CLAIMS

1. A transaction displaying method, comprising:

before triggering a transaction corresponding to transaction data, obtaining the transaction data configured by a transaction server, wherein the transaction data comprises at least one transaction displaying group, and any transaction displaying group comprises at least one transaction displaying object;

selecting a transaction displaying group from the transaction data when it is detected that a transaction is triggered;

determining a transaction displaying object in the selected transaction displaying group; and

displaying the determined transaction displaying object;

wherein the method further comprises:

after the obtaining the transaction data, receiving a message carrying a content change of the transaction data configured by the transaction server, wherein the content change is carried in a header of the message, the content change includes a group displaying update probability of each transaction displaying group and an object displaying update probability of each transaction displaying object, and the message includes a Hyper Text Transfer Protocol (HTTP) message that is sent by a gateway;

before the selecting a transaction displaying group from the transaction data, updating a group displaying probability of the transaction displaying group to a group displaying update probability of the transaction displaying group; and

before the determining a transaction displaying object in the selected transaction displaying group, updating an object displaying probability of the transaction displaying object to an object displaying update probability of the transaction displaying object; ~~.~~

~~2. The method according to claim 1,~~ wherein the transaction data further comprises group displaying probabilities of all the transaction displaying groups, a sum of the group displaying probabilities being 100%; and

the selecting a transaction displaying group from the transaction data comprises:

determining, based on the group displaying probabilities, a group interval corresponding to each of the transaction displaying groups in an interval [0, 100];

generating a first random number, wherein the first random number is a natural number in [1,

100]; and

determining a group interval comprising the first random number, and selecting a transaction displaying group corresponding to the determined group interval.

~~3~~2. . A transaction displaying method, comprising:

before triggering a transaction corresponding to transaction data, obtaining the transaction data configured by a transaction server, wherein the transaction data comprises at least one transaction displaying group, and any transaction displaying group comprises at least one transaction displaying object;

selecting a transaction displaying group from the transaction data when it is detected that a transaction is triggered;

determining a transaction displaying object in the selected transaction displaying group; and

displaying the determined transaction displaying object;

wherein the method further comprises:

after the obtaining the transaction data, receiving a message carrying a content change of the transaction data configured by the transaction server, wherein the content change is carried in a header of the message, the content change includes a group displaying update probability of each transaction displaying group and an object displaying update probability of each transaction displaying object, and the message includes a Hyper Text Transfer Protocol (HTTP) message that is sent by a gateway;

before the selecting a transaction displaying group from the transaction data, updating a group displaying probability of the transaction displaying group to a group displaying update probability of the transaction displaying group; and

before the determining a transaction displaying object in the selected transaction displaying group, updating an object displaying probability of the transaction displaying object to an object displaying update probability of the transaction displaying object;

~~The method according to claim 1,~~ wherein the transaction data further comprises object displaying probabilities of all the transaction displaying objects, a sum of the object displaying probabilities in any transaction displaying group being 100%; and

the determining a transaction displaying object in the selected transaction displaying group comprises:

determining, based on the object displaying probabilities in the selected transaction displaying group, an object interval corresponding to each of the transaction displaying objects in the selected transaction displaying group in an interval [0, 100];

generating a second random number, wherein the second random number is a natural number in [1, 100]; and

determining an object interval comprising the second random number, and selecting a transaction displaying object corresponding to the determined object interval.

~~4~~3. The method according to claim ~~2~~1, wherein the transaction data further comprises: a group identifier of each transaction displaying group; and

before the selecting a transaction displaying group from the transaction data, the method further comprises:

obtaining a group identifier and a group displaying update probability that are configured by the transaction server; and

determining, in the transaction data, a transaction displaying group corresponding to the group identifier configured by the transaction server, and updating a displaying probability corresponding to the transaction displaying group to the group displaying update probability.

~~5~~4. The method according to claim ~~3~~2, wherein the transaction data further comprises: an object identifier of each transaction displaying object; and

before the determining a transaction displaying object in the selected transaction displaying group, the method further comprises:

obtaining an object identifier and an object displaying update probability that are configured by the transaction server; and

determining, in the transaction data, a transaction displaying object corresponding to the object identifier configured by the transaction server, and updating an object displaying probability corresponding to the transaction displaying object to the object displaying update probability.

~~6~~5. The method according to claim ~~4~~3, wherein the obtaining a group identifier and a group displaying update probability that are configured by the transaction server comprises:

obtaining a group identifier and a group displaying update probability in a message header of

a first Hypertext Transfer Protocol (HTTP) message, wherein

the first HTTP message is sent by the gateway, and the group identifier and the group displaying update probability are configured by the transaction server.

~~7~~6. The method according to claim ~~5~~4, wherein the obtaining an object identifier and an object displaying update probability that are configured by the transaction server comprises:

obtaining an object identifier and an object displaying update probability in a message header of a second HTTP message, wherein

the second HTTP message is sent by the gateway, and the object identifier and the object displaying update probability are configured by the transaction server.

