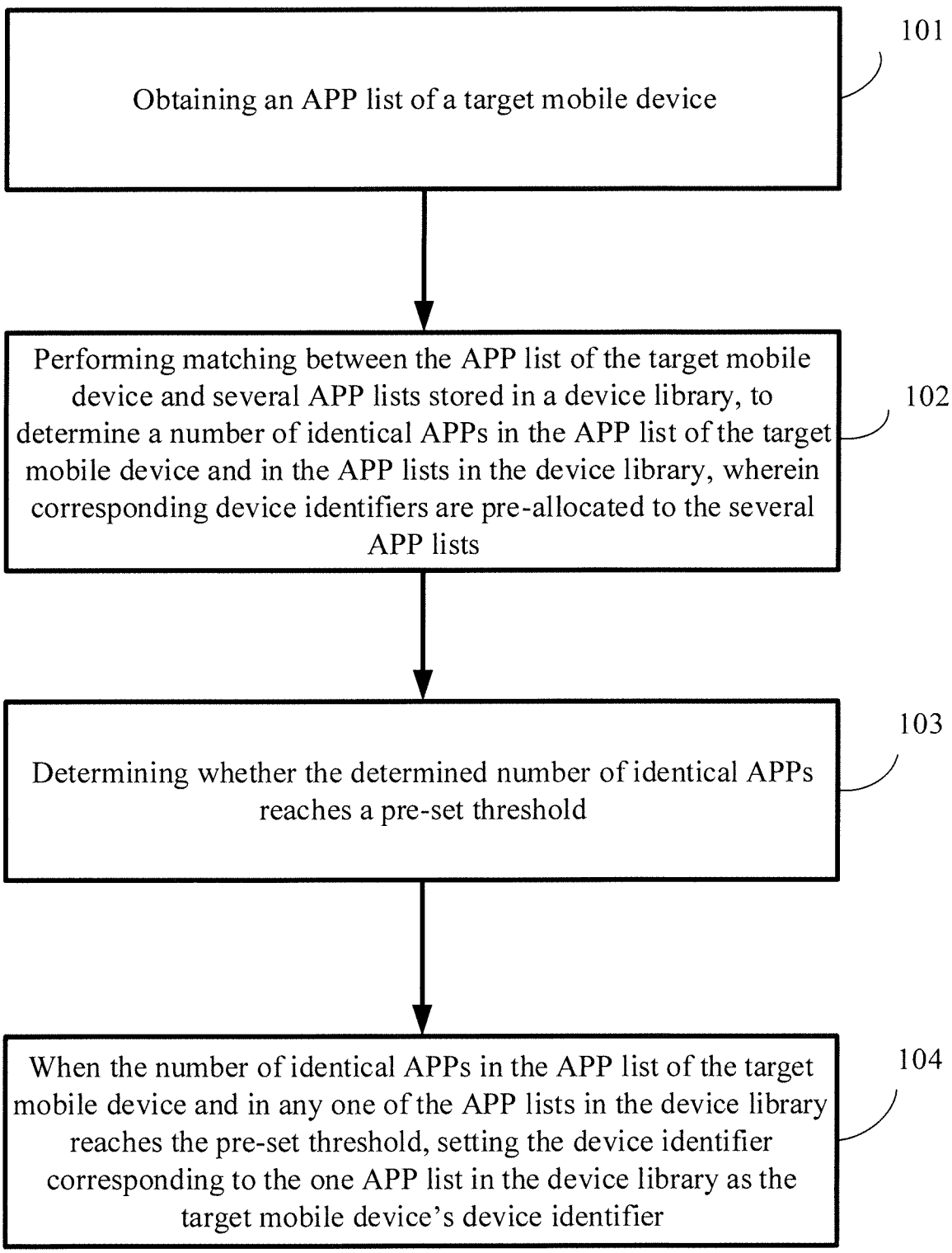
Obtaining an APP list of a target mobile device
101
Performing matching between the APP list of the target mobile device and several APP lists stored in a device library, to determine a number of identical APPs in the APP list of the target mobile device and in the APP lists in the device library, wherein corresponding device identifiers are pre-allocated to the several APP lists
102
Determining whether the determined number of identical APPs reaches a pre-set threshold
103
When the number of identical APPs in the APP list of the target mobile device and in any one of the APP lists in the device library reaches the pre-set threshold, setting the device identifier corresponding to the one APP list in the device library as the target mobile device's device identifier
104

