## CLAIMS

What is claimed is:

1. A service implementation method, comprising:

collecting, by a first user by using a first client software, an electronic credential used to extract a service object;

determining, by the first client software, whether a category number of collected electronic credentials reaches a first number; and

when the category number of collected electronic credentials reaches the first number, initiating an object allocation request comprising several electronic credentials whose category number is the first number to a server, so that the server allocates a service object to the first user from a service object set based on the object allocation request.

2. The method according to claim 1, wherein the collecting an electronic credential used to extract a service object comprises:

obtaining an electronic credential delivered by the server to the first client software; and

obtaining an electronic credential shared by a second user by using a second client software.

3. The method according to claim 2, wherein the first client software provides a trigger option used to obtain an electronic credential; and

the obtaining an electronic credential delivered by the server to the first client software comprises:

when a trigger operation of the first user on the trigger option is detected,

initiating a request for collecting the electronic credential to the server, so that the server delivers the electronic credential to the first client software based on a predetermined delivery rule; and

obtaining the electronic credential delivered by the server to the first client software based on the predetermined delivery rule, wherein a category number of electronic credentials delivered by the server to the first client software is smaller than the first number.

4. The method according to claim 1, wherein the method further comprises:

generating a corresponding display picture for the electronic credential when the electronic credential is collected; and

adding the generated display picture to a display location corresponding to the electronic credential, wherein

display pictures generated for different categories of electronic credentials are different from each other, and display locations corresponding to different categories of electronic credentials are different from each other.

5. The method according to claim 4, wherein the method further comprises:

marking the number of obtained electronic credentials at the display location; and

updating the number based on an actual number of remaining electronic credentials.

6. The method according to claim 4, wherein the method further comprises:

when a predetermined trigger operation of the first user on any display picture is detected, sharing an electronic credential corresponding to the display picture with a target user selected by the first user.

7. The method according to claim 1, wherein the method further comprises:

when the server has allocated the service object to the first user, receiving an allocation result sent by the server, and displaying the allocation result to the first user, wherein the allocation result comprises one or more of the following information:

the number of service objects, a sender of the service object, the number of other receivers of the service object, and an allocation rule of the service object.

8. A service implementation method, comprising:

receiving an object allocation request sent by a first user by using a first client software, wherein the object allocation request comprises several electronic credentials used to extract a service object;

determining whether a category number of electronic credentials comprised in the object allocation request reaches a first number; and

when the category number of electronic credentials comprised in the object allocation request reaches the first number, allocating a service object to the first user from a service object set based on a predetermined allocation rule.

9. The method according to claim 8, wherein the method further comprises:

when a request sent by the first client software to obtain the electronic credential is received, delivering the electronic credential to the first client software from locally stored electronic credentials based on a predetermined delivery rule, wherein a category number of electronic credentials delivered to the first client software is smaller than the first number.

10. The method according to claim 9, wherein the delivering the electronic credential to the first client software based on a predetermined delivery rule comprises:

randomly delivering the electronic credential to the first client software from the locally stored electronic credentials.

11. The method according to claim 9, wherein the locally stored electronic credentials are predivided into at least a low-frequency delivery set and a high-frequency delivery set; and

the delivering the electronic credential to the first client software based on a predetermined delivery rule comprises:

calculating activeness of the first user;

determining whether the activeness reaches a predetermined threshold; and

when the activeness reaches the predetermined threshold, delivering the electronic credential to the first client software from the low-frequency delivery set; or delivering electronic credentials to the first client software from the low-frequency delivery set and the high-frequency delivery set, wherein the delivered electronic credentials comprise at least one electronic credential in the low-frequency delivery set.

12. The method according to claim 8, wherein the method further comprises:

when the service object has been allocated to the first user, sending an allocation result to the first client software, so that the first client software displays the allocation result to the first user, wherein

the allocation result comprises one or more of the following information:

the number of service objects, a sender of the service object, the number of other receivers of the service object, and an allocation rule of the service object.

13. A service implementation device, comprising:

an acquisition module, configured to obtain an electronic credential used to extract a service object;

a first determining module, configured to determine whether a category number of obtained electronic credentials reaches a first number; and

an initiation module, configured to:

when the category number of obtained electronic credentials reaches the first number, initiate an object allocation request comprising several electronic credentials whose category number is the first number to a server, so that the server allocates a service object to a first user from a service object set based on the object allocation request.

14. The device according to claim 13, wherein the acquisition module is configured to:

obtain an electronic credential delivered by the server to the first client software; and

obtain an electronic credential shared by a second user by using a second client software.

15. The device according to claim 14, wherein the first client software provides a trigger option used to obtain an electronic credential; and

the acquisition module is further configured to:

when a trigger operation of the first user on the trigger option is detected, initiate a request for collecting the electronic credential to the server, so that the server delivers the electronic credential to the first client software based on a predetermined delivery rule; and

obtain the electronic credential delivered by the server to the first client software based on the predetermined delivery rule, wherein a category number of electronic credentials delivered by the server to the first client software is smaller than the first number.