~~8~~7. A terminal, comprising:

a first obtaining module, before a transaction corresponding to transaction data is triggered, configured to obtain the transaction data configured by a transaction server, wherein the transaction data comprises at least one transaction displaying group, and any transaction displaying group comprises at least one transaction displaying object;

a selecting module, configured to select a transaction displaying group from the transaction data obtained by the first obtaining module when it is detected that a transaction is triggered;

a first determining module, configured to determine a transaction displaying object in the transaction displaying group selected by the selecting module; and

a displaying module, configured to display the transaction displaying object determined by the first determining module;

wherein:

the terminal is further configured to, after the transaction data is obtained, receive a message carrying a content change of the transaction data configured by the transaction server, wherein the content change is carried in a header of the message, the content change includes a group displaying update probability of each transaction displaying group and an object displaying update probability of each transaction displaying object, and the message includes a Hyper Text Transfer Protocol (HTTP) message that is sent by a gateway;

the selecting module is further configured to update a group displaying probability of the transaction displaying group to a group displaying update probability of the transaction displaying

group; and

the first determining module is further configured to update an object displaying probability of the transaction displaying object to an object displaying update probability of the transaction displaying object; ~~.~~

~~9. The terminal according to claim 8,~~

wherein the transaction data further comprises group displaying probabilities of all the transaction displaying groups, a sum of the group displaying probabilities being 100%; and

the selecting module comprises:

a determining unit, configured to determine, based on the group displaying probabilities a group interval corresponding to each of the transaction displaying groups in an interval [0, 100];

a generating unit, configured to generate a first random number, wherein the first random number is a natural number in [1, 100]; and

a selecting unit, configured to determine a group interval comprising the first random number, and select a transaction displaying group corresponding to the determined group interval.

~~10~~8. A terminal, comprising:

a first obtaining module, before a transaction corresponding to transaction data is triggered, configured to obtain the transaction data configured by a transaction server, wherein the transaction data comprises at least one transaction displaying group, and any transaction displaying group comprises at least one transaction displaying object;

a selecting module, configured to select a transaction displaying group from the transaction data obtained by the first obtaining module when it is detected that a transaction is triggered;

a first determining module, configured to determine a transaction displaying object in the transaction displaying group selected by the selecting module; and

a displaying module, configured to display the transaction displaying object determined by the first determining module;

wherein:

the terminal is further configured to, after the transaction data is obtained, receive a message carrying a content change of the transaction data configured by the transaction server, wherein the content change is carried in a header of the message, the content change includes a group

displaying update probability of each transaction displaying group and an object displaying update probability of each transaction displaying object, and the message includes a Hyper Text Transfer Protocol (HTTP) message that is sent by a gateway;

the selecting module is further configured to update a group displaying probability of the transaction displaying group to a group displaying update probability of the transaction displaying group; and

the first determining module is further configured to update an object displaying probability of the transaction displaying object to an object displaying update probability of the transaction displaying object;

~~The terminal according to claim 8,~~ wherein the transaction data further comprises object displaying probabilities of all the transaction displaying objects, a sum of the object displaying probabilities in any transaction displaying group being 100%; and

the first determining module comprises:

a determining unit, configured to determine, based on the object displaying probabilities in the selected transaction displaying group, an object interval corresponding to each of the transaction displaying objects in the selected transaction displaying group in an interval [0, 100]transaction;

a generating unit, configured to generate a second random number, wherein the second random number is a natural number in [1, 100]; and

a selecting unit, configured to determine an object interval comprising the second random number, and select a transaction displaying object corresponding to the determined object interval.

~~11~~9. The terminal according to claim ~~9~~7, wherein the transaction data further comprises: a group identifier of each transaction displaying group; and

the terminal further comprises:

a second obtaining module, configured to obtain a group identifier and a group displaying update probability that are configured by the transaction server;

a second determining module, configured to determine, in the transaction data, a transaction displaying group corresponding to the group identifier that is configured by the transaction server and that is obtained by the second obtaining module; and

a first updating module, configured to update a displaying probability corresponding to the

transaction displaying group determined by the second determining module to the group displaying update probability.

~~12~~10. The terminal according to claim ~~10~~8, wherein the transaction data further comprises an object identifier of each transaction displaying object; and

the terminal further comprises:

a third obtaining module, configured to obtain an object identifier and an object displaying update probability that are configured by the transaction server;

a third determining module, configured to determine, in the transaction data, a transaction displaying object corresponding to the object identifier that is configured by the transaction server and that is obtained by the third obtaining module; and

a second updating module, configured to update an object displaying probability corresponding to the transaction displaying object determined by the third determining module to the object displaying update probability.

~~13~~11. The terminal according to claim ~~11~~9, wherein the second obtaining module is configured to:

obtain a group identifier and a group displaying update probability in a message header of a first Hypertext Transfer Protocol (HTTP) message, wherein

the first HTTP message is sent by the gateway, and the group identifier and the group displaying update probability are configured by the transaction server.

~~14~~12. The terminal according to claim ~~12~~10, wherein the third obtaining module is configured to:

obtain an object identifier and an object displaying update probability in a message header of a second HTTP message, wherein

the second HTTP message is sent by the gateway, and the object identifier and the object displaying update probability are configured by the transaction server.