

ABSTRACT

This application discloses a user positioning method and an apparatus, to implement accurate positioning of a user by identifying an audio signal having a watermark and collected by a client terminal, and the user does not need to perform operations such as enabling a Bluetooth function of a terminal device associated with the user and scanning a Bluetooth apparatus near a position at which the user is located, thereby improving user positioning efficiency while reducing user positioning costs. In addition, this application further provides an information push method and an apparatus.