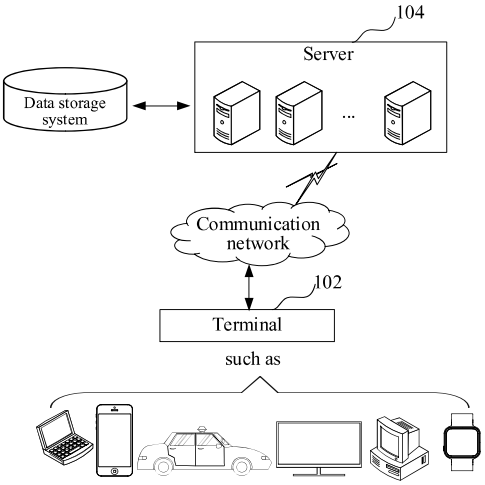

104
Server
Data storage system
...
Communication network
102
Terminal
such as

FIG. 1

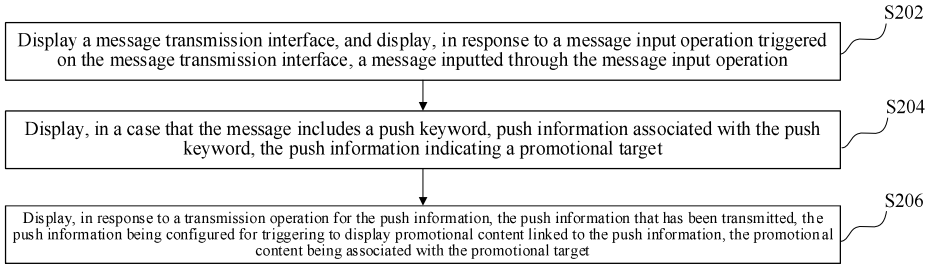

S202
Display a message transmission interface, and display, in response to a message input operation triggered on the message transmission interface, a message inputted through the message input operation
S204
Display, in a case that the message includes a push keyword, push information associated with the push keyword, the push information indicating a promotional target
S206
Display, in response to a transmission operation for the push information, the push information that has been transmitted, the push information being configured for triggering to display promotional content linked to the push information, the promotional content being associated with the promotional target

FIG. 2

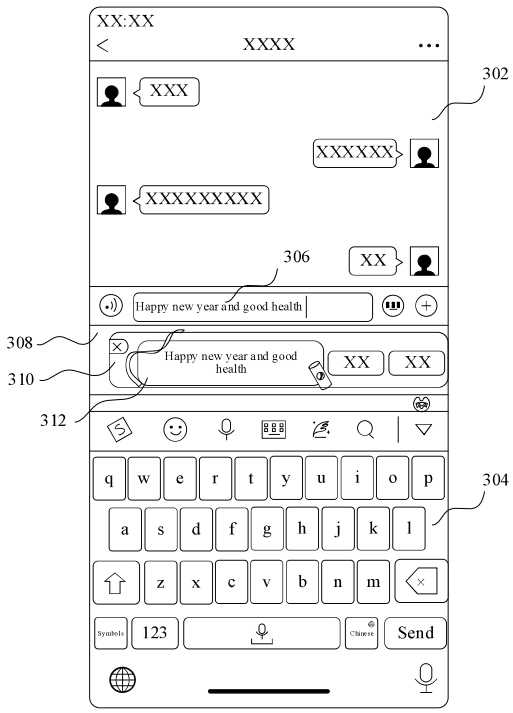

XX:XX
XXXX
302
XXX
XXXXXX
XXXXXXXXX
306
XX
Happy new year and good health
308
Happy new year and good health
XX
XX
310
312
304
Send

