

ROUTER ADDRESS TYPE IDENTIFICATION METHOD AND APPARATUS

[0001] The present application claims priority to Chinese Patent Application No. 201510662220.5, filed on October 14, 2015 and entitled "ROUTER ADDRESS TYPE
5 IDENTIFICATION METHOD AND APPARATUS", which is incorporated here by reference in its entirety.

TECHNICAL FIELD

[0002] The present disclosure relates to the field of Media Access Control (MAC) address identification, and more particularly, to router address type identification
10 method and apparatus.

BACKGROUND

[0003] In an Internet environment, and particularly a mobile Internet environment, business and residential addresses need to be obtained in many scenarios, such as an online to offline (O2O) service scenario. Currently, many systems mainly obtain
15 business and residential addresses by using information filled-in by users during user registration or mining addresses from logistics data.

[0004] In related technologies, an address type is usually determined by using an address entered by a user during user registration. However, the introduction of a human factor can result in the risk related to the authenticity of the entered address.
20 Consequently, problems of deficient data, relatively low coverage, and difficulties in distinguishing between address types can happen. In an example of the business address and the residential address, few offline users or stores write address information during registration, and actually, shipping addresses used when many businesses deliver goods are not necessarily real business addresses, for example, may
25 be merchant warehouse addresses. Therefore, problems of deficient data, low data coverage, a relatively high difficulty in distinguishing a business from a residential, etc. are caused when the business address and the residential address are obtained by

using the method such as information filled-in by users during user registration or mining addresses from logistics data in the related technology.

[0005] Currently, no effective solution to the foregoing problems is proposed.

SUMMARY

5 **[0006]** Embodiments of the present disclosure provide a router address type identification method and apparatus, so as to resolve problems in related technologies such as deficient data, low data coverage, relatively high difficulty in distinguishing a business from a residence in a router MAC address type identification scheme.

[0007] According to an aspect of the embodiments of the present disclosure, a
10 router address type identification method is provided, including: obtaining network interaction data collected by a server, where the network interaction data includes user Media Access Control (MAC) address data and router MAC address data; determining a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data; counting,
15 based on the relationship between the router MAC address and the user MAC address, an access parameter obtained after each user MAC address in the user MAC address data accesses a router that is to be identified corresponding to the router MAC address within a predetermined period; and identifying a router MAC address type of the router based on a comparison between a counting result and a predetermined
20 threshold.

[0008] According to another aspect of the embodiments of the present disclosure, a router address type identification apparatus is further provided, including: a first acquisition module, configured to acquire network interaction data collected by a server, where the network interaction data includes user Media Access Control (MAC)
25 address data and router MAC address data; a determining module, configured to determine a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data; a counting module, configured to count, based on the relationship between the router MAC address and the user MAC address, an access parameter obtained after each user
30 MAC address in the user MAC address data accesses a router corresponding to the router MAC address within a predetermined period; and an identification module, configured to identify a router MAC address type of the router based on a comparison

between a counting result and a predetermined threshold.

[0009] In the embodiments of the present disclosure, the result of comparison between the predetermined threshold and the counting result is obtained by counting the access parameter obtained after each user MAC address in the user MAC address data accesses the router corresponding to the router MAC address within the predetermined period, so as to determine the router MAC address type. This achieves objectives of improving coverage and efficiently distinguishing between router address types, thereby resolving technical problems such as deficient data, low data coverage, a relatively high difficulty in distinguishing a business from a residence in a MAC address type identification scheme in a related technology.

BRIEF DESCRIPTION OF DRAWINGS

[0010] The accompanying drawings described here are intended to provide a further understanding of the present disclosure, and constitute a part of the present application. The illustrative embodiments of the present disclosure and descriptions of the embodiments of the present disclosure are intended to describe the present disclosure, and do not constitute limitations on the present disclosure. In the accompanying drawings:

[0011] FIG. 1 is a structural block diagram of hardware of a computing device in a router address type identification method, according to an embodiment of the present disclosure;

[0012] FIG. 2 is a schematic flowchart of an optional router address type identification method, according to an embodiment of the present disclosure;

[0013] FIG. 3 is a schematic flowchart of a preferred router address type identification method, according to an embodiment of the present disclosure;

[0014] FIG. 4 is a structural block diagram of an optional router address type identification apparatus, according to an embodiment of the present disclosure;

[0015] FIG. 5 is another structural block diagram of an optional router address type identification apparatus, according to an embodiment of the present disclosure;

[0016] FIG. 6 is another structural block diagram of an optional router address type identification apparatus, according to an embodiment of the present disclosure;

[0017] FIG. 7 is another structural block diagram of an optional router address type identification apparatus, according to an embodiment of the present disclosure;

[0018] FIG. 8 is another structural block diagram of an optional router address type identification apparatus, according to an embodiment of the present disclosure; and

[0019] FIG. 9 is a structural block diagram of a computing device according to an
5 embodiment of the present disclosure.

DESCRIPTION OF EMBODIMENTS

[0020] To make a person skilled in the art understand the solutions in the present disclosure better, the following description describes the technical solutions in the embodiments of the present disclosure with reference to the accompanying drawings.

10 Apparently, the described embodiments are merely some rather than all of the embodiments of the present disclosure. All other embodiments obtained by a person of ordinary skill in the art based on the embodiments of the present disclosure without creative efforts shall fall within the protection scope of the present disclosure.

[0021] It should be noted that the terms such as "first", "second" in the
15 specification, claims, and accompanying drawings of the present disclosure are intended to distinguish between similar objects but do not necessarily indicate a specific order or sequence. It should be understood that the data used in such a way is interchangeable in proper situations, so that the embodiments of the present disclosure described here can be implemented in other orders than the order illustrated or
20 described here. Moreover, the terms "include", "contain" and any other variants are intended to cover the non-exclusive inclusion. For example, a process, method, system, product, or device that includes a series of steps or units is not necessarily limited to those steps or units that are listed, but can include other steps or units that are not listed or are inherent to such a process, method, system, product, or device.

25 **[0022]** To facilitate understanding of the embodiments of the present disclosure, technical terms used in the embodiments of the present disclosure are described as follows:

[0023] MAC address: it is an identifier used to represent each site on Internet, is represented by a hexadecimal digit, and includes six bytes (48 bits) in total. The first
30 three bytes are code (24 high-order bits) allocated by an IEEE registration authority (RA) to different manufacturers and also referred to as an "organizationally unique identifier". The last three bytes (24 low-order bits) are assigned by each manufacturer

to a produced adapter interface and referred to as an extended identifier (unique).

[0024] Router: it is a device connected to each local area network or wide area network on the Internet. The router automatically selects and sets a route based on channel status, and sends signals in a sequence by using an optimal path.

- 5 **[0025]** O2O: O2O is online to offline (referred to as online/offline or online to offline) and refers to combining an offline business opportunity with the Internet, so that the Internet can become an offline transaction foreground.

Embodiment 1

- 10 **[0026]** This embodiment of the present disclosure further provides a router address type identification method. It should be noted that steps shown in flowcharts of the accompanying drawings can be, for example, performed by a computing system such as a set of computer executable instructions. In addition, although a logical sequence is shown in the flowchart, in some cases, the shown or described steps can be performed in a different order.