FIG. 1

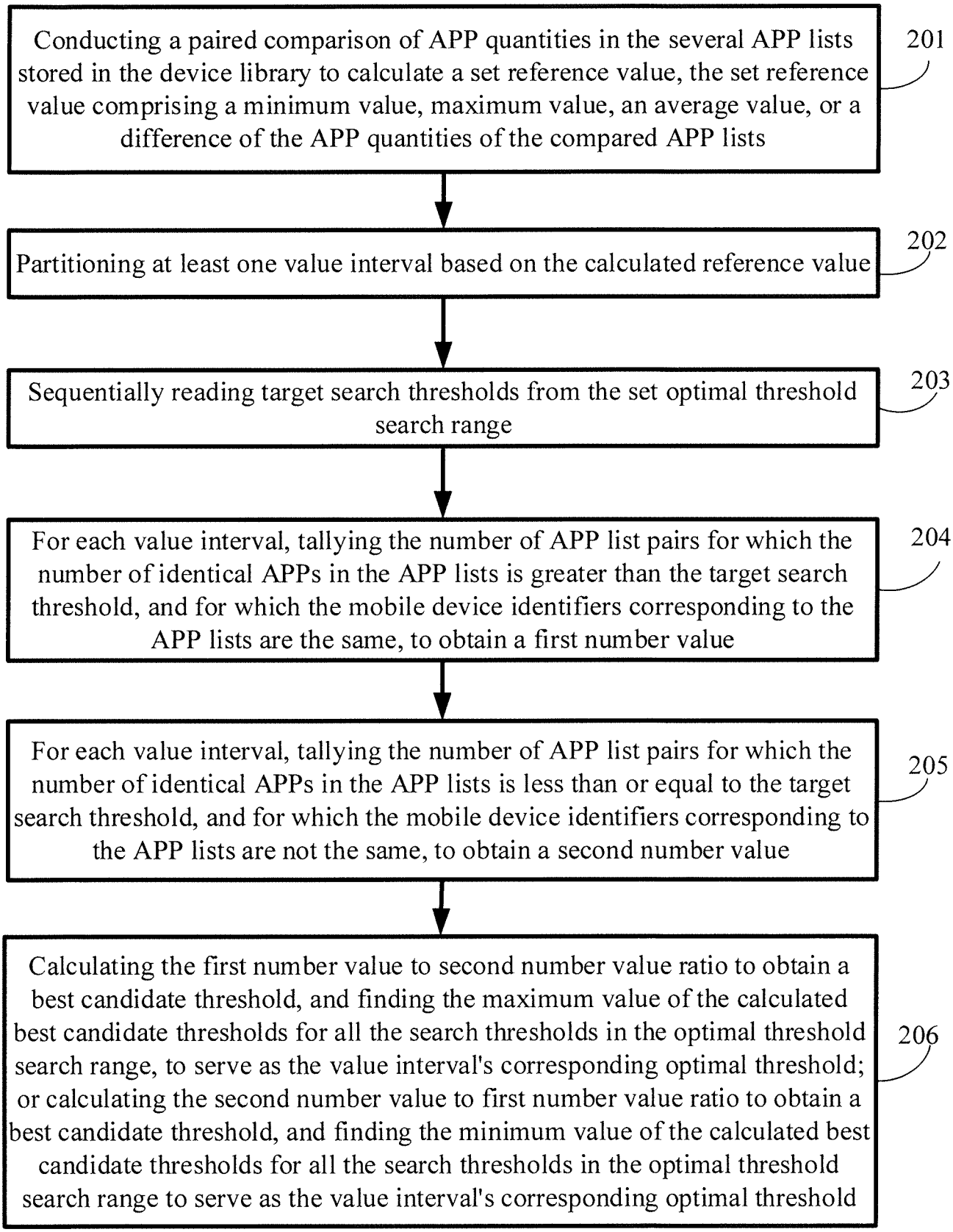
Conducting a paired comparison of APP quantities in the several APP lists stored in the device library to calculate a set reference value, the set reference value comprising a minimum value, maximum value, an average value, or a difference of the APP quantities of the compared APP lists
201
Partitioning at least one value interval based on the calculated reference value
202
Sequentially reading target search thresholds from the set optimal threshold search range
203
For each value interval, tallying the number of APP list pairs for which the number of identical APPs in the APP lists is greater than the target search threshold, and for which the mobile device identifiers corresponding to the APP lists are the same, to obtain a first number value
204
For each value interval, tallying the number of APP list pairs for which the number of identical APPs in the APP lists is less than or equal to the target search threshold, and for which the mobile device identifiers corresponding to the APP lists are not the same, to obtain a second number value
205
Calculating the first number value to second number value ratio to obtain a best candidate threshold, and finding the maximum value of the calculated best candidate thresholds for all the search thresholds in the optimal threshold search range, to serve as the value interval's corresponding optimal threshold; or calculating the second number value to first number value ratio to obtain a best candidate threshold, and finding the minimum value of the calculated best candidate thresholds for all the search thresholds in the optimal threshold search range to serve as the value interval's corresponding optimal threshold
206

