CLAIMS

1. A method for sending information, the method comprising:

determining, by a server, information queued to be sent to a user device and a corresponding waiting time of the information (S101);

determining a method of sending the information by using a computer communications network, wherein the sending method comprises a first sending method and a second sending method, wherein:

when sending information via the first sending method, the server is capable of detecting whether the user device receives the information, and

when sending information via the second sending method, the server is incapable of detecting whether the user device receives the information (S102);

sending the information to the user device using the first sending method (S103);

adding a predetermined answer response identifier to the determined information, and sending, to the user device using the second sending method, the information that includes the added answer response identifier (S104);

detecting whether the user device has received and viewed, within the waiting time, the information sent using the first sending method (S105);

detecting, based on the answer response identifier, whether the user device has received and viewed, within the waiting time, the information sent using the second sending method (S105);

determining whether to send the information using a mobile communications network based on detecting whether the user device has received and viewed the information sent using the first sending method or the second sending method, within the waiting time (S106); and

in response to determining that the user device did not receive and did not view, within the waiting time, the information sent using the first sending method or the second sending method, sending the information using the mobile communications network (S106).

2. The method according to claim 1, wherein the first sending method comprises an information sending method by using a Transmission Control Protocol (TCP) persistent connection; and

the second sending method comprises an information sending method by means of at least one of an email, a direct message, or instant messaging.

3. The method according to claim 2, wherein sending, to the user device using the second sending method, the information that includes the added answer response identifier comprises:

sending, to the user device once using the second sending method, the information that includes the added answer response identifier.

4. The method according to claim 3, wherein detecting, according to the answer response identifier, whether the user device receives, within the waiting time, the information sent using the second sending method comprises:

detecting whether an acknowledgment message that is corresponding to the answer response identifier and that is returned by the user device is received within the waiting time; and

in response to determining that the acknowledgment message is received within the waiting time, determining that the user device receives, within the waiting time, the information sent using the second sending method; or

in response to determining that the acknowledgment message is not received within the waiting time, determining that the user device does not receive, within the waiting time, the information sent using the second sending method.

5. The method according to any one of claims 1 to 4, wherein sending the information to the user device using the first sending method comprises:

sending the information to the user device using the first sending method at a specified time interval; and

the method further comprises:

skipping sending the information to the user device using the first sending method when it is detected that the user device receives, within the waiting time, the information sent using the first sending method or the second sending method.

6. The method according to any one of claims 1 to 5, wherein the information comprises a

bank transfer notification, entertainment news, or game advertisement.

7. The method according to any one of claims 1 to 6, wherein determining the waiting time is based on a size of the information to be sent and a type of the information.

8. The method according to any one of claims 1 to 7, wherein determining the method of sending the information is based on a mapping table.

9. A method for sending information, the method comprising:

receiving information sent by a server using a first sending method;

determining that the information sent with the first sending method does not include an answer response identifier, and skipping returning an acknowledgment message to the server;

receiving information sent by the server using a second sending method;

determining that the information sent with the second sending method includes the answer response identifier, and returning, to the server, within a waiting time of the server, an acknowledgment message corresponding to the answer response identifier, so that the server no longer sends the information using a mobile communications network after receiving the acknowledgment message.

10. The method according to claim 9, wherein the first sending method comprises an information sending method by using a Transmission Control Protocol (TCP) persistent connection; and

the second sending method comprises an information sending method by means of at least one of an email, a direct message, or instant messaging.

11. The method according to claim 9, wherein returning, to the server, the acknowledgment message is triggered by a user operation.

12. The method according to any one of claims 9 to 11, wherein the information comprises a

bank transfer notification, entertainment news, or game advertisement.

13. The method according to any one of claims 9 to 12, wherein the waiting time is determined based on a size of the information to be sent and a type of the information.

14. The method according to any one of claims 9 to 13, wherein the method of sending the information is based on a mapping table.

15. An apparatus for sending information, the apparatus comprising a plurality of modules configured to perform the method according to any one of claims 1 to 14.