- 15 **[0027]** The method provided in Embodiment 1 of the present application can be performed by a mobile terminal, a computer terminal, or a similar computing apparatus. As an example that the method is performed by the computer terminal, FIG. 1 is a hardware block diagram illustrating a computer terminal that can perform an example of a router address type identification method, according to an embodiment
- 20 of the present disclosure. As shown in FIG. 1, a computer terminal 10 can include one or more (only one is shown in the figure) processors 102 (the processor 102 can include but is not limited to a processing apparatus such as a microprocessor (MCU) or a field programmable gate array (FPGA)), a memory 104 configured to store data, and a transport module 106 for communication. A person of ordinary skill in the art
- 25 can understand that the structure shown in FIG. 1 is merely an example, and does not limit the structure of the computer terminal. For example, the computer terminal 10 can further include more or fewer components than those shown in FIG. 1, or can have a configuration different from that in FIG. 1.

- [0028]** The memory 104 can be configured to store a software program and a
- 30 module of application software, for example, a program instruction or module corresponding to the router address type identification method in this embodiment of the present disclosure. The processor 102 runs the software program and the module

stored in the memory 104 execute various functions and data processing, and performs risk identifications. The memory 104 can include a high-speed random access memory, or can include a non-volatile memory such as one or more magnetic storage apparatuses, a flash memory, or another non-volatile solid-state memory. In some cases, the memory 104 can further include a memory remotely disposed from the processor 102. The remote memory can connect to the computer terminal 10 by using a network. The network includes but is not limited to the Internet, an intranet, a local area network, a mobile communication network, or a combination thereof.

[0029] The transport module 106 is configured to receive or send data by using a network. The network can specifically include a wireless network provided by a communication provider of the computer terminal 10. In an example, the transport module 106 includes a network interface controller (NIC), and the NIC can connect to other network devices by using a base station, so as to communicate with the Internet. In an example, the transport module 106 can be a radio frequency (RF) module, and the RF module is configured to wirelessly communicate with the Internet.

[0030] In the operating environment, the present application provides a router address type identification method shown in FIG. 2. FIG. 2 is a flowchart illustrating an optional router address type identification method, according to an embodiment of the present disclosure. As shown in FIG. 2, the method includes the following processing steps.

[0031] Step S202: Obtain network interaction data collected by a server, where the network interaction data includes user Media Access Control (MAC) address data and router MAC address data.

[0032] In some implementations, the network interaction data can further include user location information and router location information. As such, router MAC address type and location information of a router that is to be identified are stored in a database, so that different applications can be performed based on the two pieces of location information in a specific implementation. For example, the location information of the router can be determined based on, but is not limited to, location information of a user accessing the router etc. It should be noted that the user location information and the router location information can be represented as, but is not limited to, geographical location information such as longitude and latitude information.

[0033] In some implementations, this step can be implemented in a plurality of

ways. For example, the network interaction data can be obtained from a third-party device, obtained locally, or by calculating historical data based on a database technology to extract-transform-load (ETL).

5 **[0034]** Step S204: Determine a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data.

10 **[0035]** Optionally, the relationship between the router MAC address and the user MAC address can be described as an "accessed" and "accessing" relationship. Step S206: Count an access parameter obtained after each user MAC address accesses a router that corresponds to the router MAC address within a predetermined period, based on the relationship between the router MAC address and the user MAC address.

15 **[0036]** Optionally, the access parameter can be used to reflect information about a number of users accessing the router and an access frequency. For example, in an optional embodiment, the access parameter includes one or any combination of the following listed information: the number of users accessing the router within a first predetermined period, the total number of times of all users accessing the router within a second predetermined period, and the number of successful accesses of a specific user accessing the router within a third predetermined period.

20 **[0037]** Optionally, the predetermined period here can be set based on an actual situation, for example, can be set to one day, one month, or one quarter. For example, the number of users that have successfully accessed the router per day during one month can be determined, to obtain an average number of successfully accessed user accesses of the router per day.

25 **[0038]** Step S208: Identify a router MAC address type of the router based on a comparison between a counting result and a predetermined threshold.

30 **[0039]** The predetermined threshold can be determined based on an actual implementation. For example, different thresholds can be predetermined based on different information in step S206. For example, in an optional implementation, if the number of users in step S206 is a average number of successfully accessed users of the router per day, a predetermined threshold corresponding to the number of users can be set based on an average number of successfully accessed users per day that is allowed by the router.

[0040] In an optional embodiment of the present disclosure, step S208 is implemented in a plurality of ways. For example, the router MAC address type can be

identified based on any of the previous information, or can be identified based on any combination of two or three of the previous information. This is further described in detail below with reference to an optional embodiment.

[0041] In a first case, the router MAC address type can be identified based on one of the previous information in the following way:

[0042] In an example in which the router MAC address type is identified based on the number of users of the router that is to be identified, when the number of users accessing the router is less than a first threshold, the router MAC address type is identified as a residential router; and when the number of users accessing the router is greater than a second threshold and less than a third threshold, the router MAC address type is identified as a business router.

[0043] In an example in which the router MAC address type is identified based on the total number of accesses, when the total number of accesses of all users accessing the router is greater than a fourth threshold, the router MAC address type is identified as a business router.

[0044] In an example in which the router MAC address type is identified based on the number of successful accesses, when the number of successful accesses is greater than a fifth threshold, the router MAC address type is identified as a residential router.

[0045] In a second situation, the router MAC address type can be finally determined using a method of priority or weight of the information or using an election method.

[0046] In the priority-based implementation, information to be used can be determined in descending order of priorities. For example, when priorities of the number of users, the total number of accesses, and the number of successful accesses are in a descending order, the number of users can be preferably used to identify the router MAC address. If the number of users does not satisfy a requirement or the number of users is not determined, the total number of accesses with a second priority can be used. If the total number of accesses does not satisfy the requirement, the number of successful accesses is used. Indeed, an order of priority is not limited to the previously described form, but can be based on particular implementations.

[0047] In the weight-based implementation, different weights can be provided for different pieces of information. Two or three pieces of information can be used for weighted calculation to finally identify the router MAC address type. For example, in an example in which the three pieces of information are used, three letters A, B, and C

can respectively represent the number of users, the total number of accesses, and the number of successful accesses, a, b, and c can respectively represent weights of the three pieces of information, S represents a total weighted value, and $S=a*A+b*B+c*C$. A value S is compared with the predetermined threshold to identify the router MAC address type based on a comparison result. For example, when S is greater than the predetermined threshold, the router MAC address type of the router is identified as a business router; when S is less than the predetermined threshold, the router MAC address type of the router is identified as a residential router. It should be noted that the weighted calculation and determination for any two of the three pieces of information can be similarly performed and are not discussed here in detail.

[0048] In the election implementation, the election can be implemented based on an election algorithms including, but is not limited to, a bully algorithm or a loop algorithm.

Certainly, in addition to the previously described implementations, other implementations can be used. For example when the number of users is less than a first threshold, and the total number of accesses is within a value interval between a sixth threshold and a seventh threshold, the router MAC address type can be identified as a residential router; and when the total number of accesses is greater than the seventh threshold, and the number of users is greater than the first threshold, the router MAC address type is identified as a business router.

