What is claimed is:

1. A computer-implemented method for delivering advertisements, comprising:

collecting, by a payment system, location information of a plurality of users from terminal devices of the plurality of users;

activating, by the payment system, a payment function in the payment system for one or more offline merchants;

~~obtaining~~collecting, by the payment system, transaction information of one or more offline transactions between the one or more offline merchants~~, wherein the transaction information comprises locations of the one or more offline merchants~~ and ~~information of~~ one or more offline buyers ~~associated with the one or more offline merchants~~;

obtaining, by a delivery terminal from the payment system, the location information of the plurality of users;

determining, by the delivery terminal, a target group of one or more target users around ~~the~~ an advertisement delivery device according to the location information of the plurality of users, a location of the advertisement delivery device, ~~locations of the one or more offline merchants~~ and the transaction information of ~~the one or more buyers associated with~~ the one or more offline merchants~~, the one or more target users comprising one or more of the buyers associated with the one or more offline merchants~~;

determining, by the delivery terminal, profile data of the target group around the advertisement delivery device; ~~and~~

collecting, by the advertisement delivery device, real-time sensing data using one or more sensing devices of the advertisement delivery device, wherein the one or more sensing devices include an iBeacon device;

determining, by the delivery terminal, user flow data of the advertisement delivery device based on the real-time sensing data collected by the one or more sensing devices, the real-time sensing data comprising a number of times the target users interact with the iBeacon device using iBeacon technology; and

delivering, by the delivery terminal to the advertisement delivery device, an advertisement ~~to the advertisement delivery device~~ based on the user flow data of the advertisement delivery device and the profile data of the target group around the advertisement delivery device.

2. The computer-implemented method of claim 1, wherein obtaining, by the delivery terminal from the payment system, the transaction information of the one or more offline merchants comprises:

obtaining, by the delivery terminal from the payment system, the transaction information of one or more offline merchants, wherein the transaction information comprises one or more locations of the one or more offline merchants and information of one or more buyers associated with the one or more offline merchants; and

wherein determining, by the delivery terminal, the target group of target users around the advertisement delivery device comprises:

determining, by the delivery terminal, one or more target users around the advertisement delivery device according to the one or more locations of the one or more offline merchants and the information of the one or more buyers associated with the one or more offline merchants, the one or more target users comprising one or more of the buyers associated with the one or more offline merchants.

~~2~~3. The computer-implemented method of claim ~~1~~2, wherein determining, by the delivery terminal, the target group of one or more target users around the advertisement delivery device according to the locations of the one or more offline merchants and the information of the one or more buyers associated with the one or more offline merchants comprises:

calculating, by the delivery terminal, a distance between each one of the one or more offline merchants and the advertisement delivery device based on each location of the one or more offline merchants and ~~a~~ the location of the advertisement delivery device; and

in response to determining that the distance between one of the one or more offline merchants and the advertisement delivery device is smaller than a threshold, determining, by the delivery terminal, that the one or more buyers associated with the offline merchant are one or more target users belonging to the target group around the advertisement delivery device.

~~3~~4. The computer-implemented method of any of the claims 1-2, further comprising:

obtaining, by the delivery terminal from the payment system, location based service (LBS) positioning information of ~~a~~ the plurality of users; and

determining, by the delivery terminal, one or more target users around the advertisement delivery device according to the location based service (LBS) positioning

information of the plurality of users.

~~4~~5. The computer-implemented method of claim ~~3~~4, wherein determining, by the delivery terminal, the one or more target users around the advertisement delivery device according to the location based service (LBS) positioning information of the plurality of users comprises:

calculating, by the delivery terminal, a distance between one of the plurality of users and the advertisement delivery device based on the LBS positioning information of the user and ~~a~~ the location of the advertisement delivery device; and

in response to determining that the distance between the user and the advertisement delivery device is smaller than a threshold, determining, by the delivery terminal, that the user is a target user belonging to the target group around the advertisement delivery device.