FIG. 3

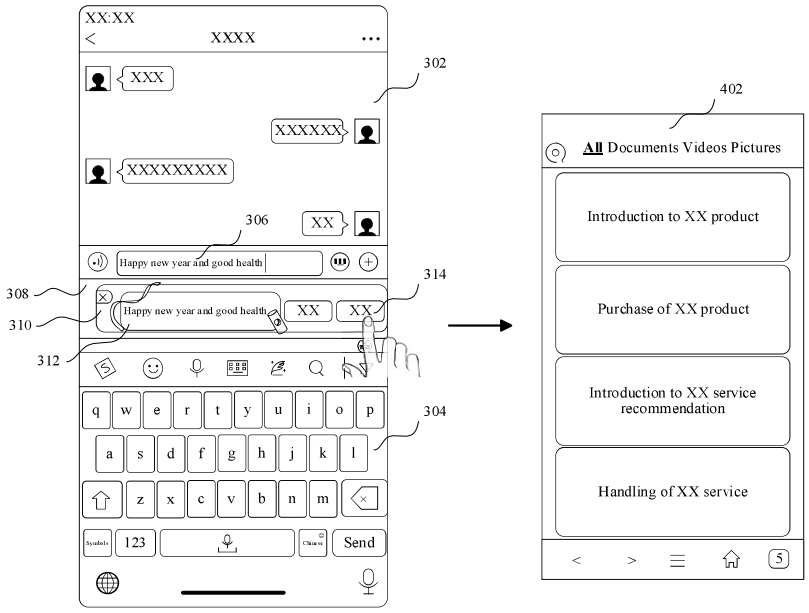


FIG. 4



FIG. 5

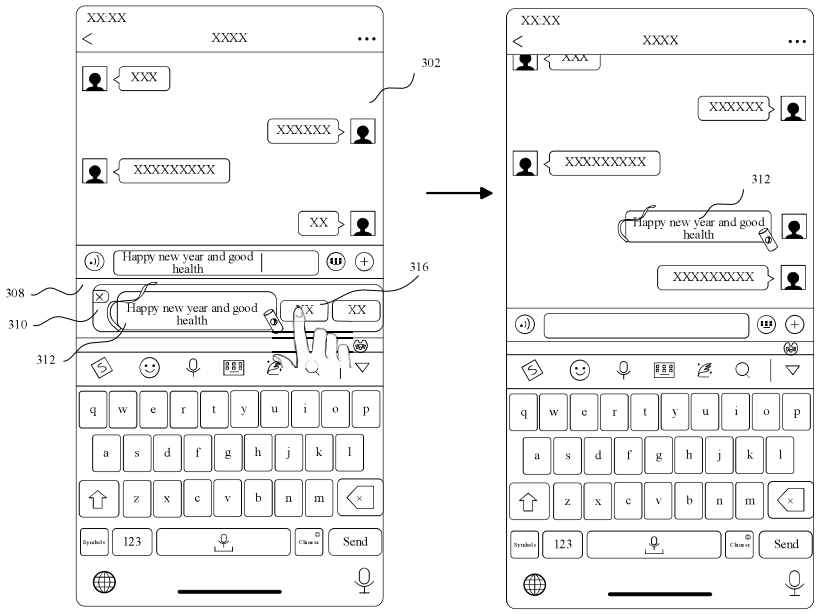

XX:XX
XXXX
XXX
XXXXXX
XXXXXXXXX
XX
Happy new year and good health
302
308
310
312
316
Send

FIG. 6

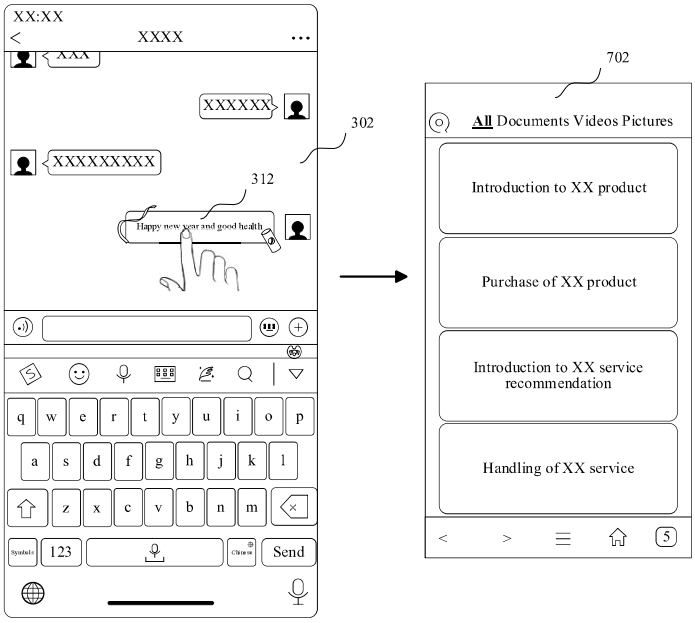

XX:XX
XXXX
XXXXXX
XXXXXXXXX
Happy new year and good health
302
312
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
Send
702
All Documents Videos Pictures
Introduction to XX product
Purchase of XX product
Introduction to XX service recommendation
Handling of XX service