[0049] In an optional embodiment, the threshold can be further used to further identify the router MAC address type. For example, when the total number of accesses is within the value interval, but the number of users is greater than the first threshold, the router can be identified as a "suspected residential router". Alternatively, when the total number of accesses is less than the first threshold, the router can be identified as a router of another type. Then, the router can be subsequently processed based on the identification result. For example, the router can be further identified based on a predetermined rule, or corresponding information can be pushed to the router based on a predetermined policy, etc.

[0050] In an optional embodiment, residential router MAC address type can be further identified. For example, when the router MAC address type is the residential router, a number of accesses of the router on a workday and a number of accesses of the router on a non-workday within a fourth predetermined period are obtained; and a residential type corresponding to the residential router is further identified based on a

comparison between the predetermined threshold and a portion of the number of accesses of the router on a workday to the number of accesses of the router on a non-workday. For example, when the portion is less than the predetermined threshold, the residential type can be identified as a work-type residence. If the portion is greater
5 than the predetermined threshold, the residential type can be identified as a living-type residence.

[0051] For another example, a number of accesses of the router in a specific time period per day within a fifth predetermined period and a number of accesses per day within the fifth predetermined period are obtained; a portion of the number of
10 accesses of the router in a specific time period per day to the number of accesses per day is obtained, and a residential type corresponding to the residential router is further identified based on a comparison between the portion and the predetermined threshold. For example, when the portion is less than the predetermined threshold, the residential type is identified as a work-type residence that the user leaves home for work on a
15 workday. If the portion is greater than the predetermined threshold, the residential type is identified as a living-type residence that a user stays at home on a workday.

[0052] Certainly, based on the idea of this embodiment of the present disclosure, the router MAC address type can be further identified based on other collected information. For example, duration of accessing the router by a residential on the
20 workday can be collected, and when the duration is greater than a predetermined threshold, the residential is determined as a residential accessing the router overtime on the workday.

[0053] It should be noted that a specific name of the router MAC address type in this embodiment of the present disclosure such as the "residential router" and the
25 "business router" is merely used to describe and distinguish between different MAC address types, and does not constitute a limitation on a router type. The "residential router" and the "business router" can be understood as two different types (a first type and a second type).

[0054] Optionally, the first predetermined period, the second predetermined
30 period, and the third predetermined period can be a same period or different periods. The fourth predetermined period and the fifth predetermined period can be a same period or different periods. The first predetermined period, the second predetermined period, and the third predetermined period can be a sub-period of the fourth predetermined period or the fifth predetermined period. For example, the first

predetermined period, the second predetermined period, or the third predetermined period can be obtained by portioning the fourth predetermined period or the fifth predetermined period. As another example, when the fourth predetermined period or the fifth predetermined period is a month, the first predetermined period, the second predetermined period, or the third predetermined period can be a day or a week in this month. When the fourth predetermined period or the fifth predetermined period is a quarter, the first predetermined period, the second predetermined period, or the third predetermined period can be a month in this quarter, etc. \

[0055] According to the previous processing steps, a number of users accessing the router that is to be identified within a predetermined period, a total number of accesses of all users accessing the router that is to be identified within a predetermined period, and a number of successful accesses of a specific user accessing the router within a predetermined period of the residential router are different from those of the business router. Therefore, the router MAC address type of the router can be identified based on the previous information, so as to resolve problems in related router MAC address type identification technologies such as insufficient data, low data coverage, relatively high difficulty in distinguishing a business from a residence to improve coverage and reduce complexity in identifying the router address type.

[0056] In an optional embodiment, before step S204 or after step S202, a public router MAC address needs to be removed to accurately identify a residential router or a business router. That is, before step S204, an identification device needs to determine whether the router MAC address is a public router MAC address, and if yes, stops identifying the router MAC address type as the residential router or the business router. The router may be a public router. Therefore, before it is determined whether the router is a residential router or a business router, it is first determined whether the router is the public router, so as to eliminate interference from the public router, thereby more quickly and accurately identifying the residential router or the business router. Optionally, the public router MAC address can be identified by detecting a feature field configured for the public router MAC address, or can be identified by counting and determining a number of accessing users in a predetermined period. When the number of accessing users is greater than a predetermined threshold, it is determined that the router MAC address is a public router MAC address. The predetermined threshold is greater than a maximum threshold of the number of

successfully accessed users of the business router. Certainly, an existing public router MAC address library can be used to perform filtering on the router MAC address data included in the network interaction data. Filtered router MAC address data does not include public router MAC address data. In this case, step S204 can be expressed as follows: The relationship between the router MAC address and the user MAC address is determined based on the user MAC address data and the filtered router MAC address data.

[0057] In an optional embodiment, a number of times that a specific user successfully accesses the router in the predetermined period can be determined to obtain a number of repeated user accesses. As such, behavior of the specific user can be determined, to perform a related commercial application based on a behavior counting result of the user. For example, a roommate relationship can be identified by using the number of repeated user accesses. This is described in detail below.

[0058] Optionally, before the number of users successfully accessed the router within a counting time period is obtained, the method further includes: obtaining the user MAC address, a geographical location corresponding to the user MAC address, the router MAC address, and a geographical location corresponding to the router MAC address. Optionally, the geographical location in this embodiment of the present disclosure can be represented as satellite positioning information such as longitude and latitude information and altitude information, or location information such as a city, a street, a business, and an office building. Optionally, a geographical location can be determined in a plurality of methods such as single measurement and averaging of measurement for a plurality of times. However, no limitation is constituted thereto. Preferably, a plurality of obtained GPS longitudes and latitudes of the router can be averaged based on historical data, to obtain an average GPS longitude and latitude of the router. A geographical location of the router is represented by the average GPS longitude and latitude.

[0059] When the router MAC address type is the business router, a business router MAC address, a geographical location corresponding to the business router MAC address, the number of users successfully accessed the router, and the number of repeated user accesses are stored in a business MAC address library. When the router MAC address type is the residential router, a residential router MAC address and a geographical location corresponding to the residential router MAC address are stored in a residential MAC address library.

[0060] As such, various O2O commercial applications can be performed based on router MAC addresses and router MAC address types stored in the business MAC address library, the residential MAC address library, and the public router MAC address library. For example, based on an identification result obtained in step S208, a message corresponding to the router MAC address type is pushed to the router that is to be identified or the user accessing the router. However, no limitation is constituted thereto. For example, the following applications can be further implemented:

[0061] In an optional embodiment, a business can be recommended. Optionally, a recommendation method can be as follows:

[0062] It should be noted that the business can be recommended in a plurality of implementations. For example, (1) a business can be separately pushed to users satisfying a condition, or (2) a business can be pushed to users satisfying a condition together.

[0063] The method (1) can be implemented in the following way, but is not limited thereto: A geographical location of a residential is selected from the residential MAC address library each time; if a distance between the geographical location of the residential and a geographical location of a business is less than a specific distance, description information of the business is pushed to the residence; then, a geographical location of a residence is selected from the residential MAC address library, determining is performed, and description information is pushed, etc.

