sent by a microblog user may be received by using a user terminal of an application layer such as a network web microblog primary station, a client of an instant messaging application, and a microblog client on a wireless side. The user terminal such as the web microblog primary station, the client of the instant messaging application, and the microblog client on the wireless side may send the microblog message to the server by using a unified access layer (an access cluster). The server performs aggregation and convergence, and provides a service satisfying requirements of the application layer, for example, logical processing such as home page calculation and publishing logical processing. Then, a transit and allocation module performs allocation. At any time when the statistics collection module 11 obtains the microblog message of the application layer, statistics can be collected based on content of the acquired microblog message to obtain hot topics.

[0067] A specific implementation manner of collecting statistics, by the statistics collection module 11, to obtain the hot topic statistics may be: performing, by the statistics collection module 11, word segmentation on microblog content to obtain keyword phrases, then performing weighting calculation on the number of microblog messages using the keyword phrases and corresponding message parameters, so as to obtain heat values of the keyword phrases, and obtaining a microblog hot topic rank list after ranking is performed based on the heat values, where the rank list is the hot topic statistics.

[0068] The promotion data acquired by the acquisition module 12 may be promotion data entered by a user, who has a promotion need, in a data configuration interface provided by a microblog, specifically, for example, the promotion data is entered in the provided data configuration interface in a form of an activity center, a microblog activity, and the like. The promotion data may specifically be of a promotion type, such as a lot drawing activity and a survey activity, or may be of a promotion type, such as store recommendation and product and service recommendation. Based on different promotion types, the acquisition module 12 receives, from different data entry interfaces, the promotion data entered by the user. The promotion data

specifically includes specific content information (such as an introduction and a picture), keyword information, promotion type indication information used for indicating a promotion type, and the like of a promotion activity.

[0069] Specifically, the selection module 13 may specifically select the hot topic in a keyword matching manner, where the promotion content indication information is a promotion keyword included in the promotion data; perform matching between the promotion keyword and a keyword included in content of a microblog message in each hot topic according to a preset matching rule; and once the matching succeeds, select a corresponding microblog hot topic, so as to implement correlation between the promotion keyword and the keyword included in the content of the microblog message in each hot topic. For example, for a lot drawing promotion activity, the user may configure keywords, such as lot drawing and a gift name. Then, a corresponding keyword is extracted from the obtained hot topic statistics for comparison. According to the preset matching rule, if the extracted keyword includes keywords related to lot drawing, such as shopping and winning a jackpot, or the extracted keyword includes the gift name, the selection module 13 may determine that the promotion data matches a microblog topic including the extracted keyword, and may correlate the promotion data with the microblog topic. The keyword may be configured as required.

[0070] The loading module 14 selects a page component template for a corresponding promotion type from a preset page component template set according to the promotion type indication information included in the promotion data, obtains the promotion page including the promotion data based on logic (corresponding lot drawing logic, statistics rule logic, and the like) corresponding to the page component template, and loads the generated promotion page to the display page of each microblog message corresponding to the selected hot topic. Specifically, the loading module 14 may specifically use the promotion page as a second-level page of the display page of the microblog message, where under normal circumstances, the promotion page is collapsed by default, and after the user clicks an activity picture or a link of "Click for lot drawing", the promotion page is expanded and displayed to the user.

[0071] In this embodiment of the present invention, statistics is collected on hot topics and user promotion data is acquired, so that the user promotion data can be pertinently matched in a hot topic, so as to load and display a promotion page including the promotion data in a microblog message corresponding to the hot topic, which improves efficiency of activity promotion. Moreover, a complete web page bearing activity data does not need to be developed, which reduces promotion

costs, has a quick and convenient implementation manner, and better satisfies requirements of a user for an automatic and intelligent activity promotion.

[0072] Further, refer to FIG. 6, which is a schematic structural diagram of another promotion apparatus based on a microblog message according to an embodiment of the present invention. The apparatus in this embodiment of the present invention may be set in a server, and specifically, may be set in the server 1 in the system embodiment in FIG. 4. Specifically, the apparatus includes the statistics collection module 11, the acquisition module 12, the selection module 13, and the loading module 14. Further, in this embodiment of the present invention, the apparatus may further include:

a subscription module 15, configured to send a subscription request to a microblog server, to subscribe to a microblog message; and

a receiving module 16, configured to receive microblog messages that are sent by various microblog clients and returned by the microblog server in response to the subscription request,

where the microblog messages sent by the various microblog clients include a microblog message sent by any one or more of a client based on web, a client based on an instant messaging application, and a microblog client through an open interface.

[0073] The microblog server is an existing server configured to implement operations such as receiving, processing, and forwarding of the microblog message. The microblog messages sent by the various microblog clients include the microblog message sent by any one or more of the client based on web, the client based on the instant messaging application, and the microblog client to the microblog server through the open interface.

