CLAIMS

1. A method for executing an information pushing task, comprising:

monitoring an information pushing task, added by a service server, in a task message queue, wherein the information pushing task is generated by the service server according to user consumption information;

extracting the user consumption information from the monitored information pushing task;

querying an information pushing scheme matching the extracted user consumption information;

acquiring a message pushing template corresponding to the queried information pushing scheme;

generating a pushing message body according to the extracted user consumption information and the acquired message pushing template; and

pushing the generated pushing message body to a terminal which is logged into by means of a user account included in the extracted user consumption information;

wherein the step of monitoring an information pushing task, added by a service server, in a task message queue comprises:

receiving a queue monitoring instruction uploaded by a terminal which is logged into by means of a pushing administrator account;

extracting a queue identifier in the queue monitoring instruction;

querying, in a queue server, a task message queue corresponding to the extracted queue identifier; and

monitoring an information pushing task, added by the service server, in the queried task message queue.

2. The method according to Claim 1, wherein the step of querying an information pushing scheme matching the extracted user consumption information comprises: extracting an application identifier and a message type identifier corresponding to various types of consumption information in the user consumption information; acquiring an information pushing scheme set corresponding to the application identifier; and querying, in the acquired information pushing scheme set, an information pushing scheme matching the extracted message type identifier.

3. The method according to Claim 1, wherein the step of generating a pushing message body according to the extracted user consumption information and the acquired message pushing template comprises: extracting an information identifier of to-be-added information from the acquired message pushing template; querying, in the extracted user consumption information, to-be-added information matching the extracted information identifier; and adding the queried to-be-added information to the message pushing template to generate a pushing message body.

4. The method according to Claim 1, wherein the step of pushing the generated pushing message body to a terminal which is logged into by means of a user account included in the extracted user consumption information comprises: acquiring a pushing channel type corresponding to the queried information pushing scheme; and pushing the generated pushing message body to the terminal which is logged into by means of the user account included in the extracted user consumption information via a pushing channel corresponding to the acquired pushing channel.

5. An apparatus for executing an information pushing task, comprising:

a queue monitoring module used for monitoring an information pushing task, added by a service server, in a task message queue, wherein the information pushing task is generated by the service server according to user consumption information;

an information extraction module used for extracting the user consumption information from the monitored information pushing task;

a scheme query module used for querying an information pushing scheme matching the extracted user consumption information;

a template acquisition module used for acquiring a message pushing template corresponding to the queried information pushing scheme;

a message body generation module used for generating a pushing message body according to the extracted user consumption information and the acquired message pushing template; and

a message body pushing module used for pushing the generated pushing message body to a terminal which is logged into by means of a user account included in the extracted user consumption information;

wherein the queue monitoring module comprises:

a monitoring instruction reception module used for receiving a queue monitoring instruction uploaded by a terminal which is logged into by means of a pushing administrator account; a queue identifier extraction module used for extracting a queue identifier in the queue monitoring instruction;

a task queue query module used for querying, in a queue server, a task message queue corresponding to the extracted queue identifier; and

a pushing task monitoring module used for monitoring an information pushing task, added by the service server, in the queried task message queue.

6. The apparatus according to Claim 5, wherein the scheme query module comprises:

a type identifier extraction module used for extracting an application identifier and a message type identifier corresponding to various types of consumption information in the user consumption information;

a pushing scheme acquisition module used for acquiring an information pushing scheme set corresponding to the application identifier; and

a pushing scheme query module used for querying, in the acquired information pushing scheme set, an information pushing scheme matching the extracted message type identifier.

