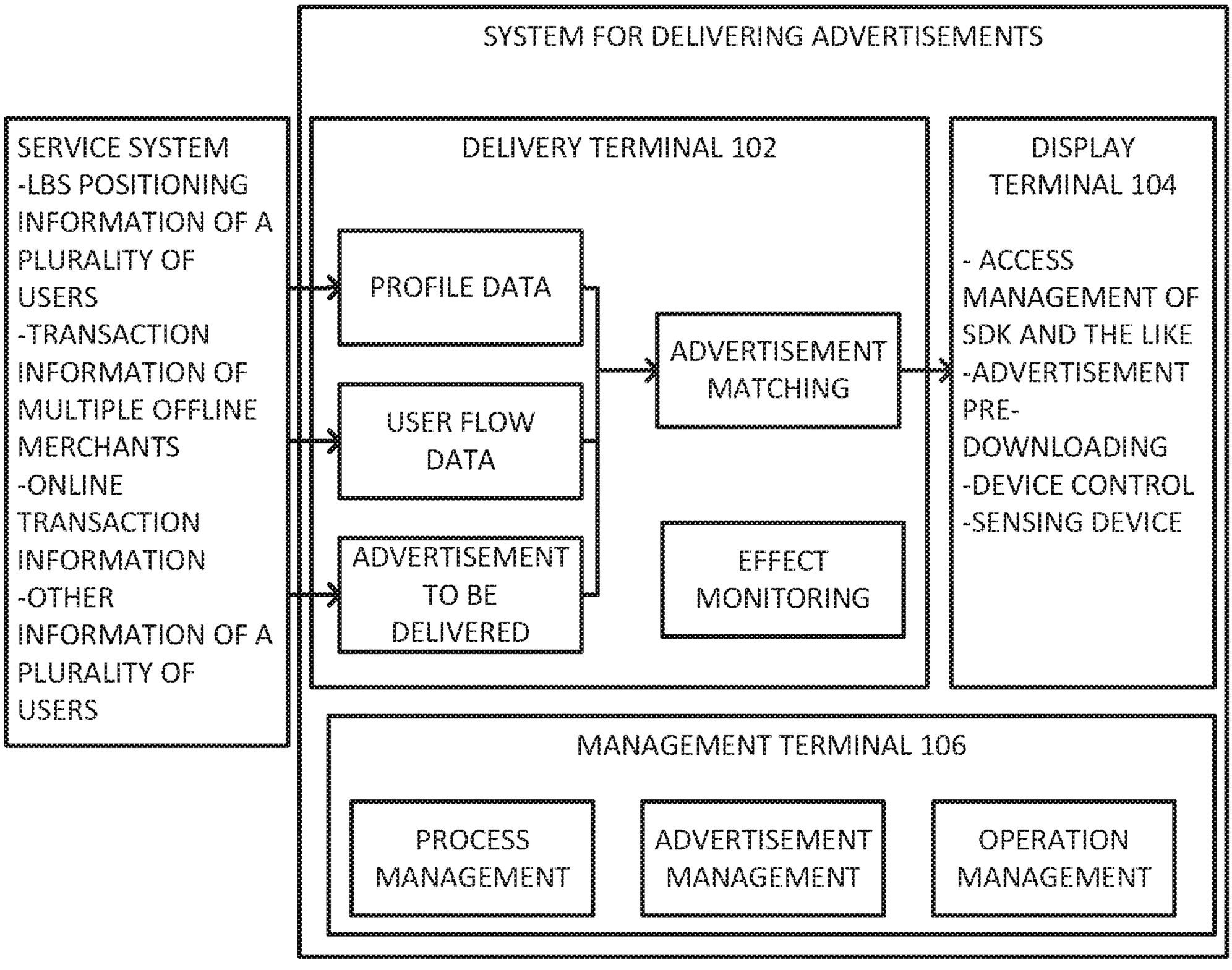
SYSTEM FOR DELIVERING ADVERTISEMENTS
SERVICE SYSTEM
-LBS POSITIONING INFORMATION OF A PLURALITY OF USERS
-TRANSACTION INFORMATION OF MULTIPLE OFFLINE MERCHANTS
-ONLINE TRANSACTION INFORMATION
-OTHER INFORMATION OF A PLURALITY OF USERS
DELIVERY TERMINAL 102
PROFILE DATA
USER FLOW DATA
ADVERTISEMENT TO BE DELIVERED
ADVERTISEMENT MATCHING
EFFECT MONITORING
DISPLAY TERMINAL 104
- ACCESS MANAGEMENT OF SDK AND THE LIKE
-ADVERTISEMENT PRE-DOWNLOADING
-DEVICE CONTROL
-SENSING DEVICE
MANAGEMENT TERMINAL 106
PROCESS MANAGEMENT
ADVERTISEMENT MANAGEMENT
OPERATION MANAGEMENT