[0074] The subscription module 15 requests, by initiating the subscription request to the microblog server, the microblog server to authorize sending of the microblog message processed by the microblog server. Subscription authorization of the microblog message may be performed based on information negotiated between service providers (an activity promotion user and a user providing a microblog service). Specifically, subscription to the microblog message processed by the microblog server may be requested based on a special microblog account.

[0075] Further, optionally, in this embodiment of the present invention, as shown in FIG. 7, the acquisition module 12 may specifically include:

an acquisition unit 121, configured to acquire configured promotion data; and

a determining unit 122, configured to acquire a promotion keyword included in the configured promotion data, and determine the promotion keyword as promotion content indication information.

[0076] The determining unit 122 is specifically configured to acquire a promotion keyword included in the configured promotion data and entered by a user; and/or perform word segmentation on promotion content information included in the configured promotion data, to obtain the promotion keyword.

[0077] The acquisition unit 121 is specifically configured to set a data entry interface for at least one promotion type, and receive promotion data that is transmitted through the data entry interface and entered by the user on a data configuration interface for a corresponding promotion type.

[0078] Further, optionally, in this embodiment of the present invention, as shown in FIG. 8, the loading module 14 may specifically include:

a selection unit 141, configured to select a page component template for a corresponding promotion type from a preset page component template set according to promotion type indication information included in the promotion data;

a first loading unit 142, configured to load corresponding promotion data to the page component template, to obtain a promotion page including the promotion data; and

a second loading unit 143, configured to load the generated promotion page to a display page of each microblog message corresponding to a selected hot topic.

[0079] The second loading unit 143 is specifically configured to configure the generated promotion page to be a second-level interface for responding to a clicking operation of the user, and set the second-level interface in the display page of each microblog message corresponding to the selected hot topic.

[0080] Further, refer to FIG. 9, which is a schematic structural diagram of a server according to an embodiment of the present invention. The server in this embodiment of the present invention includes: at least one processor 1001 such as a CPU, at least one communications bus 1002, at least one network interface 1003, and a memory 1004. The communications bus 1002 is used for implementing connection and communication between the components. The network interface 1003 optionally may include a standard wired interface and a wireless interface (such as WI-FI and a mobile communications interface). The memory 1004 may be a high speed RAM memory, or may be a non-volatile memory such as at least one magnetic disk memory. The

memory 1004 optionally may further be at least one storage apparatus located away from the processor 1001. As shown in FIG. 9, the memory 1004, as a computer storage medium, stores an operating system and a network communications module, and stores a promotion application program and other programs based on a microblog message.

[0081] Specifically, the processor 1001 may be configured to invoke a promotion application program that is stored in the memory 1004 and is based on the microblog message, to perform the following steps:

performing statistical processing on an acquired microblog message, to obtain hot topic statistics;

acquiring configured promotion data, and acquiring promotion content indication information included in the promotion data;

selecting a matched hot topic for the promotion data according to the acquired promotion content indication information and hot topic statistics; and

generating a promotion page including the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

[0082] Before performing the performing statistical processing on an acquired microblog message, to obtain hot topic statistics, the processor 1001 may further perform the following steps:

sending a subscription request to a microblog server, to subscribe to a microblog message; and

receiving microblog messages that are sent by various microblog clients and returned by the microblog server in response to the subscription request,

where the microblog messages sent by the various microblog clients include a microblog message sent by any one or more of a client based on web, a client based on an instant messaging application, and a microblog client through an open interface.

[0083] When performing the step of acquiring configured promotion data, and acquiring promotion content indication information included in the promotion data, the processor 1001 specifically performs the following steps:

acquiring the configured promotion data; and

acquiring a promotion keyword included in the configured promotion data, and determining the promotion keyword as the promotion content indication information.

[0084] When performing the step of acquiring a promotion keyword included in the configured promotion data, the processor 1001 specifically performs the following steps:

acquiring a promotion keyword included in the configured promotion data and entered by a user; and/or

performing word segmentation on promotion content information included in the configured promotion data, to obtain the promotion keyword.

[0085] When performing the step of acquiring the configured promotion data, the processor 1001 specifically performs the following steps:

setting a data entry interface for at least one promotion type; and

receiving promotion data that is transmitted through the data entry interface and entered by a user on a data configuration interface for a corresponding promotion type.

[0086] When performing the step of generating a promotion page including the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic, the processor 1001 specifically performs the following steps:

selecting a page component template for a corresponding promotion type from a preset page component template set according to promotion type indication information included in the promotion data;

loading corresponding promotion data to the page component template, to obtain the promotion page including the promotion data; and

loading the generated promotion page to the display page of each microblog message corresponding to the selected hot topic.

[0087] When setting a second-level interface for responding to a clicking operation of the user in the display page of each microblog message, and loading the generated promotion page to the display page of each microblog message corresponding to the selected hot topic, the processor 1001 specifically performs the following steps:

configuring the generated promotion page to be the second-level interface for responding to the clicking operation of the user, and setting the second-level interface in the display page of each microblog message corresponding to the selected hot topic.