FIG. 2

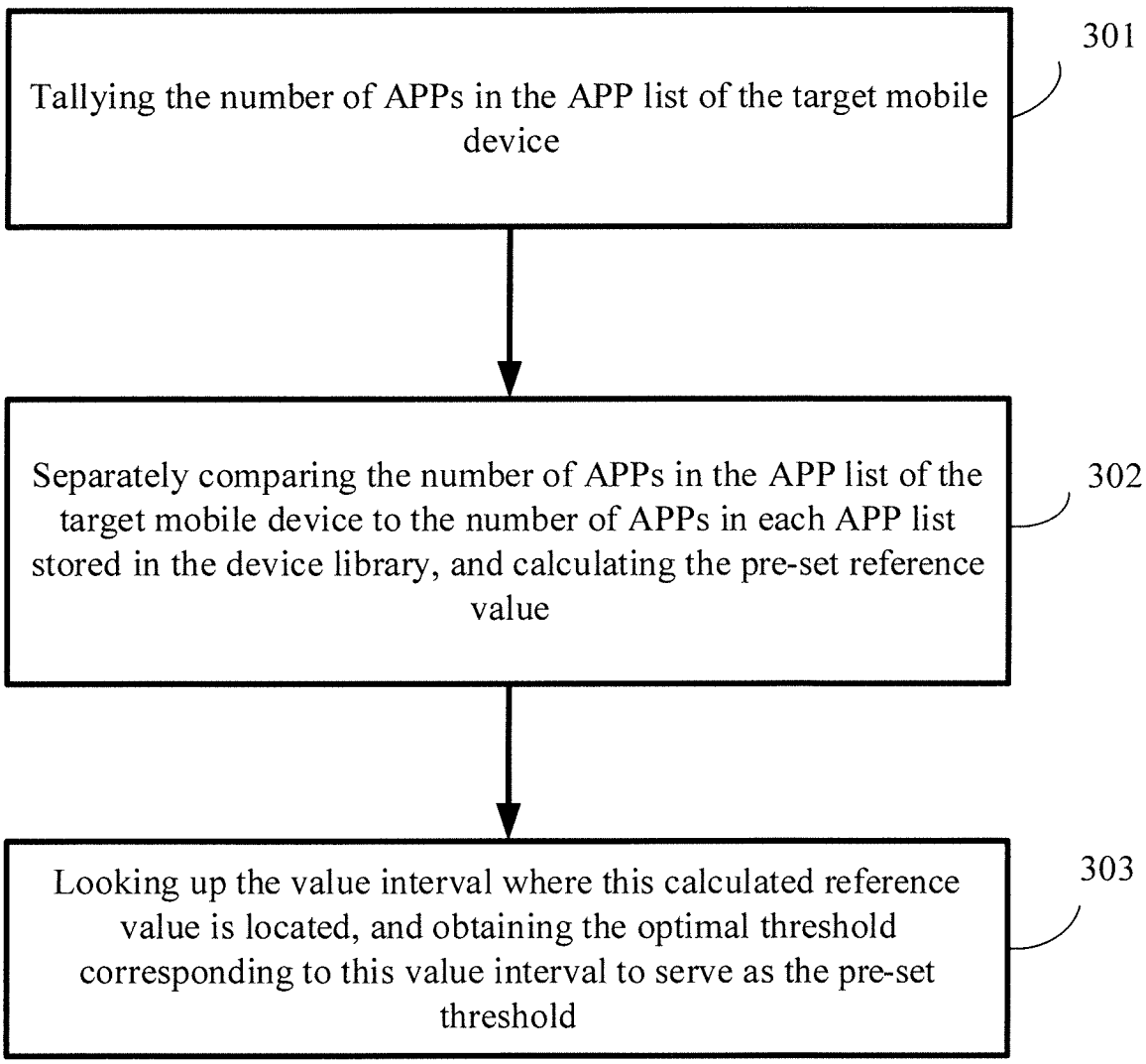
Tallying the number of APPs in the APP list of the target mobile device
301
Separately comparing the number of APPs in the APP list of the target mobile device to the number of APPs in each APP list stored in the device library, and calculating the pre-set reference value
302
Looking up the value interval where this calculated reference value is located, and obtaining the optimal threshold corresponding to this value interval to serve as the pre-set threshold
303