[0064] The method (2) can be implemented in the following way, but is not limited thereto: The geographical location of the business needs to be first obtained from the merchant MAC address library, those residences whose distances from the geographical location of the business are less than a specific distance are obtained by means of screening, and the description information of the business is pushed to all the users obtained by means of screening together. The specified distance can be flexibly set based on an actual requirement, for example, can be set to 500 meters, 1 kilometer, 2 kilometers, etc.

[0065] It should be noted that the description information can be a name, an operation scope, a characteristic, a route, etc. of the business, but is not limited thereto.

[0066] In another optional embodiment, a relationship (for example, a colleague relationship or a roommate relationship) between several users connected to a router

can be identified. A roommate relationship is used as an example for description. A method for identifying a roommate relationship can be: obtaining MAC addresses of residential routers successfully accessed by at least two users; determining whether the MAC addresses of the residential routers successfully accessed by the at least two
5 users are the same; if yes, determining whether a number of repeated accesses of the MAC address of the residential router successfully accessed by the at least two users is greater than a predetermined number of repeated accesses; and if yes, determining that the at least two users are roommates.

[0067] In another optional embodiment, a customer volume of a business can be
10 monitored, and a monitoring method can be: obtaining, from the business MAC address library, a number of users successfully accessed a router of a specific business; and monitoring a customer volume of the specific business by using the number of users.

[0068] In this embodiment, the customer volume of the business is monitored by
15 using the number of users successfully accessed the router of the business, to obtain a change of the customer volume of the business within a period of time. For a user, the user can learn the popularity of the business based on the change of the customer volume to determine whether to use the business. For the business, the business can learn a recent status of its business based on the change of the customer volume. This
20 can effectively help the business to analyze why the customer volume decreases recently or why the customer volume increases recently, so as to facilitate development of the business.

[0069] In an optional embodiment, a frequent customer can be identified for the business, and an identification method can include: obtaining, from the business MAC
25 address library, a number of repeated user accesses of a specific user successfully accessed a specific business router; comparing the number of repeated user accesses of the specific user with a second predetermined threshold; and if the number of repeated user accesses is greater than the second predetermined threshold, determining that the specific user is a frequent customer of the specific business.

[0070] To help understand the previous method, an optional embodiment is
30 described. In this optional embodiment,: It is assumed that a system can collect a user MAC address, a router MAC address, a geographical location corresponding to the user MAC address, and a geographical location corresponding to the router MAC address, and can periodically collect and update the addresses; assume that the system

can store historical data, and retain the historical data; assume that there is a big data processing platform to calculate a large amount of data. Based on the previous assumptions, a detailed description is provided with reference to FIG. 3:

[0071] S302. A server performs data interaction, that is, a user can not only connect to a system, but also can perform network interworking and interaction with the system.

[0072] S304. Collect data, that is, obtain a user MAC address and a successfully accessed router MAC address, and corresponding GPS longitude and latitude address information.

[0073] S306. Store historical data, that is, store historical data periodically collected in step S304; determine whether a stored router is a public router; if the router is not a public router, perform step S308; and if the router is a public router, perform step S310.

[0074] S308. Perform ETL calculation on a relationship between the router MAC address and the user MAC address, that is, a access frequency of a MAC address by a user, and a number of users successfully accessed a router and the frequency of successful accesses; specifically, based on the historical data, perform ETL calculation on a number of users successfully accessed a router and a number of successful accesses within a period of time; and calculate average GPS longitude and latitude address information of the router based on the historical data.

[0075] S310. Maintain a public router MAC address library, for example, MAC addresses of public routers such as China Unicom, China Telecom, and high-speed railway free WIFI.

[0076] S312. Identify and determine the router MAC address, that is, identify the router MAC address to determine whether the router is a business router or a residential router. An identification and determining method includes the following: a maximum threshold of a number of users successfully accessed the residential router per day is set to R; a minimum threshold of a number of users successfully accessed the business router per day is set to M1, and a maximum threshold is set to M2; router data from the public router MAC address library is removed; determination is successively performed on all routers, if a average number of users successfully accessed the router per day is less than R, the router is determined as a residential router, and if the number of users successfully accessed the router per day is greater than M1 and less than M2, the router is determined as a business router; in other cases,

it is determined that data cannot be identified.

[0077] S314. If the router is determined as the business router, store data such as a business MAC address, GPS longitude and latitude data, an average number of accessing users per day, and a frequency of repeated user accesses to a business MAC address library.

[0078] S316. If the router is determined as a residential router, store a residential MAC address and GPS longitude and latitude data to a residential MAC address library; certainly, data such as a residential type, an access rate percentage of the router in different time periods, and a proportion of the number of accesses on a workday to the number of accesses on a non-workday can also be stored in the residential MAC address library.

[0079] S318. Perform various O2O commercial applications based on the generated public router MAC address library, business MAC address library, and residential MAC address library, where the commercial applications include but are not limited to the following activities: business recommendation, that is, a business is recommended to nearby residences; roommate identification, that is, several persons often accessing a same router are usually roommates; customer volume monitoring of a business, that is, an average customer volume per day can be monitored by using an average number of users accessing a business router per day; and frequent customer identification of a business, that is, a user that often visits the business and accesses a router is usually a frequent customer.

[0080] It should be noted that the embodiments shown in FIG. 2 and FIG. 3 and the methods in the optional embodiments thereof can be performed on a server side, or can be performed on a client side. For example, when the methods are performed on the client side, the methods can be performed by using a client application running on user equipment.

[0081] It should be noted that, to make the description brief, the previous method embodiments are described in a particular order. However, a person skilled in the art should appreciate that the method is not limited to the described order, because according to the present disclosure, some steps can be performed in other orders or performed simultaneously. Based on the previous descriptions of the implementations, a person skilled in the art can understand that the described methods can be implemented by software or hardware. The software can be stored in a storage medium (for example, a ROM/RAM, a magnetic disk, or an optical disc), and can

include several instructions for instructing a terminal device (which can be a mobile phone, a computer, a server, or a network device) to perform the embodiments of the present disclosure.

Embodiment 2

5 **[0082]** This embodiment of the present disclosure further provides an apparatus for implementing the previous router address type identification method. FIG. 4 is a structural block diagram of an optional router address type identification apparatus according to an embodiment of the present disclosure. As shown in FIG. 4, the apparatus includes: an acquisition module 42, a determining module 44, a counting
10 module 46, and an identification module 48.

[0083] The acquisition module 42 is configured to acquire network interaction data collected by a server, where the network interaction data includes user Media Access Control (MAC) address data and router MAC address data.

15 **[0084]** The determining module 44 is configured to determine a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data.

[0085] The counting module 46 is configured to count, based on the relationship between the router MAC address and the user MAC address, an access parameter obtained after each user MAC address in the user MAC address data accesses a router
20 that is to be identified corresponding to the router MAC address within a predetermined period.

[0086] Optionally, the access parameter is used to reflect information about a number of users accessing the router and/or an access frequency. For example, the access parameter includes one or any combination of the following listed information:
25 a number of users accessing the router within a first predetermined period, a total number of accesses of all users accessing the router within a second predetermined period, and a number of successful accesses of a specific user accessing the router within a third predetermined period.

30 **[0087]** The identification module 48 is configured to identify a router MAC address type of the router based on a comparison between a counting result and a predetermined threshold.