[0088] Specifically, for specific implementation of the apparatus and server in this embodiment of the present invention, reference may be made to the description of the method embodiments in FIG. 1 to FIG. 3.

[0089] In this embodiment of the present invention, statistics is collected on hot topics and user promotion data is acquired, so that the user promotion data can be pertinently matched in a hot topic, so as to load and display a promotion page including the promotion data in a microblog message corresponding to the hot topic, which improves efficiency of activity promotion. Moreover, a complete web page bearing activity data does not need to be developed, which reduces promotion costs. In a process of generating and displaying a promotion page, a manner of presetting a template and a second-level page is used, which can implement activity promotion quickly and conveniently and better satisfy requirements of a user for an automatic and intelligent activity promotion.

[0090] A person of ordinary skill in the art may understand that all or some of the procedures of the methods in the foregoing embodiments may be implemented by a program instructing relevant hardware. The program may be stored in a computer readable storage medium. When the program is executed, the procedures in the method embodiments may be performed. The storage medium may be a magnetic disk, an optical disc, a read-only memory (ROM), a random access memory (RAM), or the like.

[0091] The foregoing descriptions are merely preferred embodiments of the present invention, but are not intended to limit the scope of the present disclosure. Any equivalent change made according to the claims of the present disclosure shall fall within the scope of the present disclosure.

CLAIMS

What is claimed is:

1. A promotion method based on a microblog message, comprising:
 - at a server having one or more processors, and a memory for storing program instructions, that are executed by the one or more processors:
 - performing statistical processing on an acquired microblog message, to obtain hot topic statistics;
 - acquiring configured promotion data, and acquiring promotion content indication information comprised in the promotion data;
 - selecting a matched hot topic for the promotion data according to the promotion content indication information and hot topic statistics; and
 - generating a promotion page comprising the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.
2. The method according to claim 1, before the performing statistical processing on an acquired microblog message, to obtain hot topic statistics, further comprising:
 - sending a subscription request to a microblog server, to subscribe to a microblog message; and
 - receiving microblog messages that are sent by various microblog clients and returned by the microblog server in response to the subscription request,
 - wherein the microblog messages sent by the various microblog clients comprise a microblog message sent by any one or more of a client based on web, a client based on an instant messaging application, and a microblog client through an open interface.
3. The method according to claim 1, wherein the acquiring configured promotion data, and acquiring promotion content indication information comprised in the promotion data comprises:
 - acquiring the configured promotion data; and
 - acquiring a promotion keyword comprised in the configured promotion data, and determining the promotion keyword as the promotion content indication information.
4. The method according to claim 3, wherein the acquiring a promotion keyword comprised in the configured promotion data comprises:

acquiring a promotion keyword comprised in the configured promotion data and entered by a user; and

performing word segmentation on promotion content information comprised in the configured promotion data, to obtain the promotion keyword.

5. The method according to claim 3, wherein the acquiring a promotion keyword comprised in the configured promotion data comprises:

acquiring a promotion keyword comprised in the configured promotion data and entered by a user; or

performing word segmentation on promotion content information comprised in the configured promotion data, to obtain the promotion keyword.

6. The method according to claim 3, wherein the acquiring the configured promotion data comprises:

setting a data entry interface for at least one promotion type; and

receiving promotion data that is transmitted through the data entry interface and entered by a user on a data configuration interface for a corresponding promotion type.

7. The method according to claim 6, wherein the generating a promotion page comprising the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic comprises:

selecting a page component template for a corresponding promotion type from a preset page component template set according to promotion type indication information comprised in the promotion data;

loading corresponding promotion data to the page component template, to obtain the promotion page comprising the promotion data; and

loading the generated promotion page to the display page of each microblog message corresponding to the selected hot topic.

8. The method according to claim 6, wherein a second-level interface for responding to a clicking operation of the user is set in the display page of the microblog message, and the loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic comprises:

configuring the generated promotion page to be the second-level interface for responding to

the clicking operation of the user, and setting the second-level interface in the display page of each microblog message corresponding to the selected hot topic.

9. A server, comprising:

one or more processors;

memory; and

one or more program modules stored in the memory and executed by the one or more processors, the one or more program modules comprising:

a statistics collection module, configured to perform statistical processing on an acquired microblog message, to obtain hot topic statistics;

an acquisition module, configured to acquire configured promotion data, and acquire promotion content indication information comprised in the promotion data;

a selection module, configured to select a matched hot topic for the promotion data according to the promotion content indication information and hot topic statistics; and

a loading module, configured to generate a promotion page comprising the promotion data, and load the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

10. The server according to claim 9, further comprising:

a subscription module, configured to send a subscription request to a microblog server, to subscribe to a microblog message; and

a receiving module, configured to receive microblog messages that are sent by various microblog clients and returned by the microblog server in response to the subscription request,

wherein the microblog messages sent by the various microblog clients comprise a microblog message sent by any one or more of a client based on web, a client based on an instant messaging application, and a microblog client through an open interface.