FIG. 7

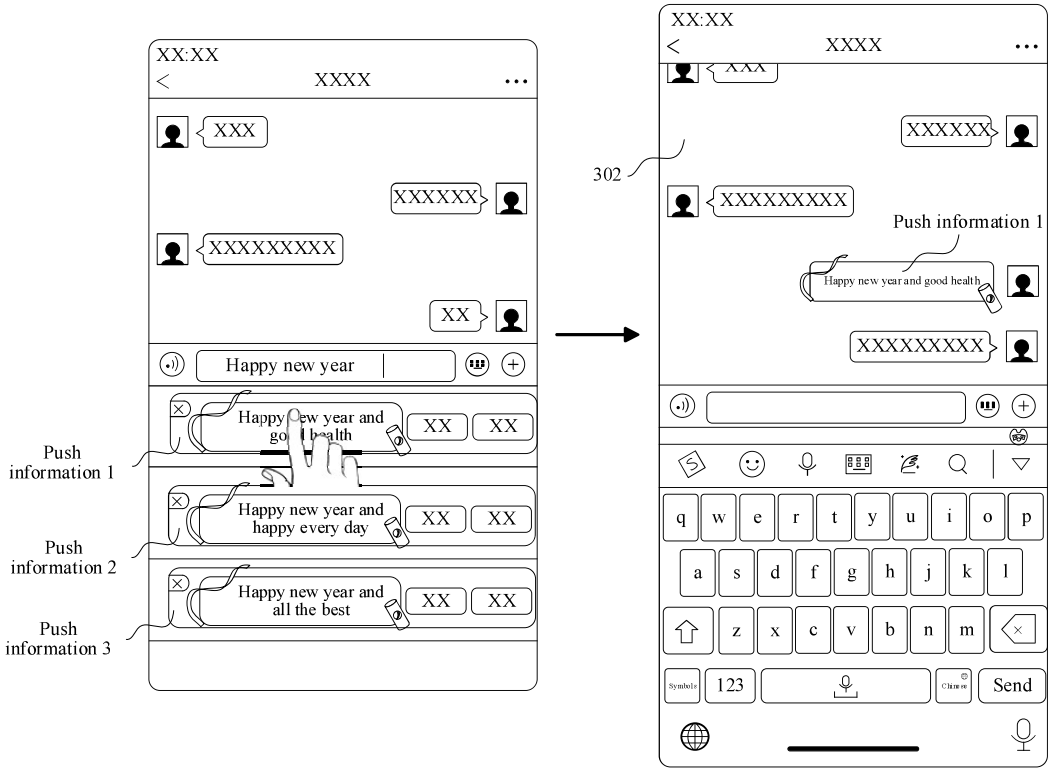

XX:XX
XXXX
XXX
XXXXXX
XXXXXXXXX
XX
Happy new year
Happy new year and good health
XX
XX
Happy new year and happy every day
Happy new year and all the best
Push information 1
Push information 2
Push information 3
302
Push information 1
Happy new year and good health
XXXXXXXXX
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
Send