[0088] In an optional embodiment of the present disclosure, different thresholds

can be set to identify the router MAC address type, for example, can be used to identify a residential router or a business router. Specifically, the identification module 48 is further configured to: when the number of users accessing the router is less than a first threshold, identify the router MAC address type as a residential router;
5 and when the number of users accessing the router is greater than a second threshold and less than a third threshold, identify the router MAC address type as a business router.

[0089] Optionally, the identification module 48 is further configured to: when the total number of user accesses is greater than a fourth threshold, identify the router
10 MAC address type as a business router.

[0090] Optionally, the identification module 48 is further configured to: when the number of successful accesses is greater than a fifth threshold, identify the router MAC address type as a residential router.

[0091] Optionally, the identification module 48 is further configured to: when the
15 number of users is less than a first threshold, and the total number of accesses falls within a value interval between a sixth threshold and a seventh threshold, identify the router MAC address type as a residential router; and when the total number of accesses is greater than the seventh threshold, and the number of users is greater than the first threshold, identify the router MAC address type as a business router.

[0092] The acquisition module 42 is further configured to: when the router MAC
20 address type is the residential router, obtain the number of accesses of the router on a workday and the number of accesses of the router on a non-workday within a fourth predetermined period; or obtain the number of accesses of the router in a specific time period per day within a fifth predetermined period and an average number of accesses
25 per day within the fifth predetermined period. Correspondingly, the identification module 48 is further configured to: further identify, based on a comparison between the predetermined threshold and a proportion of the number of accesses of the router on a workday to the number of accesses of the router on a non-workday, a residential type corresponding to the residential router; or further identify, based on a comparison
30 between the predetermined threshold and a proportion of the number of accesses of the router in a specific time period per day to the number of accesses per day, a residential type corresponding to the residential router.

[0093] Optionally, as shown in FIG. 5, the previous functions of the identification module 48 can be performed by using two units included in the identification module

48, that is, a first identification unit 52 and a second identification unit 54. For example, the first identification unit 52 is configured to further identify, based on a comparison between a third predetermined threshold and the proportion of the number of accesses of the router on a workday to the number of accesses of the router on a non-workday, the residential type corresponding to the residential router. The second identification unit 54 is configured to further identify, based on the result of comparison between the predetermined threshold and the proportion of the number of accesses of the router in a specific time period per day to the number of accesses per day, the residential type corresponding to the residential router.

[0094] Technical problems of deficient data, low data coverage, a relatively high difficulty in distinguishing a business from a residential, etc. in a router MAC address type identification scheme in a related technology can be resolved by using the functions implemented by the previous modules, thereby improving coverage and reducing a difficulty in identifying the router address type.

[0095] In an optional embodiment, a public router MAC address needs to be removed to accurately identify a residential router or a business router. FIG. 6 is another structural block diagram of an optional router address type identification apparatus according to an embodiment of the present disclosure. As shown in FIG. 6, the apparatus can further include: a determining module 62, connected to the acquisition module 42 and configured to determine whether the previous router MAC address is a public router MAC address; and a stop module 64, connected to the determining module 62 and configured to: when the previous router MAC address is the public router MAC address, stop identifying the router MAC address type as a residential router or a business router. The router may be a public router. Therefore, before it is determined whether the router is the residential router or the business router, it is first determined whether the router is the public router, so as to eliminate interference from the public router, thereby more quickly and accurately identifying the residential router or the business router. Optionally, the public router MAC address can be identified by detecting a feature field configured for the public router MAC address, or can be identified by counting and determining a number of accessing users in a predetermined period. When the number of accessing users is greater than a predetermined threshold, it is determined that the router MAC address is a public router MAC address. The predetermined threshold is greater than a maximum threshold of the number of successfully accessed users of the business

router.

[0096] In an optional embodiment, the acquisition module 42 is further configured to count a number of times that a specific user successfully accesses the router in the predetermined period, to obtain a number of repeated user accesses. As such, behavior of the specific user can be determined, to perform a related commercial application based on a behavior counting result of the user. For example, a roommate relationship can be identified by using the number of repeated user accesses. This is described in detail below. Optionally, FIG. 7 is another structural block diagram of an optional router address type identification apparatus according to an embodiment of the present disclosure. As shown in FIG. 7, the apparatus further includes an acquisition module 72, connected to the acquisition module 42 and configured to obtain the user MAC address, a geographical location corresponding to the user MAC address, the router MAC address, and a geographical location corresponding to the router MAC address. Optionally, the geographical location in this embodiment of the present disclosure can be represented as satellite positioning information such as longitude and latitude information and altitude information, or location information such as a city, a street, a merchant, and an office building. However, no limitation is constituted thereto.

[0100] Optionally, FIG. 8 is another structural block diagram of an optional router address type identification apparatus according to an embodiment of the present disclosure. As shown in FIG. 8, the apparatus further includes a first storage module 82, configured to: when the router MAC address type is the business router, store a business router MAC address, a geographical location corresponding to the business router MAC address, the number of users successfully accessed the router, and the number of repeated user accesses in a business MAC address library; and a second storage module 84, configured to: when the router MAC address type is the residential router, store a residential router MAC address and a geographical location corresponding to the residential router MAC address in a residential MAC address library.

[0101] As such, various O2O commercial applications can be performed based on router MAC addresses and router MAC address types stored in the business MAC address library and the residential MAC address library that are obtained by the apparatus and the public router MAC address library. The following provides a description by using an example.

[0102] In an optional embodiment, a business can be recommended: A geographical location corresponding to a router MAC address of a specific merchant is obtained from a business MAC address library; a geographical location corresponding to a residential router MAC address is obtained from a residential MAC address library; it is determined whether a distance between the geographic location corresponding to the MAC address of the specific merchant and the geographic location corresponding to the residential router MAC address is less than a specific distance; and if yes, description information of the specific merchant is pushed to the previous residential.

[0103] It should be noted that the business can be recommended in a plurality of implementations. For example, (1) a business can be separately pushed to users satisfying a condition, or (2) a business can be pushed to users satisfying a condition together.

[0104] Method (1) can be implemented in the following way, but is not limited thereto: A geographical location of a residential is selected from the residential MAC address library each time; if a distance between the geographical location of the residential and a geographical location of a business is less than a specific distance, description information of the business is pushed to the residential; then, a geographical location of a residential is selected from the residential MAC address library, determining is performed, and description information is pushed, etc.

[0105] Method (2) can be implemented in the following way, but is not limited thereto: The geographical location of the business needs to be first obtained from the merchant MAC address library, those residences with distances from the geographical location of the business less than a specific distance can be obtained by filtering, and the description of the business is pushed to the users obtained by filtering. The specific distance can be set based on an actual requirement, for example, it can be set to 500 meters, 1 kilometer, 2 kilometers, etc.

[0106] It should be noted that the business description can include a name, an operation scope, a characteristic, a route to the business, etc.

[0107] In another optional embodiment, a relationship (for example, a colleague relationship or a roommate relationship) between several users connected to a router can be identified. Using a roommate relationship as an example. A roommate relationship can be identified as follows: MAC addresses of residential routers successfully accessed by at least two users are obtained; it is determined whether the

MAC addresses of the residential routers successfully accessed by the at least two users are the same; if yes, it is determined whether a number of repeated accesses of the MAC address of the residential router successfully accessed by the at least two users is greater than a predetermined number of repeated accesses; and if yes, it is determined that the at least two users are roommates.