7. A computer device, comprising a memory, a processor, and a computer program which is stored in the memory and is to be run on the processor, and the processor executes the computer program to implement the following steps:

monitoring an information pushing task, added by a service server, in a task message queue, wherein the information pushing task is generated by the service server according to user consumption information;

extracting the user consumption information from the monitored information pushing task;

querying an information pushing scheme matching the extracted user consumption information;

acquiring a message pushing template corresponding to the queried information pushing scheme;

generating a pushing message body according to the extracted user consumption information and the acquired message pushing template; and

pushing the generated pushing message body to a terminal which is logged into by means of a user account included in the extracted user consumption information;

wherein the step of monitoring an information pushing task, added by a service server, in a task message queue comprises:

receiving a queue monitoring instruction uploaded by a terminal which is logged into by means of a pushing administrator account;

extracting a queue identifier in the queue monitoring instruction;

querying, in a queue server, a task message queue corresponding to the extracted queue identifier; and

monitoring an information pushing task, added by the service server, in the queried task message queue.

8. The computer device according to Claim 7, wherein the step of querying an information pushing scheme matching the extracted user consumption information comprises: extracting an application identifier and a message type identifier corresponding to various types of consumption information in the user consumption information; acquiring an information pushing scheme set corresponding to the application identifier; and querying, in the acquired information pushing scheme set, an information pushing scheme matching the extracted message type identifier.

9. The computer device according to Claim 7, wherein the step of generating a pushing message body according to the extracted user consumption information and the acquired message pushing template comprises: extracting an information identifier of to-be-added information from the acquired message pushing template; querying, in the extracted user consumption information, to-be-added information matching the extracted information identifier; and adding the queried to-be-added information to the message pushing template to generate a pushing message body.

10. The computer device according to Claim 7, wherein the step of pushing the generated pushing message body to a terminal which is logged into by means of a user account included

in the extracted user consumption information comprises: acquiring a pushing channel type corresponding to the queried information pushing scheme; and pushing the generated pushing message body to the terminal which is logged into by means of the user account included in the extracted user consumption information via a pushing channel corresponding to the acquired pushing channel.

11. One or more storage media, having a computer executable instruction stored therein, wherein the computer executable instruction is executed by one or more processors to implement the following steps:

monitoring an information pushing task, added by a service server, in a task message queue, wherein the information pushing task is generated by the service server according to user consumption information;

extracting the user consumption information from the monitored information pushing task;

querying an information pushing scheme matching the extracted user consumption information;

acquiring a message pushing template corresponding to the queried information pushing scheme;

generating a pushing message body according to the extracted user consumption information and the acquired message pushing template; and

pushing the generated pushing message body to a terminal which is logged into by means of a user account included in the extracted user consumption information;

wherein the step of monitoring an information pushing task, added by a service server, in a task message queue comprises:

receiving a queue monitoring instruction uploaded by a terminal which is logged into by means of a pushing administrator account;

extracting a queue identifier in the queue monitoring instruction;

querying, in a queue server, a task message queue corresponding to the extracted queue identifier; and

monitoring an information pushing task, added by the service server, in the queried task message queue.

12. The storage medium according to Claim 11, wherein the step of querying an information pushing scheme matching the extracted user consumption information comprises: extracting an application identifier and a message type identifier corresponding to various type of consumption information in the user consumption information; acquiring an information pushing scheme set corresponding to the application identifier; and querying, in the acquired information pushing scheme set, an information pushing scheme matching the extracted message type identifier.

13. The storage medium according to Claim 11, wherein the step of generating a pushing message body according to the extracted user consumption information and the acquired message pushing template comprises: extracting an information identifier of to-be-added information from the acquired message pushing template; querying, in the extracted user consumption information, to-be-added information matching the extracted information identifier; and adding the queried to-be-added information to the message pushing template to generate a pushing message body.

14. The storage medium according to Claim 11, wherein the step of pushing the generated pushing message body to a terminal which is logged into by means of a user account included in the extracted user consumption information comprises: acquiring a pushing channel type corresponding to the queried information pushing scheme; and pushing the generated pushing

message body to the terminal which is logged into by means of the user account included in the extracted user consumption information via a pushing channel corresponding to the acquired pushing channel.