FIG. 8

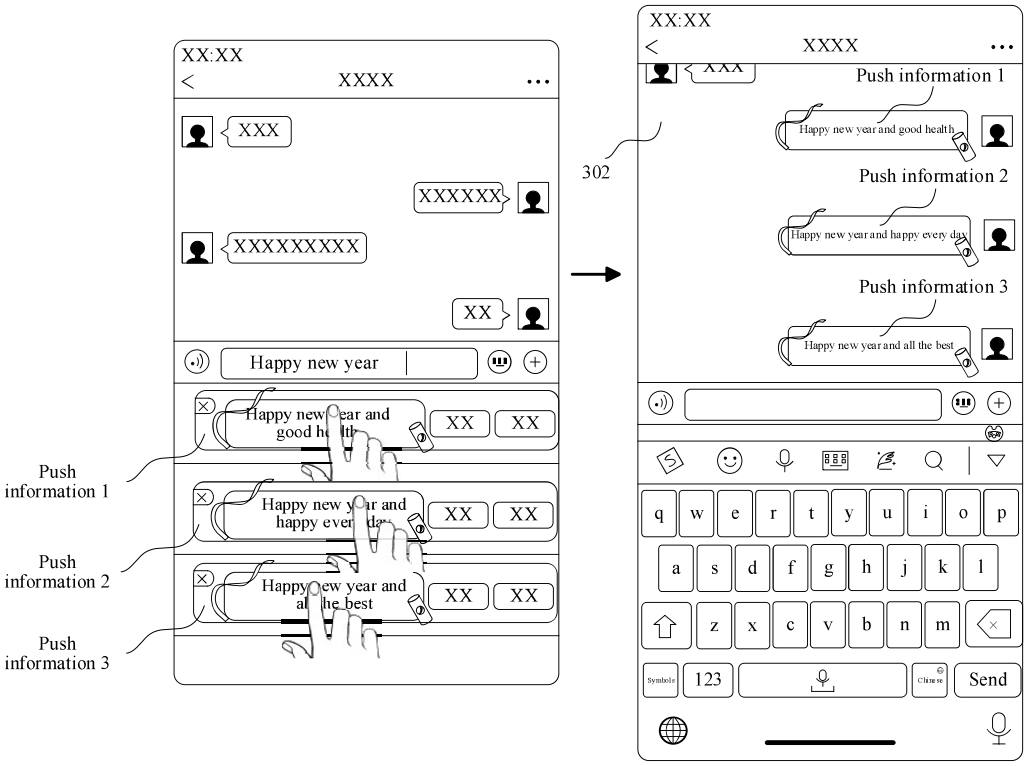

XX:XX
XXXX
XXX
XXXXXX
XXXXXXXXX
XX
Happy new year
Happy new year and good health
Happy new year and happy every day
Happy new year and all the best
XX
Push information 1
Push information 2
Push information 3
302
Push information 1
Push information 2
Push information 3
Send

