

ABSTRACT

Embodiments of the present disclosure provide an information sending method and apparatus, so as to resolve a problem that an information sending method in the prior art increases costs for sending information by a sender, and wastes resources required for sending information. In the method, a server separately sends, within a waiting time of information waiting to be sent, the information to a user in a first sending method and a second sending method; detects, within the waiting time, whether the user receives and views the information sent using the first sending method and the second sending method; and sends the information to the user without using a mobile communications network if it is detected that the user receives and views the information sent using the first sending method and the second sending method; or sends the information to the user by using a mobile communications network if it is detected that the user does not receive and view the information sent using the first sending method and the second sending method. When sending information by using the method, a server can detect, within a waiting time, whether a user has viewed the information sent by the server in a second sending method, and after detecting that the user has viewed the information, the server no longer sends the information to the user by using a mobile communications network. Compared with the prior art, information sending costs can be effectively reduced, and resources required for sending information can be reduced.