FIG. 1

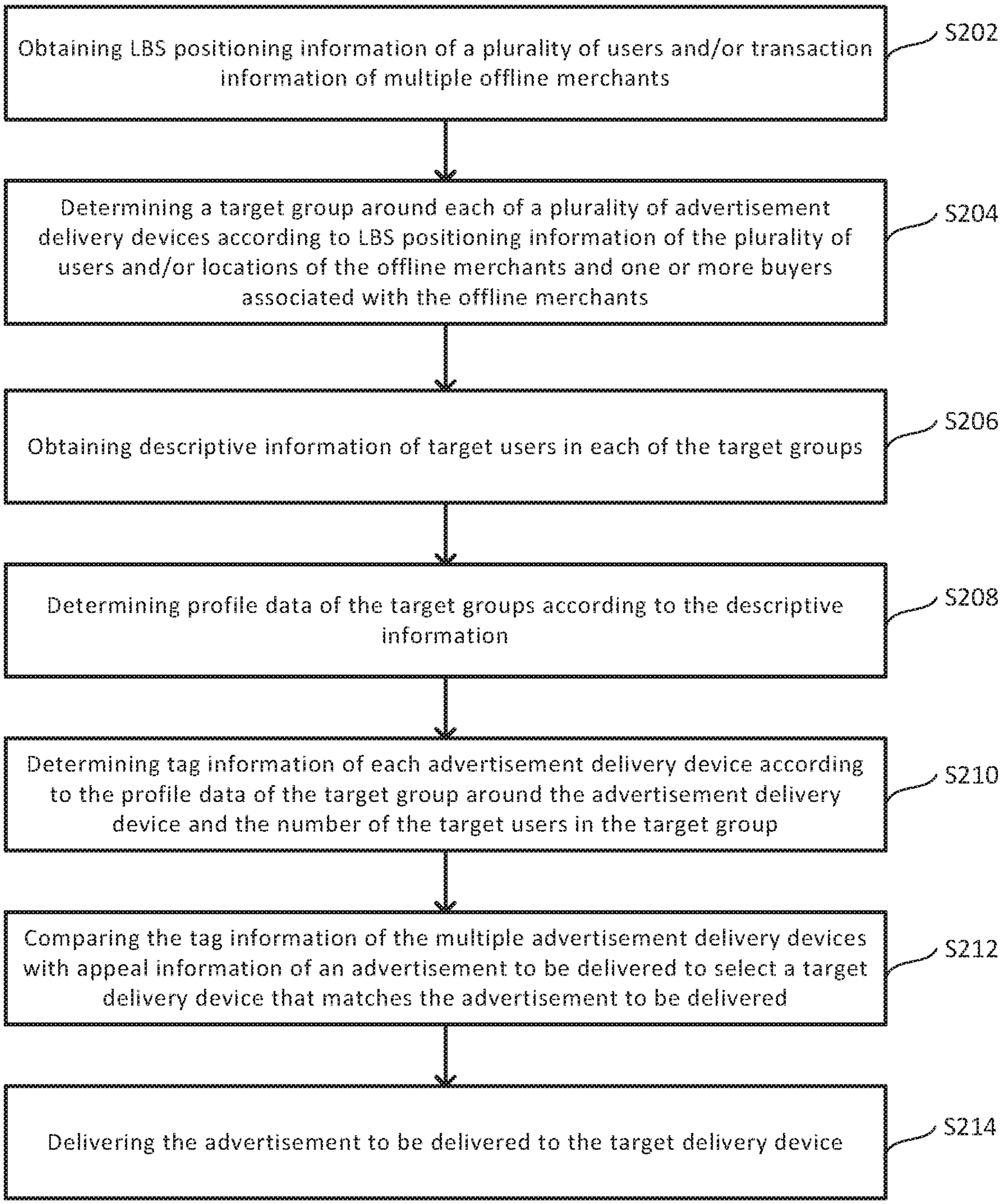
Obtaining LBS positioning information of a plurality of users and/or transaction information of multiple offline merchants
S202
Determining a target group around each of a plurality of advertisement delivery devices according to LBS positioning information of the plurality of users and/or locations of the offline merchants and one or more buyers associated with the offline merchants
S204
Obtaining descriptive information of target users in each of the target groups
S206
Determining profile data of the target groups according to the descriptive information
S208
Determining tag information of each advertisement delivery device according to the profile data of the target group around the advertisement delivery device and the number of the target users in the target group
S210
Comparing the tag information of the multiple advertisement delivery devices with appeal information of an advertisement to be delivered to select a target delivery device that matches the advertisement to be delivered
S212
Delivering the advertisement to be delivered to the target delivery device
S214