11. The server according to claim 9, wherein the acquisition module comprises:

an acquisition unit, configured to acquire the configured promotion data; and

a determining unit, configured to acquire a promotion keyword comprised in the configured promotion data, and determine the promotion keyword as the promotion content indication information.

12. The server according to claim 11, wherein the determining unit is specifically configured

to acquire a promotion keyword comprised in the configured promotion data and entered by a user; and/or perform word segmentation on promotion content information comprised in the configured promotion data, to obtain the promotion keyword.

13. The server according to claim 11, wherein

the acquisition unit is specifically configured to set a data entry interface for at least one promotion type, and receive promotion data that is transmitted through the data entry interface and entered by a user on a data configuration interface for a corresponding promotion type.

14. The server according to claim 13, wherein the loading module comprises:

a selection unit, configured to select a page component template for a corresponding promotion type from a preset page component template set according to promotion type indication information comprised in the promotion data;

a first loading unit, configured to load corresponding promotion data to the page component template, to obtain the promotion page comprising the promotion data; and

a second loading unit, configured to load the generated promotion page to the display page of each microblog message corresponding to the selected hot topic.

15. The server according to claim 14, wherein

the second loading unit is specifically configured to configure the generated promotion page to be a second-level interface for responding to a clicking operation of the user, and set the second-level interface in the display page of each microblog message corresponding to the selected hot topic.

16. A non-transitory computer readable storage medium storing one or more program modules, the one or more program modules comprising instructions, which, when executed by one or more processors of a server, cause the processors to perform operations including: performing statistical processing on an acquired microblog message, to obtain hot topic statistics;

acquiring configured promotion data, and acquiring promotion content indication information comprised in the promotion data;

selecting a matched hot topic for the promotion data according to the promotion content indication information and hot topic statistics; and

generating a promotion page comprising the promotion data, and loading the generated promotion page to a display page of each microblog message corresponding to the selected hot topic.