~~5~~6. The computer-implemented method of any preceding claim, before determining profile data of the target group, the method further comprises:

obtaining, by the delivery terminal from the payment system, descriptive information of the target users in the target group; and

wherein determining, by the delivery terminal, profile data of the target group comprises:

determining, by the delivery terminal, profile data of the target group based on the descriptive information of the target users in the target group.

~~6~~7. The computer-implemented method of any preceding claim, wherein delivering, by the delivery terminal to the advertisement delivery device, ~~an~~ the advertisement ~~to the advertisement delivery device~~ based on the user flow data of the advertisement delivery device and the profile data of the target group around the advertisement delivery device comprises:

determining, by the delivery terminal, tag information of the advertisement delivery device according to the profile data of the target group around the advertisement delivery device and the number of the target users in the target group;

comparing, by the delivery terminal, the tag information of the advertisement delivery device with appeal information of the advertisement to determine whether the advertisement delivery device matches the advertisement; and

in response to determining that the advertisement delivery device matches the advertisement, delivering, by the delivery terminal to the advertisement device, the advertisement ~~to the advertisement delivery device~~.

~~7~~8. The computer-implemented method of claim ~~6~~7, wherein determining, by the delivery terminal, tag information of the advertisement delivery device according to the profile data of the target group around the advertisement delivery device and the number of the target users in the target group comprises:

determining, by the delivery terminal, the user flow data associated with the advertisement delivery device based on ~~the~~ a number of the target users in the target group within a preset time period; and

determining, by the delivery terminal, the tag information of the advertisement delivery device based on the profile data of the target group and the ~~determined~~ user flow data.

~~8~~9. The computer-implemented method of any preceding claim, further comprising:

delivering, by the delivery terminal, a plurality of advertisements to the advertisement delivery device by:

ranking the plurality of advertisements; and

delivering one or more of the plurality of advertisements to the advertisement delivery device based on the ranking.

~~9. The computer-implemented method of any preceding claim, wherein delivering an advertisement to the advertisement delivery device based on the profile data of the target group around the advertisement delivery device comprises:~~

~~determining user flow data of the advertisement delivery device based on real-time sensing data collected by a sensing device associated with the advertisement delivery device; and~~

~~delivering the advertisement to the advertisement delivery device based on the user flow data of the advertisement delivery device and the profile data of the target group.~~

10. The computer-implemented method of any preceding claim, further comprising:

determining, by the delivery terminal, scene information associated with the advertisement delivery device according to the location information of the one or more offline merchants, wherein the scene information comprises descriptive information of an offline merchant around the advertisement delivery device; and

wherein delivering, by the delivery terminal to the advertisement delivery device, an advertisement ~~to the advertisement delivery device based on the profile data of the target group around the advertisement delivery device~~ comprises:

delivering, by the delivery terminal to the advertisement delivery device, ~~an~~ the

advertisement to the advertisement delivery device based on the user flow data of the advertisement delivery device, the profile data of the target group around the advertisement delivery device and the scene information associated with the advertisement delivery device.

11. The computer-implemented method of claim 10, wherein determining, by the delivery terminal, the scene information associated with the advertisement delivery device according to locations of the one or more offline merchants comprises:

calculating, by the delivery terminal, a distance between one of the one or more offline merchants and the advertisement delivery device based on the location of the offline merchant and ~~a~~ the location of the advertisement delivery device; and

in response to determining that the distance between the offline merchant and the advertisement delivery device is smaller than a threshold,

determining, by the delivery terminal, that the offline merchant is around the advertisement delivery device, and

determining, by the delivery terminal, the scene information according to descriptive information of the offline merchant.

12. A system for delivering advertisements, comprising:

one or more processors; and

one or more computer-readable memories coupled to the one or more processors and having instructions stored thereon that are executable by the one or more processors to perform the method of any of claims 1 to 11.

13. An apparatus for delivering advertisements comprising a plurality of modules for performing the method of any of claims 1 to 11.

14. A non-transitory computer-readable storage medium configured with instructions executable by one or more processors to cause the one or more processors to perform the method of any of claims 1 to 11.