FIG. 3

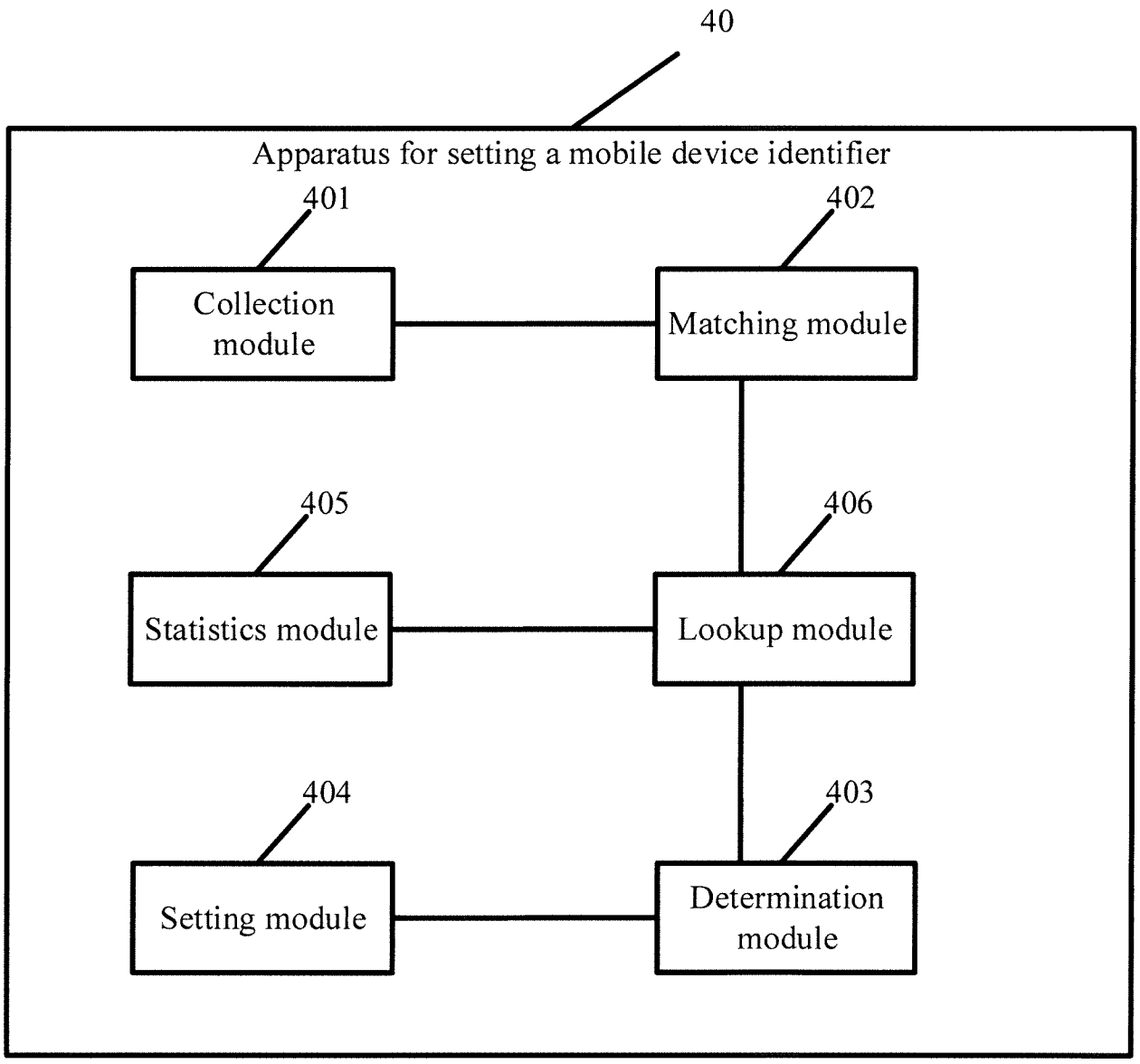
40
Apparatus for setting a mobile device identifier
401
Collection module
402
Matching module
405
Statistics module
406
Lookup module
404
Setting module
403
Determination module

