

ABSTRACT

The present application discloses an information recommendation method. The method includes: obtaining text data sent by a client to a first server; determining whether a predetermined information recommendation rule set includes an information recommendation rule matching the text data, where the set includes
5 information recommendation rules, and the information recommendation rule is set based on information to be recommended; and if the predetermined information recommendation rule set includes an information recommendation rule matching the text data, obtaining recommendation information matching the matched information
10 rule and provided by a second server. The method is used to resolve a prior-art problem that many processing resources need to be consumed for recommending information to specific people. The present application further discloses an information recommendation apparatus.