

ABSTRACT

The present application discloses a method and device for pushing an application message. The method includes the following: determining, based on a user device group of a message to be sent, an optimal time period for each user device in the user device
5 group to respond to a message; and based on the optimal time period for each user device to respond to a message, separately sending, to a corresponding user device in the user device group, the message to be sent. A problem that an existing method for pushing messages in batch has a relatively low timely-response rate can be alleviated.