FIG. 2

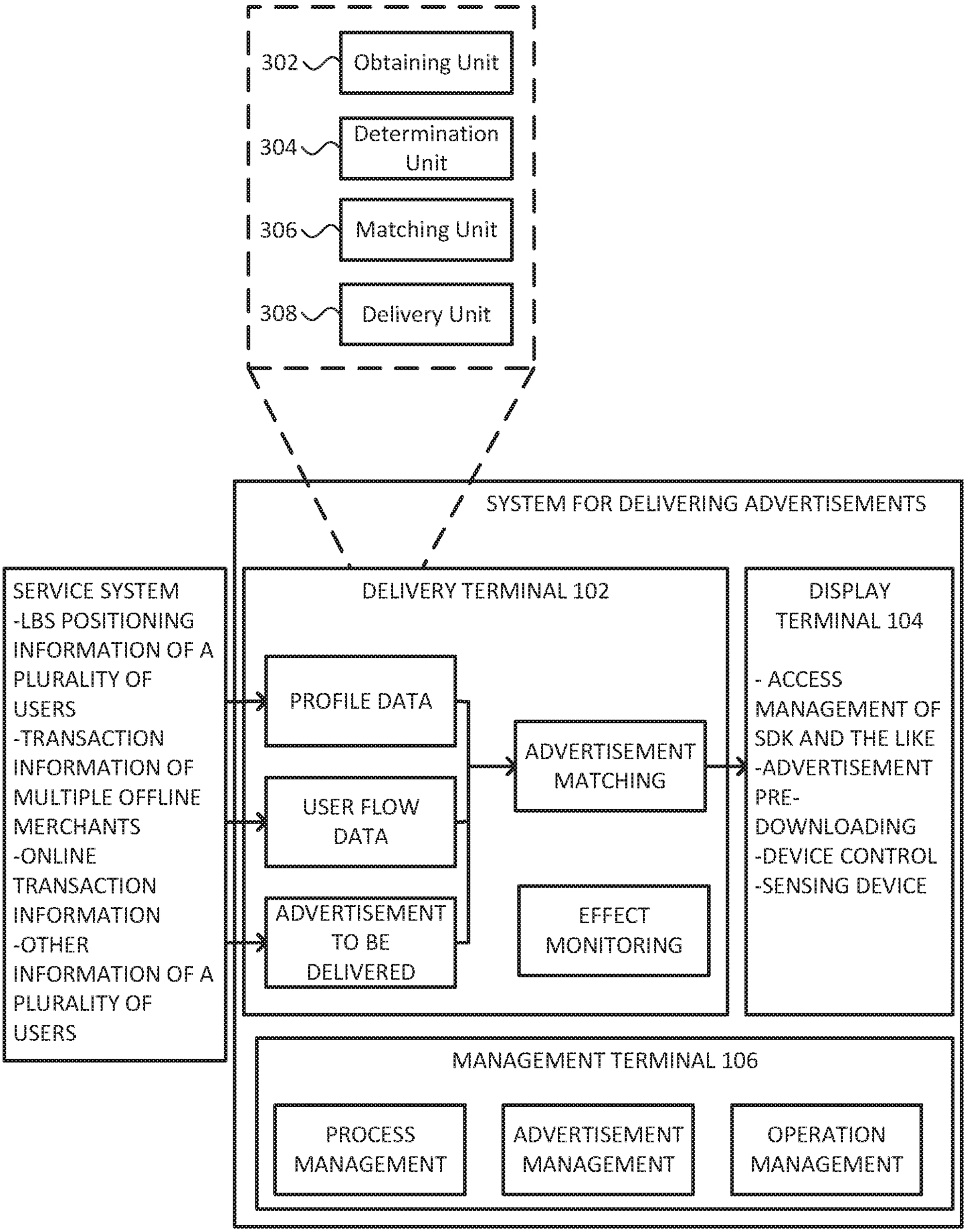
302
Obtaining Unit
304
Determination Unit
306
Matching Unit
308
Delivery Unit
SYSTEM FOR DELIVERING ADVERTISEMENTS
SERVICE SYSTEM
-LBS POSITIONING INFORMATION OF A PLURALITY OF USERS
-TRANSACTION INFORMATION OF MULTIPLE OFFLINE MERCHANTS
-ONLINE TRANSACTION INFORMATION
-OTHER INFORMATION OF A PLURALITY OF USERS
DELIVERY TERMINAL 102
PROFILE DATA
USER FLOW DATA
ADVERTISEMENT TO BE DELIVERED
ADVERTISEMENT MATCHING
EFFECT MONITORING
DISPLAY TERMINAL 104
- ACCESS MANAGEMENT OF SDK AND THE LIKE
-ADVERTISEMENT PRE-DOWNLOADING
-DEVICE CONTROL
-SENSING DEVICE
MANAGEMENT TERMINAL 106
PROCESS MANAGEMENT
ADVERTISEMENT MANAGEMENT
OPERATION MANAGEMENT