[0108] In an optional embodiment, a customer volume of a business can be monitored as follows: A number of users successfully accessed a router of a specified business is obtained from the business MAC address library; and a customer volume of the specified business is monitored by using the number of users.

[0109] In this embodiment, the customer volume of the business is monitored by using the number of users successfully accessed the router of the business, to obtain a change of the customer volume of the business within a period of time. For a user, the user can learn of a popularity degree of the business based on the change of the customer volume, to determine whether to enter the business for consumption. For the business, the business can learn of a recent business status of the business based on the change of the customer volume. This can effectively help the business to analyze why the customer volume decreases recently or why the customer volume increases recently, so as to help development of the business.

[0110] In an optional embodiment, a frequent customer can be identified for the business: A number of repeated user accesses of a specific user successfully accessed a specific business router is obtained from the business MAC address library; the number of repeated user accesses of the specific user is compared with a second predetermined threshold; and if the number of repeated user accesses is greater than the second predetermined threshold, it is determined that the specific user is a frequent customer of the specific business.

Embodiment 3

[0111] This embodiment of the present disclosure can provide a computer terminal. The computer terminal can be any computer terminal device in a computer terminal group. Optionally, in this embodiment, the computer terminal can be replaced with a terminal device such as a mobile terminal.

[0112] Optionally, in this embodiment, the computer terminal can be located in at least one network device in a plurality of network devices of a computer network.

[0113] In this embodiment, the computer terminal can perform program code of the following steps in a router address type identification method of an application program: obtaining network interaction data collected by a server, where the network interaction data includes user Media Access Control (MAC) address data and router
5 MAC address data; determining a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data; counting, based on the relationship between the router MAC address and the user MAC address, one or any combination of the following listed information: a number of users accessing the router within a first predetermined period, a total
10 number of accesses of all users accessing the router within a second predetermined period, and a number of successful accesses of a specific user accessing the router within a third predetermined period; and identifying a router MAC address type of the router based on a comparison between a counting result and a predetermined threshold.

[0114] Optionally, FIG. 9 is a structural block diagram of a computer terminal according to an embodiment of the present disclosure. As shown in FIG. 9, a computer terminal A can include one or more (only one is shown in the figure) processors 92, a memory 94, and a transport module 96.

[0115] The memory 94 can be configured to store a software program and a
20 module, for example, a program instruction/module corresponding to the router address type identification method and apparatus in the embodiments of the present disclosure. The processor runs the software program and the module stored in the memory, to execute various applications and data processing, that is, implement the router address type identification method. The memory 94 can include a high-speed
25 random access memory, or can include a non-volatile memory such as one or more magnetic storage apparatuses, a flash memory, or another non-volatile solid-state memory. In some examples, the memory 94 can further include a memory remotely disposed from the processor. The remote memory can connect to terminal A by using a network. The network includes but is not limited to the Internet, an intranet, a local
30 area network, a mobile communication network, and a combination thereof.

[0116] The transport module 96 is configured to receive or send data by using a network. The network can specifically include a wired network and a wireless network. In an example, the transport module 96 includes a network interface card (NIC), and the network interface card can connect to another network device and a

router by using a cable, to communicate with Internet or a local area network. In an example, the transport module 96 is a radio frequency (RF) module, and the RF module is configured to communicate with Internet in a wireless way.

5 **[0117]** Specifically, the memory 94 is configured to store a predetermined action condition, information about a predetermined authorized user, and an application program.

10 **[0118]** The processor 92 can invoke the information and the application program stored in the memory 94 by using the transport module 96, to perform the following steps: when the number of users accessing the router is less than a first threshold, identifying the router MAC address type as a residential router; and when the number of users accessing the router is greater than a second threshold and less than a third threshold, identifying the router MAC address type as a business router.

15 **[0119]** Optionally, the processor 92 can further perform program code of the following steps: when the total number of accesses of all users is greater than a fourth threshold, identifying the router MAC address type as a business router; or when the number of successful accesses is greater than a fifth threshold, identifying the router MAC address type as a residential router.

20 **[0120]** Optionally, the processor 92 can further perform program code of the following steps: when the number of users is less than a first threshold, and the total number of accesses falls within a value interval between a sixth threshold and a seventh threshold, identifying the router MAC address type as a residential router; and when the total number of accesses is greater than the seventh threshold, and the number of users is greater than the first threshold, identifying the router MAC address type as a business router.

25 **[0121]** Optionally, the processor 92 can further perform program code of the following steps: when the router MAC address type is the residential router, obtaining a number of accesses of the router on a workday and a number of accesses of the router on a non-workday within a fourth predetermined period; and further identifying, based on a comparison between the predetermined threshold and a proportion of the number of accesses of the router on a workday to the number of accesses of the router on a non-workday, a residential type corresponding to the residential router; or when the router MAC address type is the residential router, obtaining a number of accesses of the router in a specific time period per day within a fifth predetermined period and a number of accesses per day within the fifth predetermined period; and obtaining a

30

proportion of the number of accesses of the router in a specific time period per day to the number of accesses per day, and further identifying, based on a comparison between the proportion and the predetermined threshold, a residential type corresponding to the residential router.

5 **[0122]** Optionally, the processor 92 can further perform program code of the following steps: performing filtering on the router MAC address data included in the network interaction data by using a public router MAC address library, where filtered router MAC address data does not include public router MAC address data; and determining the relationship between the router MAC address and the user MAC
10 address based on the user MAC address data and the filtered router MAC address data.

[0123] Optionally, the processor 92 can further perform program code of the following steps: obtaining, from a business MAC address library, a geographical location corresponding to a router MAC address of a specific merchant; obtaining,
15 from a residential MAC address library, a geographical location corresponding to a residential router MAC address; determining whether a distance between the geographic location corresponding to the MAC address of the specific merchant and the geographic location corresponding to the residential router MAC address is less than a specific distance; and if yes, pushing description information of the specific
20 merchant to the previous residential.

[0124] Optionally, the processor 92 can further perform program code of the following steps: obtaining MAC addresses of residential routers successfully accessed by at least two users; determining whether the MAC addresses of the residential routers successfully accessed by the at least two users are the same; if yes,
25 determining whether a number of repeated accesses of the MAC address of the residential router successfully accessed by the at least two users is greater than a predetermined number of repeated accesses; and if yes, determining that the at least two users are roommates.

[0125] Optionally, the processor 92 can further perform program code of the
30 following steps: determining location information of the router based on location information of a user accessing the router; and storing the router MAC address type and the location information of the router in a database.

[0126] Optionally, the processor 92 can further perform program code of the following step: pushing, based on an identification result, a message corresponding to

the router MAC address type to the router or a user accessing the router.

[0127] This embodiment of the present disclosure provides solutions of a router address type identification method. A router type is identified based on an obtained number of successfully accessed users of a router, so as to achieve objectives of improving coverage and efficiently distinguishing between router address types, thereby resolving technical problems of deficient data, low data coverage, a relatively high difficulty in distinguishing a business from a residential, etc. in a MAC address type identification scheme in a related technology.