FIG. 9

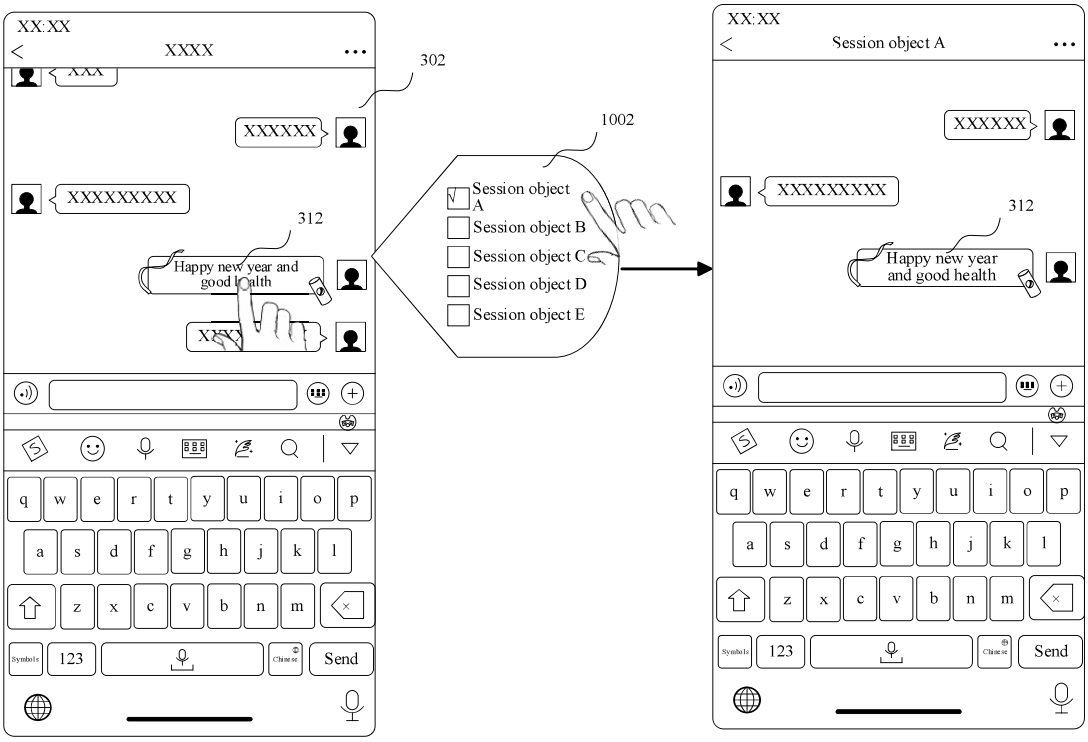

XX:XX
XXXX
302
XXXXXX
XXXXXXXXX
312
Happy new year and good health
1002
Session object A
Session object B
Session object C
Session object D
Session object E
Session object A
Send

FIG. 10

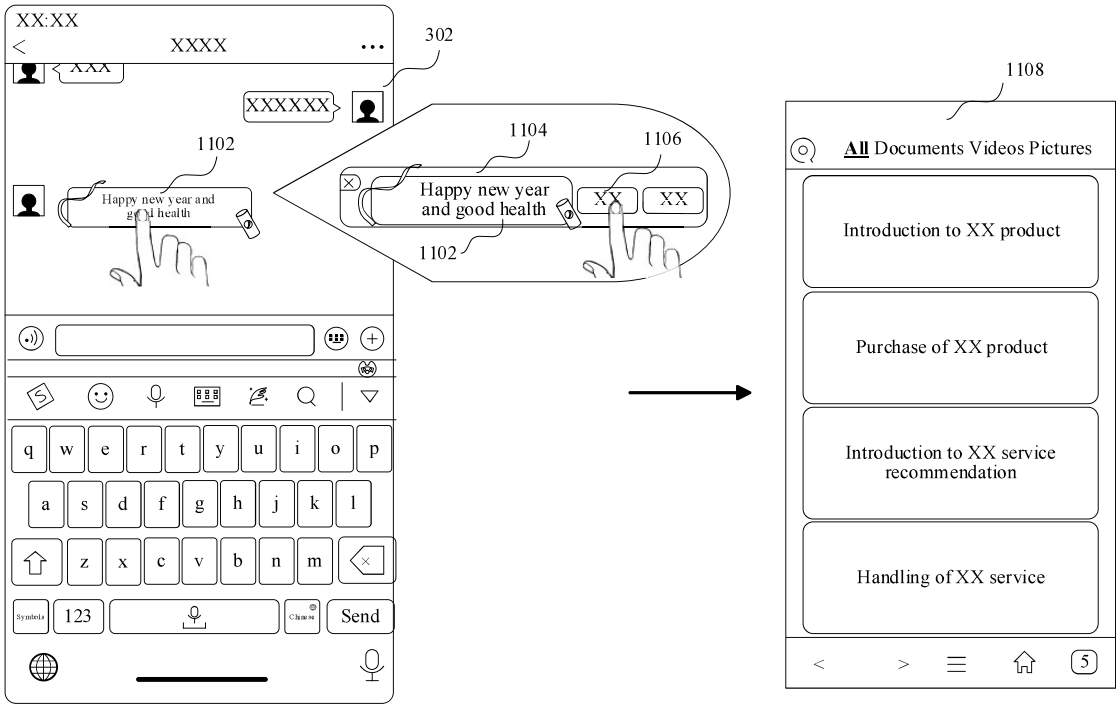

XX:XX
XXXX
302
XXXXXX
1102
Happy new year and good health
1104
1106
Happy new year and good health
XX
XX
1102
1108
All Documents Videos Pictures
Introduction to XX product
Purchase of XX product
Introduction to XX service recommendation
Handling of XX service
Symbols
123
Chinese
Send

