CLAIMS

1. A method for guiding a service flow, the method comprising:

obtaining, for a target service, historical behavior data of a user who uses the target service;

analyzing the historical behavior data to obtain a user feature used to determine a target user for service flow guiding;

selecting, from users who do not use the target service, the user who satisfies the user feature as the target user; and

sending service flow guiding information to the target user, to lead the target user to use the target service.

2. The method according to claim 1, wherein the user feature comprises a geographical location range that the user who uses the target service is located in.

3. The method according to claim 1, wherein selecting the user who satisfies the user feature as the target user comprises:

using the user who is located within the same geographical location range as the target user.

4. The method according to claim 1, wherein analyzing the historical behavior data to obtain the user feature used to determine the target user for the service flow guiding comprises:

obtaining, based on the historical behavior data, a geographical location rang that the user who uses the target service is located in and a service institution corresponding to the target service; and

obtaining, based on the geographical location range and the service institution, a geographical location range comprised in a service coverage area of the service institution.

5. The method according to claim 4, wherein selecting the user who satisfies the user feature as the target user comprises:

using the user who is located within the geographical location range comprised in the

service coverage area as the target user.

6. The method according to any one of claims 1 to 5, wherein selecting, from the users who do not use the target service, the user who satisfies the user feature as the target user comprises:

using the user who does not use the target service and satisfies the user feature as the user to be selected, and obtaining historical behavior data of the user to be selected; and

selecting, based on the historical behavior data, the user who is inclined to use the target service as the target user.

7. The method according to claim 6, wherein the historical behavior data of the user to be selected comprises historical publishing information of the user to be selected.

8. The method according to claim 7, wherein selecting the user who is inclined to use the target service as the target user comprises:

determining that the user to be selected is the target user in response to determining that the historical publishing information indicates that the user to be selected expects to use the target service.

9. The method according to claim 6, wherein the historical behavior data of the user to be selected comprises user activeness information and information about feedback behavior for historical marketing.

10. The method according to claim 9, wherein selecting the user who is inclined to use the target service as the target user comprises:

determining that the user to be selected is the target user in response to determining that the user activeness information indicates that service activeness of the user to be selected is high, and the information about feedback behavior indicates that the user to be selected is active in marketing feedback.

11. The method according to claim 1, further comprising:

determining, an associated service group of the user who uses the target service;

obtaining a service usage information of the user for the associated service group based on historical behavior data of the user;

determining, based on the historical behavior data of the user, that the user is inclined to use the associated service; and

in response to determining, based on the service usage information, that the user does not use an associated service, sending service flow guiding information to the user, to lead the user to use the associated service, wherein the associated service is a service other than the target service in the associated service group.

12. The method according to claim 11, wherein sending the service flow guiding information to the user comprises:

determining a feature matching user of the user, wherein the feature matching user uses the associated service; and

obtaining, through an analysis based on historical behavior data of the feature matching user, service flow guiding information corresponding to the associated service, and sending the service flow guiding information to the user.

13. The method according to claim 11, wherein sending the service flow guiding information to the user comprises:

determining, based on the historical behavior data of the user, service information related to the associated service; and

sending the service flow guiding information to the user based on the service information.

14. The method according to claim 1, wherein sending the service flow guiding information to the target user comprises:

sending the service flow guiding information to the target user at a predetermined time.

15. An apparatus for guiding a service flow, the apparatus comprising a plurality of modules configured to perform the method of any one of claims 1 to 14.