

(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国际局



(10) 国际公布号
WO 2024/056086 A1

(43) 国际公布日
2024 年 3 月 21 日 (21.03.2024)

(51) 国际专利分类号:
H04N 21/258 (2011.01) **G06Q 30/06** (2023.01)
H04N 21/45 (2011.01)

(21) 国际申请号: PCT/CN2023/119223

(22) 国际申请日: 2023 年 9 月 15 日 (15.09.2023)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
202211134376.2 2022年9月16日 (16.09.2022) CN

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(54) **Title:** GOODS PUSHING PROCESSING METHOD AND APPARATUS, DEVICE, AND MEDIUM

(54) 发明名称: 物品推送处理方法、装置、设备及介质

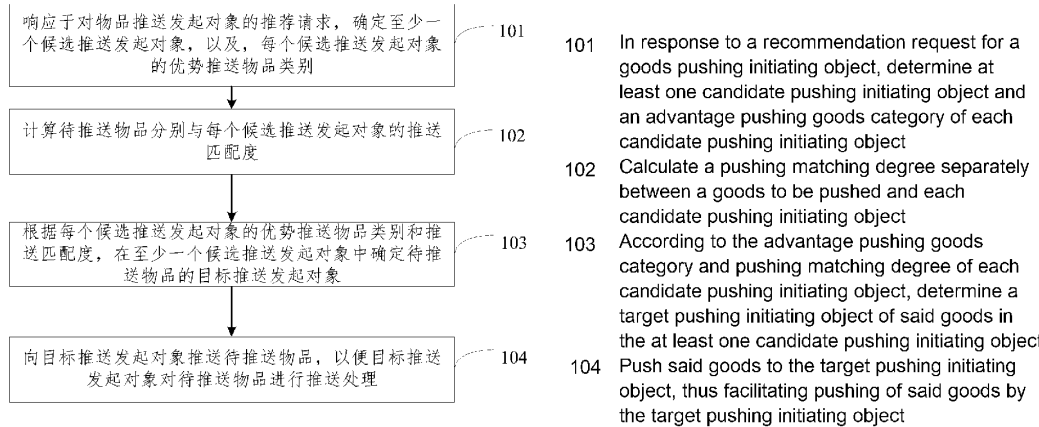


图 1

(57) **Abstract:** Embodiments of the present disclosure relate to a goods pushing processing method and apparatus, a device, and a medium. The method comprises: in response to a recommendation request for a goods pushing initiating object, determining at least one candidate pushing initiating object and an advantage pushing goods category of each candidate pushing initiating object; calculating a pushing matching degree separately between a goods to be pushed and each candidate pushing initiating object; according to the advantage pushing goods category and pushing matching degree of each candidate pushing initiating object, determining a target pushing initiating object of said goods in the at least one candidate pushing initiating object; and pushing said goods to the target pushing initiating object, thus facilitating pushing of said goods by the target pushing initiating object. In the embodiments of the present disclosure, the ability of the pushing initiating object to push said goods is determined, and an initiating object is selected according to the ability to push said goods, thereby realizing intelligent determination of the pushing initiating object, and facilitating improving

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WO 2024/056086 A1

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TD, TG)。

本国际公布:
— 包括国际检索报告(条约第21条(3))。
a pushing success rate of goods.

(57) 摘要: 本公开实施例涉及一种物品推送处理方法、装置、设备及介质, 其中该方法包括: 响应于对物
品推送发起对象的推荐请求, 确定至少一个候选推送发起对象以及每个候选推送发起对象的优势推
送物品类别; 计算待推送物品分别与每个候选推送发起对象的推送匹配度; 根据每个候选推送发起对
象的优势推送物品类别和推送匹配度, 在至少一个候选推送发起对象中确定待推送物品的目标推送发
起对象; 向目标推送发起对象推送待推送物品, 以便目标推送发起对象对待推送物品进行推送处理。
在本公开实施例中, 确定推送发起对象对待推送物品的推送能力, 根据对待推送物品的推送能力选择
发起对象, 实现了推送发起对象的智能化确定, 有利于提升物品的推送成功率。