

CLAIMS

1. A method for generating an information recommendation, the method comprising:
retrieving text data sent by a client to a first server, wherein retrieving the text data from the client is performed without involving the first server, and the client comprises a data supply client, and the text data comprises a plurality of words;
determining whether a predetermined information recommendation rule set comprises an information recommendation rule used for matching the text data, wherein the information recommendation rule is set based on an recommendation information and matching the text data comprises searching the plurality of words in a Trie constructed based on the information recommendation rule;
in response to determining that the information recommendation rule set comprises an information recommendation rule matching the text data, retrieving the recommendation information matching the matched information rule and provided by a second server; and
transmitting to the client, the recommendation information.
2. The method of claim 1, wherein retrieving the recommendation information provided by the second server comprises:
triggering the second server to push the recommendation information, and retrieving the recommendation information pushed by the second server; or
downloading the recommendation information from the second server.
3. The method of claim 2, wherein triggering the second server to push the recommendation information comprises:
directly sending an information acquisition request to the second server, and receiving the recommendation information sent by the second server in response to the information acquisition request; or
triggering an information pushing application to send an information acquisition request to the second server, and receiving the recommendation information sent by the second server in response to the information acquisition request by using the information pushing application.
4. The method of claim 3, wherein the information acquisition request comprises a feature of

the recommendation information.

5. The method of claim 4, wherein the feature of the recommendation information comprises at least one of:

- a subject of the recommendation information;

- a key word of the recommendation information;

- a number of the recommendation information; and

- an identifier of the information recommendation rule that corresponds to the recommendation information.

6. The method of claim 5, wherein one subject and at least one key word that correspond to the subject are set for each information recommendation rule in the information recommendation rule set; and sending the information acquisition request to the second server comprises:

- determining whether the information recommendation rule set comprises at least two information recommendation rules matching the text data;

- in response to determining that the information recommendation rule set comprises at least two information recommendation rules matching the text data, selecting an information recommendation rule from the at least two information recommendation rules based on weights separately specified for key words in the at least two information recommendation rules; and

- adding a subject specified in the selected information recommendation rule to the information acquisition request, and

- sending the information acquisition request to the second server.

7. The method of any one of claims 1 to 6, wherein retrieving text data sent by a client to the first server comprises:

- receiving the text data sent by the client, wherein the text data sent by the client is obtained by copying the text data sent by the client to the first server.

8. The method of any one of claims 1 to 7, wherein before the determining whether an information recommendation rule set comprises an information recommendation rule matching the text data, the method further comprises:

retrieving and saving an information recommendation rule set provided by the second server.

9. The method of any one of claims 1 to 8, wherein matching the text data comprises generating a set of matched nodes.

10. The method of any one of claims 1 to 8, wherein matching the text data comprises determining that characters allocated to each node of the Trie are retrievable in the text data and indicating that the text data complies with the information recommendation rule.

11. The method of any one of claims 1 to 10, wherein the recommendation information comprises at least one of an advertisement, news, a picture, and a movie associated to the information recommendation rule.

12. An apparatus for generating an information recommendation, the apparatus comprising a plurality of modules configured to perform the method of any one of claims 1 to 11.