FIG. 3

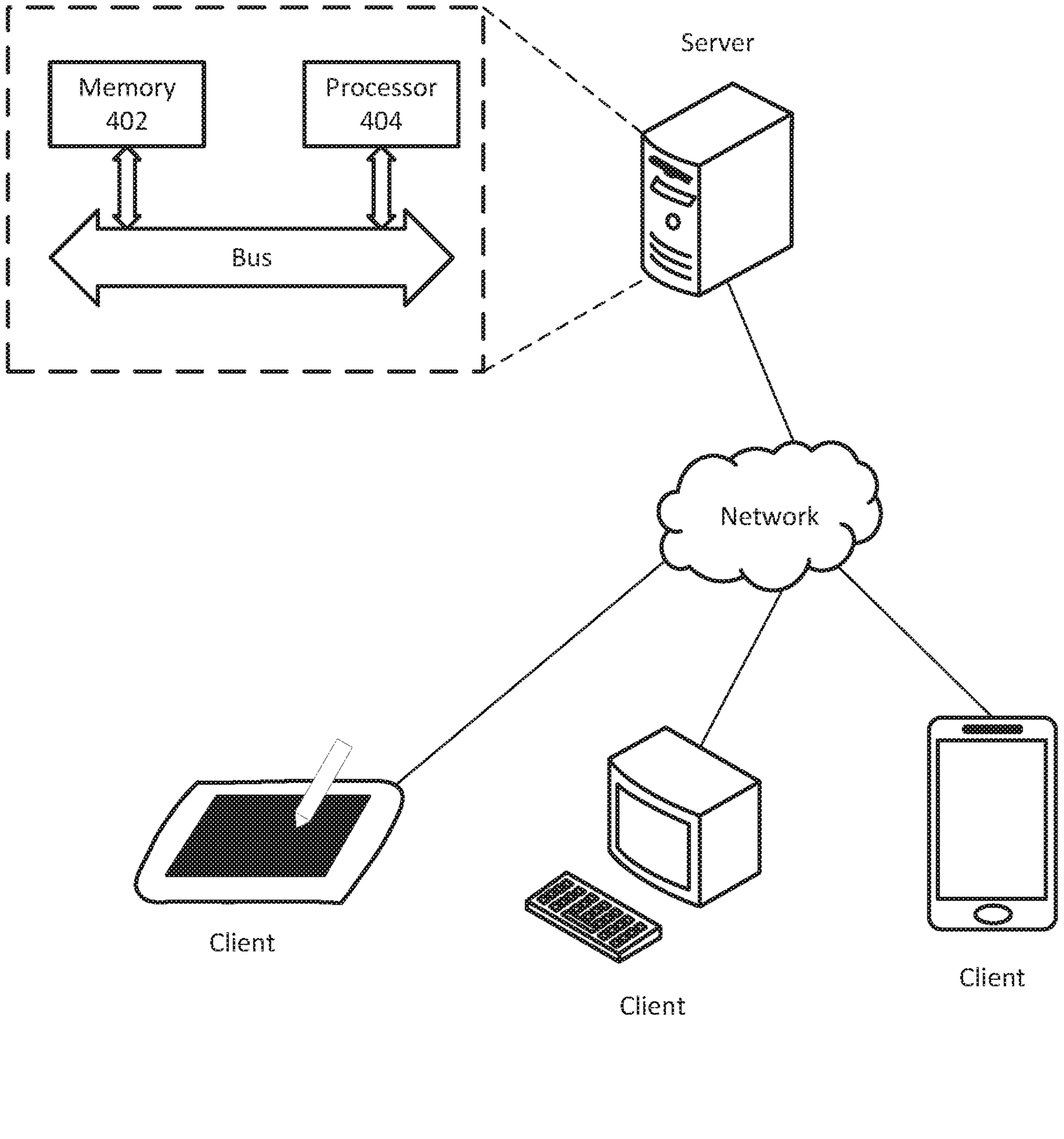
Server
Memory
402
Processor
404
Bus
Network
Client
Client
Client

FIG. 4