16. The device according to claim 13, wherein the device further comprises:

a generation module, configured to generate a corresponding display picture for the electronic credential when the electronic credential is obtained; and

a display module, configured to add the generated display picture to a display location corresponding to the electronic credential, wherein display pictures generated for different categories of electronic credentials are different from each other, and display locations corresponding to different categories of electronic credentials are different from each other.

17. The device according to claim 16, wherein the generation module is further configured to:

mark the number of obtained electronic credentials at the display location; and

update the number based on an actual number of remaining electronic credentials.

18. The device according to claim 16, wherein the device further comprises:

a sharing module, configured to:

when a predetermined trigger operation of the first user on a display picture added to any display location is detected, share an electronic credential corresponding to the display picture with a target user selected by the first user.

19. The device according to claim 13, wherein the device further comprises:

a first receiving module, configured to: when the server has allocated the service object to the first user, receive an allocation result sent by the server, and display the allocation result to the first user, wherein

the allocation result comprises one or more of the following information:

the number of service objects, a sender of the service object, the number of other receivers of the service object, and an allocation rule of the service object.

20. A service implementation device, comprising:

a second receiving module, configured to receive an object allocation request sent by a first user by using a first client software, wherein the object allocation request comprises several electronic credentials used to extract a service object;

a second determining module, configured to determine whether a category number of electronic credentials comprised in the object allocation request reaches a first number; and

an allocation module, configured to: when the category number of electronic credentials comprised in the object allocation request reaches the first number, allocate a service object to the first user from a service object set based on a predetermined allocation rule.

21. The device according to claim 20, wherein the device further comprises:

a delivery module, configured to: when a request sent by the first client software to obtain the electronic credential is received, deliver the electronic credential to the first client software from locally stored electronic credentials based on a predetermined delivery rule, wherein

a category number of electronic credentials delivered to the first client software is smaller than the first number.

~~22. The device according to claim 21, wherein the delivery module is configured to:~~

~~randomly deliver the electronic credential to the first client software from the locally stored electronic credentials.~~

~~23. The device according to claim 21, wherein the locally stored electronic credentials are predivided into at least a low-frequency delivery set and a high-frequency delivery set; and~~

~~the delivery module is configured to:~~

~~calculate activeness of the first user;~~

~~determine whether the activeness reaches a predetermined threshold; and~~

~~when the activeness reaches the predetermined threshold, deliver the electronic credential to the first client software from the low-frequency delivery set; or~~

~~deliver electronic credentials to the first client software from the low-frequency delivery set and the high-frequency delivery set, wherein the delivered electronic credentials comprise at least one electronic credential in the low-frequency delivery set.~~

~~24. The device according to claim 20, wherein the device further comprises:~~

~~a sending module, configured to: when the service object has been allocated to the first user, send an allocation result to the first client software, so that the first client software displays the allocation result to the first user, wherein~~

~~the allocation result comprises one or more of the following information:~~

~~the number of service objects, a sender of the service object, the number of other receivers of the service object, and an allocation rule of the service object.~~

1. A computer-implemented method, comprising:

receiving, at a server of a payment platform and from a first software client executing an application of the payment platform, a request to send an electronic credential to a target user, wherein the first software client is associated with a first user, and wherein the server stores a plurality of electronic credentials;

determining that the target user is not a contact of the first user in the application of the payment platform;

determining that the target user is a contact of the first user in a third-party application;

based on determining that the target user is a contact of the first user in the third-party application, transmitting a message to the target user using the third-party application, the message comprising an invocable element configured to, when invoked, direct a second

software client associated with the target user to an interface of the application of the payment platform;

receiving, at the server and from the second software client, a request to obtain the electronic credential;

transmitting, from the server, the electronic credential to the second software client;

receiving, at the server and from the second software client, an allocation request to extract a service object, wherein the allocation request comprises a plurality of electronic credentials selected from electronic credentials obtained by the second software client;

determining, at the server, that a number of types of electronic credentials included in the plurality of electronic credentials is greater than or equal to a predetermined number; and

allocating the service object to the second software client based on a predetermined allocation rule, wherein the service object is selected from a service object set.

2. The computer-implemented method of claim 1, wherein the electronic credentials obtained by the second software client comprise the electronic credential received from the server and another electronic credential transmitted from a third software client software associated with a third user, the other electronic credential being transmitted within the application of the payment platform.

3. The computer-implemented method of claim 1, wherein the allocation request is transmitted to the server by the second software client after the second software client determines that a number of types of electronic credential collected by the second software client is greater than or equal to the predetermined number.