FIG. 11

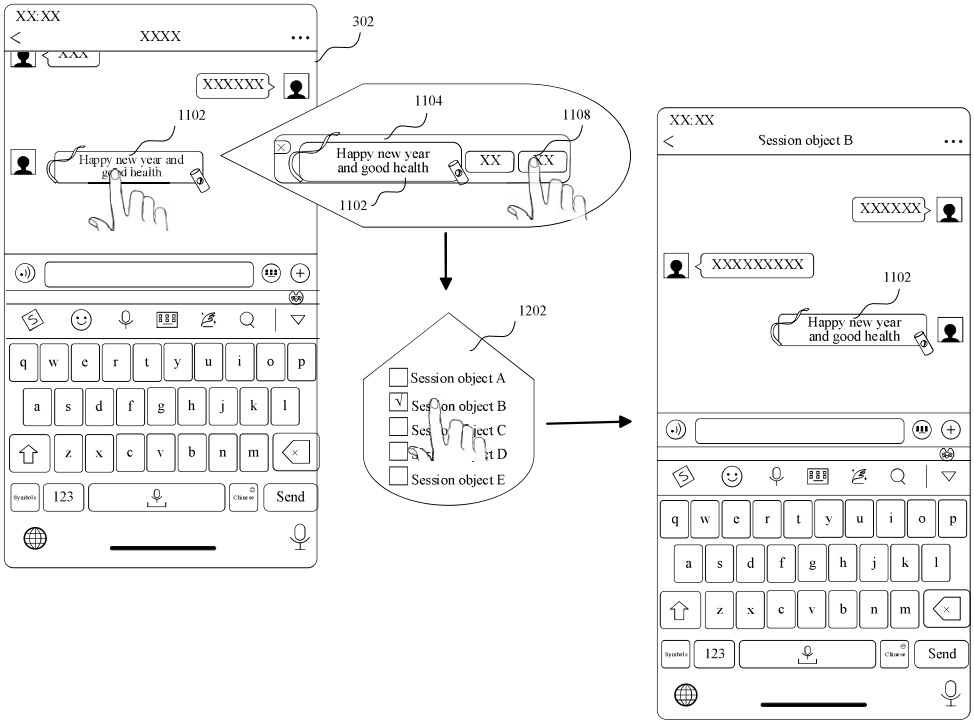

XX:XX
XXXX
302
XXXXXX
1102
Happy new year and good health
1104
1108
Happy new year and good health
XX
XX
1102
1202
Session object A
Session object B
Session object C
Session object D
Session object E
XX:XX
Session object B
XXXXXX
XXXXXXXXX
1102
Happy new year and good health
Symbols
123
Chinese
Send