[0128] A person of ordinary skill in the art can understand that the structure shown in FIG. 9 is merely an example, and the computer terminal can also be a terminal device such as a smartphone (such as an Android mobile phone or an iOS mobile phone), a tablet computer, a handheld computer, a mobile Internet device (Mobile Internet Devices, MID), or a PAD. FIG. 9 does not constitute a limitation on a structure of the computer terminal. For example, the computer terminal A can further include more or fewer components (such as a network interface and a display apparatus) than those shown in FIG. 9, or can have a configuration different from that in FIG. 9.

[0129] A person of ordinary skill in the art can understand that all or some of the steps of the methods in the embodiments can be implemented by performing a program using relevant hardware. The program can be stored in a computer readable storage medium. The storage medium can include a flash memory, a read-only memory (Read-Only Memory, ROM), a random access memory (Random Access Memory, RAM), a magnetic disk, an optical disc, etc.

Embodiment 4

[0130] This embodiment of the present disclosure further provides a storage medium. Optionally, in this embodiment, the storage medium can be configured to store program code executed by the router address type identification method provided in Embodiment 1.

[0131] Optionally, in this embodiment, the storage medium can be located in any computer terminal in a computer terminal group in a computer network, or can be located in any mobile terminal in a mobile terminal group.

[0132] Optionally, in this embodiment, the storage medium is configured to store

program code used to perform the following steps: obtaining network interaction data collected by a server, where the network interaction data includes user Media Access Control (MAC) address data and router MAC address data; determining a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data; counting, based on the relationship between the router MAC address and the user MAC address, an access parameter obtained after each user MAC address in the user MAC address data accesses a router corresponding to the router MAC address within a predetermined period; and identifying a router MAC address type of the router based on a comparison between a counting result and a predetermined threshold.

[0133] Optionally, in this embodiment, the storage medium is configured to store program code used to perform the following step: when the number of users accessing the router is less than a first threshold, identifying the router MAC address type as a residential router; and when the number of users accessing the router is greater than a second threshold and less than a third threshold, identifying the router MAC address type as a business router; or when the total number of accesses of all users is greater than a fourth threshold, identifying the router MAC address type as a business router; or when the number of successful accesses is greater than a fifth threshold, identifying the router MAC address type as a residential router; or when the number of users is less than a first threshold, and the total number of accesses falls within a value interval between a sixth threshold and a seventh threshold, identifying the router MAC address type as a residential router; and when the total number of accesses is greater than the seventh threshold, and the number of users is greater than the first threshold, identifying the router MAC address type as a business router.

[0134] Optionally, in this embodiment, the storage medium is configured to store program code used to perform the following steps: when the router MAC address type is the residential router, obtaining a number of accesses of the router on a workday and a number of accesses of the router on a non-workday within a fourth predetermined period; and further identifying, based on a comparison between the predetermined threshold and a proportion of the number of accesses of the router on a workday to the number of accesses of the router on a non-workday, a residential type corresponding to the residential router; or when the router MAC address type is the residential router, obtaining a number of accesses of the router in a specific time period per day within a fifth predetermined period and a number of accesses per day

within the fifth predetermined period; and obtaining a proportion of the number of accesses of the router in a specific time period per day to the number of accesses per day, and further identifying, based on a comparison between the proportion and the predetermined threshold, a residential type corresponding to the residential router.

5 **[0135]** Optionally, in this embodiment, the storage medium is configured to store program code used to perform the following steps: performing filtering on the router MAC address data in the network interaction data by using a public router MAC address library, where filtered router MAC address data does not include public router MAC address data; and determining the relationship between the router MAC address
10 and the user MAC address based on the user MAC address data and the filtered router MAC address data.

[0136] Optionally, in this embodiment, the storage medium is configured to store program code used to perform the following step: before a number of users successfully accessed the router within a counting time period is obtained, obtaining
15 the user MAC address, a geographical location corresponding to the user MAC address, the router MAC address, and a geographical location corresponding to the router MAC address.

[0137] Optionally, in this embodiment, the storage medium is configured to store program code used to perform the following steps: when the router MAC address type
20 is the business router, storing a business router MAC address, a geographical location corresponding to the business router MAC address, the number of users successfully accessed the router, and the number of repeated user accesses in a business MAC address library; and when the router MAC address type is the residential router, storing a residential router MAC address and a geographical location corresponding to
25 the residential router MAC address in a residential MAC address library.

[0138] Optionally, in this embodiment, the storage medium is configured to store program code used to perform the following steps: obtaining, from a business MAC address library, a geographical location corresponding to a router MAC address of a specific merchant; obtaining, from a residential MAC address library, a geographical
30 location corresponding to a residential router MAC address; determining whether a distance between the geographic location corresponding to the MAC address of the specific merchant and the geographic location corresponding to the residential router MAC address is less than a specific distance; and if yes, pushing description information of the specific merchant to the previous residential.

[0139] Optionally, in this embodiment, the storage medium is configured to store program code used to perform the following steps: obtaining MAC addresses of residential routers successfully accessed by at least two users; determining whether the MAC addresses of the residential routers successfully accessed by the at least two
5 users are the same; if yes, determining whether a number of repeated accesses of the MAC address of the residential router successfully accessed by the at least two users is greater than a predetermined number of repeated accesses; and if yes, determining that the at least two users are roommates.

[0140] Optionally, in this embodiment, the storage medium is configured to store
10 program code used to perform the following steps: obtaining, from the business MAC address library, a number of users successfully accessed a router of a specific business; and monitoring a customer volume of the specific business by using the number of users.

[0141] Optionally, in this embodiment, the storage medium is configured to store
15 program code used to perform the following steps: obtaining, from the business MAC address library, a number of repeated user accesses of a specific user successfully accessed a specific business router; comparing the number of repeated user accesses of the specific user with a second predetermined threshold; and if the number of repeated user accesses is greater than the second predetermined threshold,
20 determining that the specific user is a frequent customer of the specific business.

[0142] The order of the previous embodiments of the present disclosure are merely for illustrative purposes, and are not intended to indicate priorities of the embodiments.

[0143] In the previous embodiments of the present disclosure, the descriptions of
25 the embodiments have respective focuses. For a part that is not described in detail in an embodiment, references can be made to related descriptions in other embodiments.

[0144] In the various embodiments provided in the present application, it should be understood that the disclosed technical content can be implemented in other ways. For example, the described apparatus embodiment is merely an example. For example,
30 the unit division is merely logical function division and can be other division in actual implementation. For example, a plurality of units or components can be combined or integrated into another system, or some features can be ignored or not performed. In addition, the displayed or discussed mutual couplings or direct couplings or communication connections can be implemented by using some interfaces. The

indirect couplings or communication connections between the units or modules can be implemented in electronic or other forms.

[0145] The units described as separate parts can or cannot be physically separate, and parts displayed as units can or cannot be physical units, can be located in one position, or can be distributed on a plurality of network units. Some or all of the units can be selected based on actual requirements to achieve the objectives of the solutions of the embodiments.

[0146] In addition, functional units in the embodiments of the present disclosure can be integrated into one processing unit, or each of the units can exist alone physically, or at least two units are integrated into one unit. The integrated unit can be implemented in a form of hardware, or can be implemented in a form of a software functional unit.