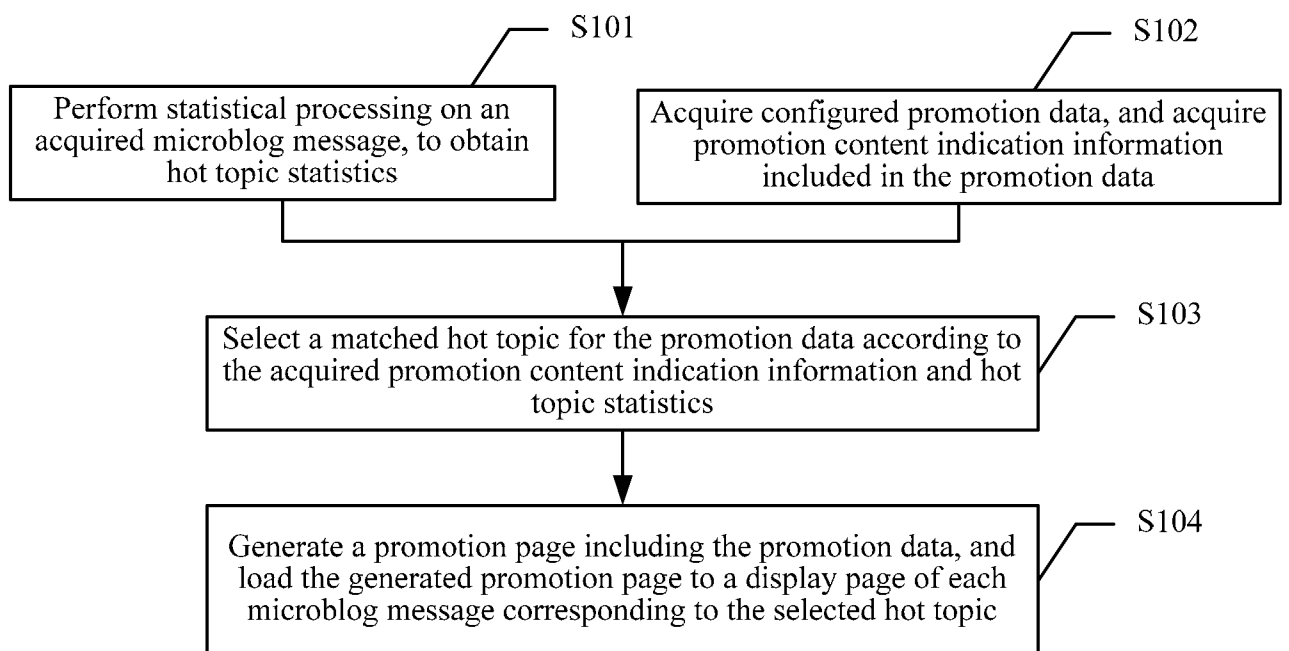


FIG. 1

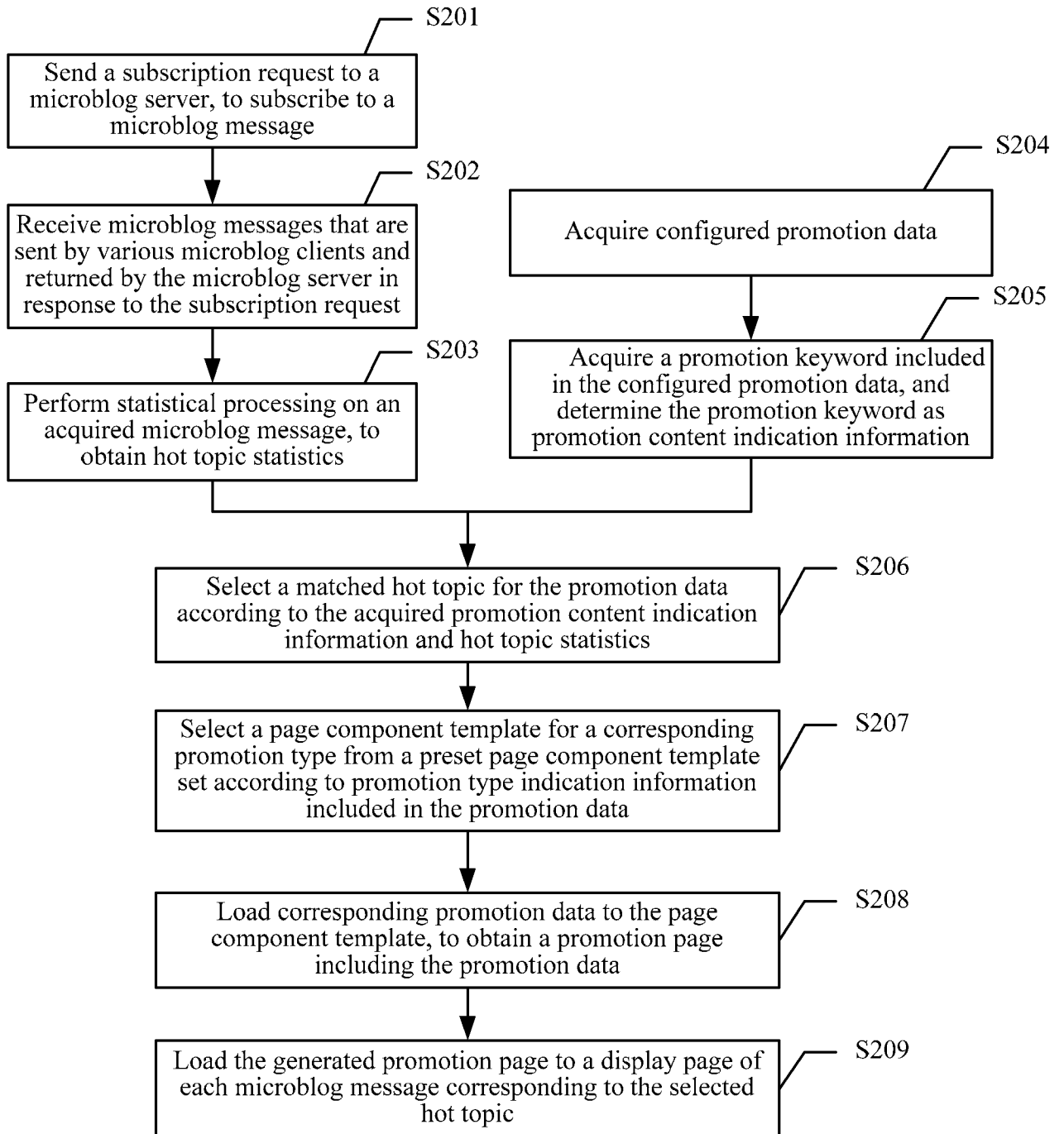


FIG. 2

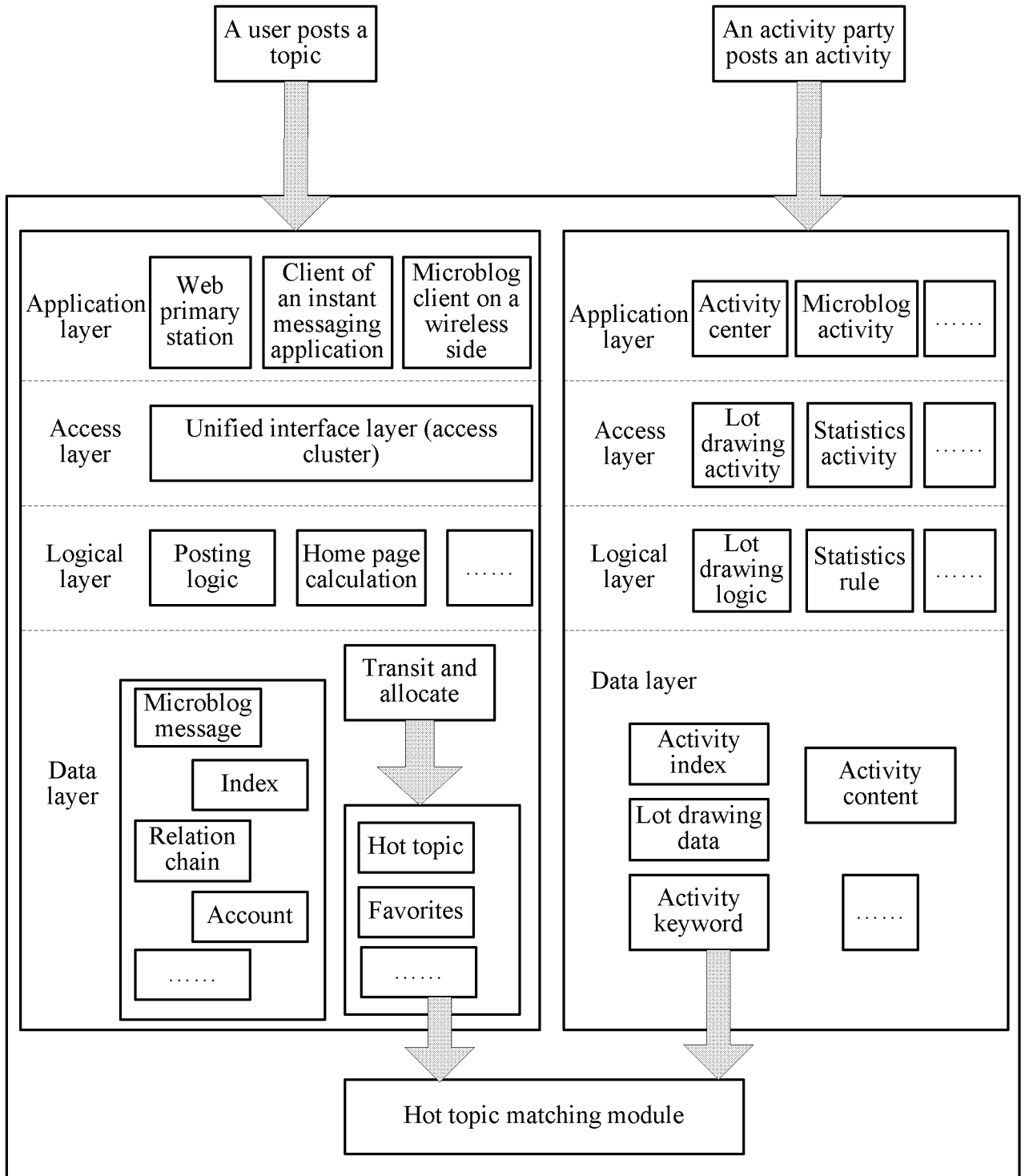


FIG. 3

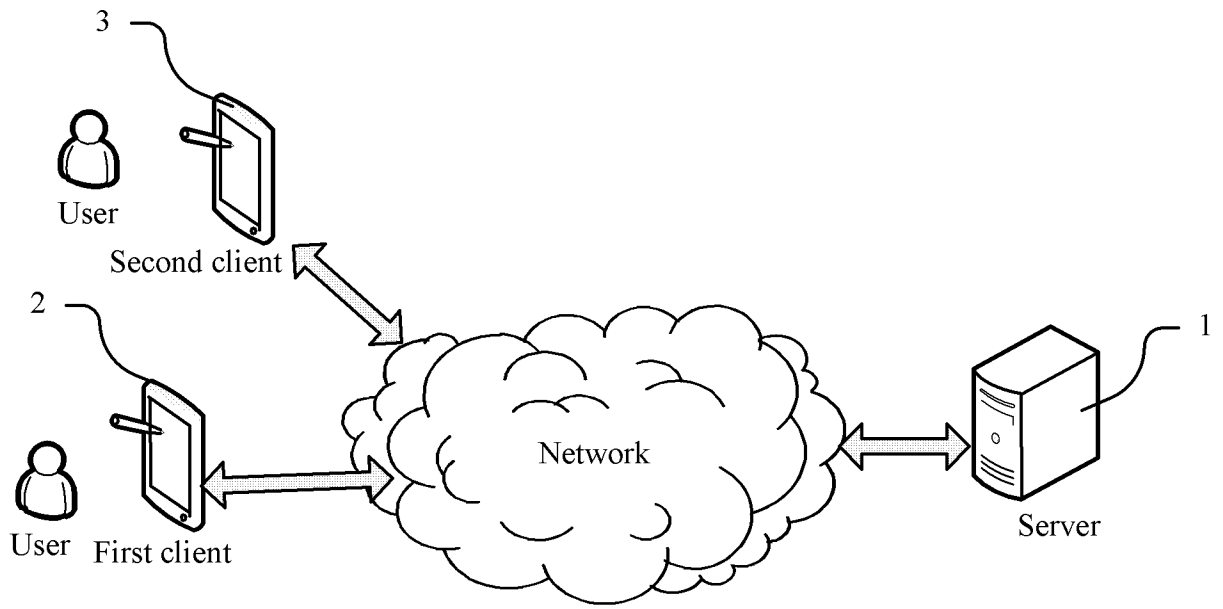


FIG. 4

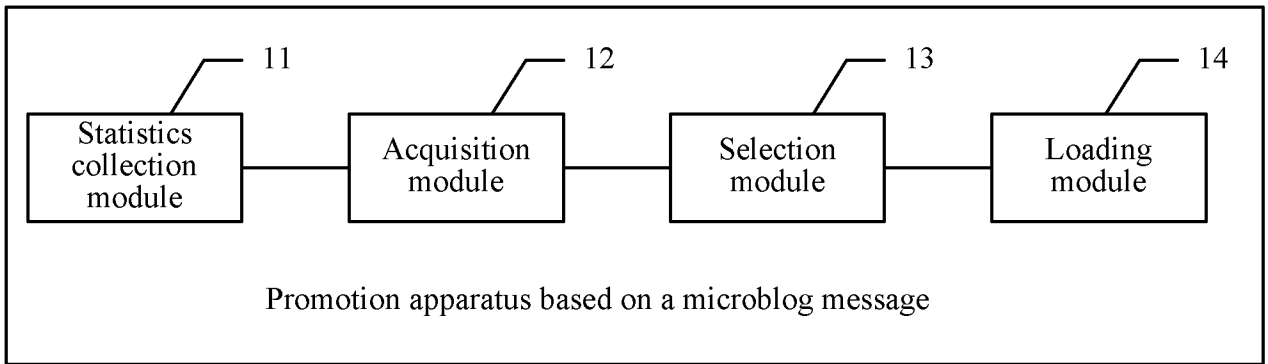


FIG. 5

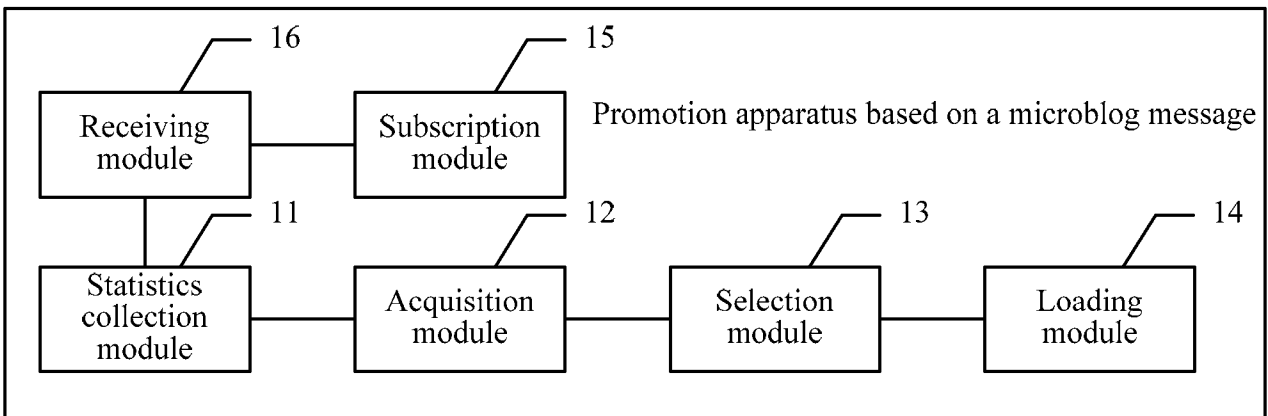


FIG. 6

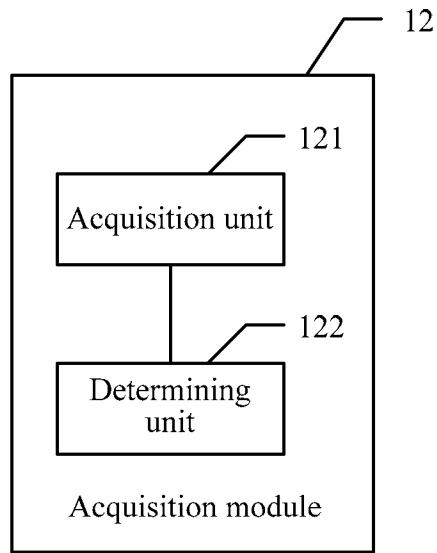


FIG. 7

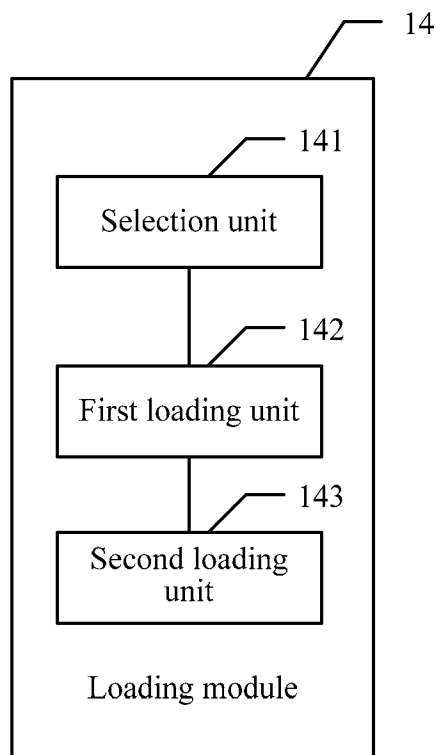


FIG. 8

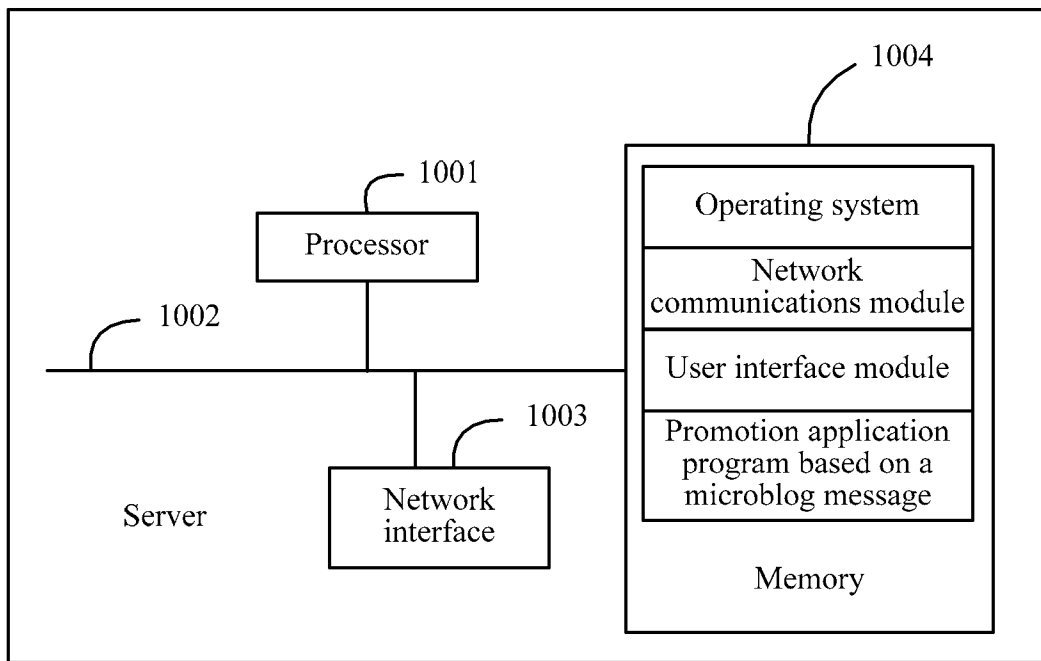


FIG. 9

INTERNATIONAL SEARCH REPORT

International application No.

PCT/CN2015/072276

A. CLASSIFICATION OF SUBJECT MATTER G06F 17/30(2006.01)i According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) G06F; G06Q Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) CNKI,CNAT,WPI,EPODOC,GOOGLE:recommend+ or promot+ or advertis+,hot or popular, blog? or microblog		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
PX	CN 104142975 A (TENCENT TECHNOLOGY SHENZHEN COMPANY LIMITED) 12 November 2014 (2014-11-12) claims 1-15	1-16
X	CN 102929892 A (MO, RUNGANG) 13 February 2013 (2013-02-13) description, paragraphs [0021], [0024]-[0026] and figure 2	1-16
A	KR 20110032668 A (ADNISSUE ET AL.) 30 March 2011 (2011-03-30) the whole document	1-16
A	US 2010030648 A1 (MICROSOFT CORP) 04 February 2010 (2010-02-04) the whole document	1-16
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
* Special categories of cited documents:		
“A”	document defining the general state of the art which is not considered to be of particular relevance	“T” later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
“E”	earlier application or patent but published on or after the international filing date	“X” document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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“O”	document referring to an oral disclosure, use, exhibition or other means	“&” document member of the same patent family
“P”	document published prior to the international filing date but later than the priority date claimed	
Date of the actual completion of the international search 22 April 2015	Date of mailing of the international search report 08 May 2015	
Name and mailing address of the ISA/CN STATE INTELLECTUAL PROPERTY OFFICE OF THE P.R.CHINA(ISA/CN) 6,Xitucheng Rd., Jimen Bridge, Haidian District, Beijing 100088, China Facsimile No. (86-10)62019451	Authorized officer SU,Wen Telephone No. (86-10)010-62413821	

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.

PCT/CN2015/072276

Patent document cited in search report	Publication date (day/month/year)	Patent family member(s)	Publication date (day/month/year)
CN 104142975 A	12 November 2014	None	
CN 102929892 A	13 February 2013	None	
KR 20110032668 A	30 March 2011	None	
US 2010030648 A1	04 February 2010	None	