FIG. 4

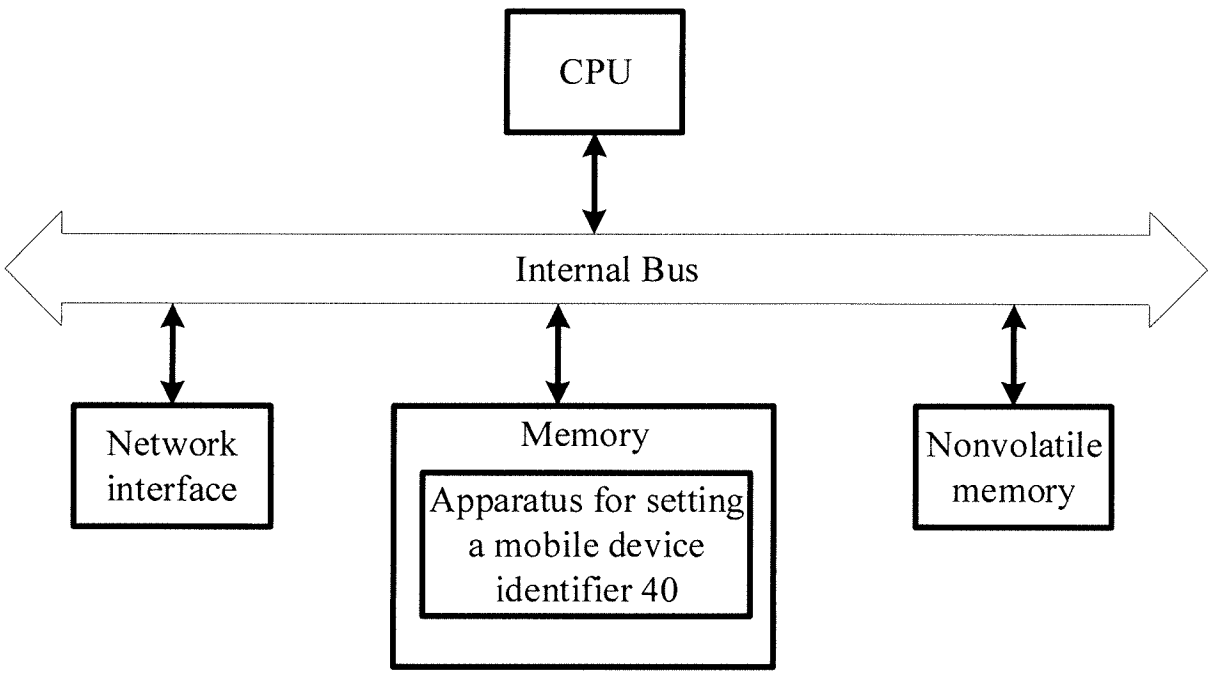
CPU
Internal Bus
Network interface
Memory
Apparatus for setting a mobile device identifier 40
Nonvolatile memory

FIG. 5