[0147] When the integrated unit is implemented in the form of a software functional unit and sold or used as an independent product, the integrated unit can be stored in a computer-readable storage medium. Based on such an understanding, the technical solutions of the present disclosure essentially, or the part contributing to the prior art, or some or all of the technical solutions can be implemented in a form of a software product. The computer software product is stored in a storage medium, and includes several instructions for instructing a computer device (which can be a personal computer, a server, or a network device) to perform all or some of the steps of the methods described in the embodiments of the present disclosure. The previous storage medium includes: any medium that can store program code, such as a USB flash drive, a read-only memory (ROM, Read-Only Memory), a random access memory (RAM, Random Access Memory), a removable hard disk, a magnetic disk, or an optical disc.

[0148] The previous descriptions are merely preferred implementations of the present disclosure. It should be noted that a person of ordinary skill in the art can make several variations and improvements without departing from the idea of the present disclosure and the variations and improvements shall fall within the protection scope of the present disclosure.

CLAIMS

What is claimed is:

1. A router address type identification method, wherein the method comprises:
 - obtaining network interaction data collected by a server, wherein the network
 - 5 interaction data comprises user Media Access Control (MAC) address data and router MAC address data;
 - determining a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data;
 - counting, based on the relationship between the router MAC address and the user
 - 10 MAC address, an access parameter obtained after each user MAC address in the user MAC address data accesses a router corresponding to the router MAC address within a predetermined period; and
 - identifying a router MAC address type of the router based on a comparison between a counting result and a predetermined threshold.
- 15 2. The method according to claim 1, wherein the access parameter is used to reflect information about a number of users accessing the router and/or an access frequency.
3. The method according to claim 2, wherein the access parameter comprises one or any combination of the following listed information: a number of users accessing
- 20 the router within a first predetermined period, a total number of accesses of all users accessing the router within a second predetermined period, and a number of successful accesses of a specific user accessing the router within a third predetermined period.
4. The method according to claim 3, wherein the identifying a router MAC
- 25 address type of the router based on a result of comparison between a counting result and a predetermined threshold specifically comprises:
 - when the number of users accessing the router is less than a first threshold, identifying the router MAC address type as a residential router; and
 - when the number of users accessing the to-be-identified router is greater than a
 - 30 second threshold and less than a third threshold, identifying the router MAC address type as a business router, wherein
 - the first threshold is less than the second threshold.

5. The method according to claim 3, wherein the identifying a router MAC address type of the to-be-identified router based on a result of comparison between a counting result and a predetermined threshold specifically comprises:

when the total number of accesses of all users is greater than a fourth threshold,
5 identifying the router MAC address type as a business router.

6. The method according to claim 3, wherein the identifying a router MAC address type of the to-be-identified router based on a result of comparison between a counting result and a predetermined threshold specifically comprises:

when the number of successful accesses is greater than a fifth threshold,
10 identifying the router MAC address type as a residential router.

7. The method according to claim 3, wherein the identifying a router MAC address type of the to-be-identified router based on a result of comparison between a counting result and a predetermined threshold specifically comprises:

when the number of users is less than a first threshold, and the total number of
15 accesses falls within a value interval between a sixth threshold and a seventh threshold, identifying the router MAC address type as a residential router; and when the total number of accesses is greater than the seventh threshold, and the number of users is greater than the first threshold, identifying the router MAC address type as a business router.

20 8. The method according to claim 7, wherein the method further comprises:

when the router MAC address type is the residential router, obtaining a number of accesses of the router on a workday and a number of accesses of the router on a non-workday within a fourth predetermined period; and further identifying, based on
25 a result of comparison between the predetermined threshold and a proportion of the number of accesses of the router on a workday to the number of accesses of the router on a non-workday, a residential type corresponding to the residential router; or

when the router MAC address type is the residential router, obtaining a number of accesses of the router in a specific time period per day within a fifth predetermined period and a number of accesses per day within the fifth predetermined period; and
30 obtaining a proportion of the number of accesses of the router in a specific time period per day to the number of accesses per day, and further identifying, based on a result of comparison between the proportion and the predetermined threshold, a residential type corresponding to the residential router.

9. The method according to claim 1, wherein after the obtaining network

interaction data collected by a server, the method further comprises:

performing filtering on the router MAC address data in the network interaction data by using a public router MAC address library, wherein filtered router MAC address data does not comprise public router MAC address data; and

5 the determining a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data is specifically:

determining the relationship between the router MAC address and the user MAC address based on the user MAC address data and the filtered router MAC address data.

10

10. The method according to any one of claims 1 to 9, wherein the network interaction data further comprises user location information; and

the method further comprises:

determining location information of the to-be-identified router based on location information of a user accessing the to-be-identified router; and

15

storing the router MAC address type and the location information of the to-be-identified router in a database.

11. The method according to any one of claims 1 to 9, wherein after the identifying a router MAC address type based on a result of comparison between a counting result and a predetermined threshold, the method further comprises:

20

pushing, based on an identification result, a message corresponding to the router MAC address type to the to-be-identified router or a user accessing the to-be-identified router.

12. A router address type identification apparatus, comprising:

25

an acquisition module, configured to acquire network interaction data collected by a server, wherein the network interaction data comprises user Media Access Control (MAC) address data and router MAC address data;

a determining module, configured to determine a relationship between a router MAC address and a user MAC address based on the user MAC address data and the router MAC address data;

30

a counting module, configured to count, based on the relationship between the router MAC address and the user MAC address, an access parameter obtained after each user MAC address in the user MAC address data accesses a to-be-identified router corresponding to the router MAC address within a predetermined period,

wherein the access parameter is used to reflect information about a number of users accessing the to-be-identified router and/or an access frequency; and

an identification module, configured to identify a router MAC address type of the to-be-identified router based on a result of comparison between a counting result and a predetermined threshold.

13. The apparatus according to claim 12, wherein the access parameter is used to reflect information about a number of users accessing the to-be-identified router and/or an access frequency.

14. The apparatus according to claim 13, wherein the access parameter comprises one or any combination of the following listed information: a number of users accessing the to-be-identified router within a first predetermined period, a total number of accesses of all users accessing the to-be-identified router within a second predetermined period, and a number of successful accesses of a specific user accessing the to-be-identified router within a third predetermined period.

15. The apparatus according to claim 14, wherein the identification module is further configured to: when the number of users accessing the to-be-identified router is less than a first threshold, identify the router MAC address type as a residential router; and when the number of users accessing the to-be-identified router is greater than a second threshold and less than a third threshold, identify the router MAC address type as a business router.

16. The apparatus according to claim 14, wherein the identification module is further configured to: when the total number of accesses of all users is greater than a fourth threshold, identify the router MAC address type as a business router.

17. The apparatus according to claim 14, wherein the identification module is further configured to: when the number of successful accesses is greater than a fifth threshold, identify the router MAC address type as a residential router.

18. The apparatus according to claim 14, wherein the identification module is further configured to: when the number of users is less than a first threshold, and the total number of accesses falls within a value interval between a sixth threshold and a seventh threshold, identify the router MAC address type as a residential router; and when the total number of accesses is greater than the seventh threshold, and the number of users is greater than the first threshold, identify the router MAC address type as a business router.