4. The computer-implemented method of claim 1, wherein, when allocating the service object to the second software client, an allocation result is sent to the second software client for display on a computer display, wherein the allocation result comprises one or more of a number of service objects, a sender of the service object, a number of other receivers of the service object, and an allocation rule of the service object.

5. The computer-implemented method of claim 1, wherein the invocable element comprises an access link or a clickable picture.

6. The computer-implemented method of claim 1, wherein the plurality of electronic credentials are encrypted, comprising:

decrypting, by the server, the plurality of encrypted electronic credentials, to obtain a plurality of character strings, and

performing verification on the plurality of character strings.

7. A non-transitory, computer-readable medium storing one or more instructions executable by a computer system to perform operations comprising:

receiving, at a server of a payment platform and from a first software client executing an application of the payment platform, a request to send an electronic credential to a target user, wherein the first software client is associated with a first user, and wherein the server stores a plurality of electronic credentials;

determining that the target user is not a contact of the first user in the application of the payment platform;

determining that the target user is a contact of the first user in a third-party application;

based on determining that the target user is a contact of the first user in the third-party application, transmitting a message to the target user using the third-party application, the message comprising an invocable element configured to, when invoked, direct a second software client associated with the target user to an interface of the application of the payment platform;

receiving, at the server and from the second software client, a request to obtain the electronic credential;

transmitting, from the server, the electronic credential to the second software client;

receiving, at the server and from the second software client, an allocation request to extract a service object, wherein the allocation request comprises a plurality of electronic credentials selected from electronic credentials obtained by the second software client;

determining, at the server, that a number of types of electronic credentials included in the plurality of electronic credentials is greater than or equal to a predetermined number; and

allocating the service object to the second software client based on a predetermined allocation rule, wherein the service object is selected from a service object set.

8. The non-transitory, computer-readable medium of claim 7, wherein the electronic credentials obtained by the second software client comprise the electronic credential received from the server and another electronic credential transmitted from a third software client software

associated with a third user, the other electronic credential being transmitted within the application of the payment platform.

9. The non-transitory, computer-readable medium of claim 7, wherein the allocation request is transmitted to the server by the second software client after the second software client determines that a number of types of electronic credential collected by the second software client is greater than or equal to the predetermined number.

10. The non-transitory, computer-readable medium of claim 7, wherein, when allocating the service object to the second software client, an allocation result is sent to the second software client for display on a computer display, wherein the allocation result comprises one or more of a number of service objects, a sender of the service object, a number of other receivers of the service object, and an allocation rule of the service object.

11. The computer-readable medium of claim 7, wherein the invocable element comprises an access link or a clickable picture.

12. The computer-readable medium of claim 7, wherein the plurality of electronic credentials are encrypted, and wherein the operations comprise:

decrypting, by the server, the plurality of encrypted electronic credentials, to obtain a plurality of character strings, and

performing verification on the plurality of character strings.

13. A computer-implemented system, comprising:

one or more computers; and

one or more computer memory devices interoperably coupled with the one or more computers and having tangible, non-transitory, machine-readable media storing one or more instructions that, when executed by the one or more computers, perform one or more operations comprising:

receiving, at a server of a payment platform and from a first software client executing an application of the payment platform, a request to send an electronic credential to a target user, wherein the first software client is associated with a first user, and wherein the server stores a plurality of electronic credentials;

determining that the target user is not a contact of the first user in the application of the payment platform;

determining that the target user is a contact of the first user in a third-party application;

based on determining that the target user is a contact of the first user in the third-party application, transmitting a message to the target user using the third-party application, the message comprising an invocable element configured to, when invoked, direct a second software client associated with the target user to an interface of the application of the payment platform;

receiving, at the server and from the second software client, a request to obtain the electronic credential;

transmitting, from the server, the electronic credential to the second first software client;

receiving, at the server and from the second software client, an allocation request to extract a service object, wherein the allocation request comprises a plurality of electronic credentials selected from electronic credentials obtained by the second software client;

determining, at the server, that a number of types of electronic credentials included in the plurality of electronic credentials is greater than or equal to a predetermined number; and

allocating the service object to the second software client based on a predetermined allocation rule, wherein the service object is selected from a service object set.

14. The computer-implemented system of claim 13, wherein the electronic credentials obtained by the second first software client comprise the electronic credential received from the server and another electronic credential transmitted from a third d software client software associated with a third user, the other electronic credential being transmitted within the application of the payment platform.

15. The computer-implemented system of claim 13, wherein the allocation request is transmitted to the server by the second software client after the second software client determines that a number of types of electronic credential collected by the second software client is greater than or equal to the predetermined number.

16. The computer-implemented system of claim 13, wherein the invocable element comprises an access link or a clickable picture.

17. The computer-implemented system of claim 13, wherein the plurality of electronic credentials are encrypted, and wherein the operations comprise:

decrypting, by the server, the plurality of encrypted electronic credentials, to obtain a plurality of character strings, and

performing verification on the plurality of character strings.