FIG. 12

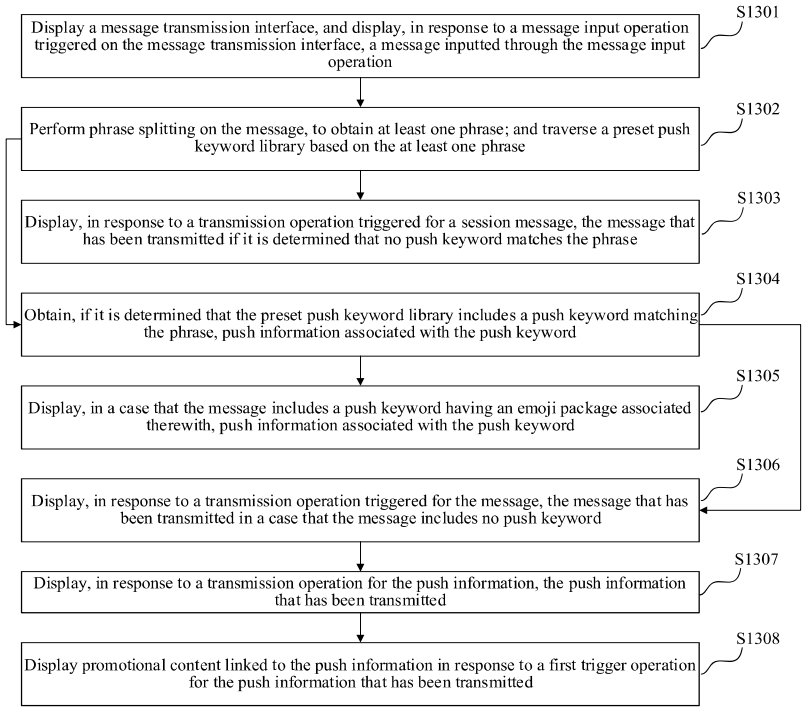

S1301
Display a message transmission interface, and display, in response to a message input operation triggered on the message transmission interface, a message inputted through the message input operation
S1302
Perform phrase splitting on the message, to obtain at least one phrase; and traverse a preset push keyword library based on the at least one phrase
S1303
Display, in response to a transmission operation triggered for a session message, the message that has been transmitted if it is determined that no push keyword matches the phrase
S1304
Obtain, if it is determined that the preset push keyword library includes a push keyword matching the phrase, push information associated with the push keyword
S1305
Display, in a case that the message includes a push keyword having an emoji package associated therewith, push information associated with the push keyword
S1306
Display, in response to a transmission operation triggered for the message, the message that has been transmitted in a case that the message includes no push keyword
S1307
Display, in response to a transmission operation for the push information, the push information that has been transmitted
S1308
Display promotional content linked to the push information in response to a first trigger operation for the push information that has been transmitted

FIG. 13

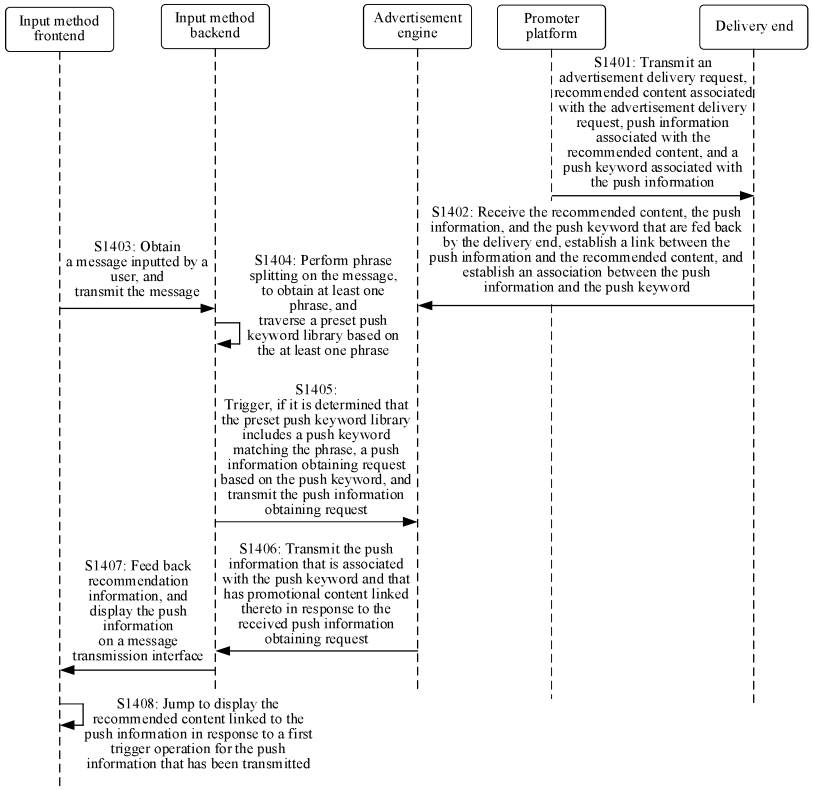

Input method frontend
Input method backend
Advertisement engine
Promoter platform
Delivery end
S1401: Transmit an advertisement delivery request, recommended content associated with the advertisement delivery request, push information associated with the recommended content, and a push keyword associated with the push information
S1402: Receive the recommended content, the push information, and the push keyword that are fed back by the delivery end, establish a link between the push information and the recommended content, and establish an association between the push information and the push keyword
S1403: Obtain a message inputted by a user, and transmit the message
S1404: Perform phrase splitting on the message, to obtain at least one phrase, and traverse a preset push keyword library based on the at least one phrase
S1405: Trigger, if it is determined that the preset push keyword library includes a push keyword matching the phrase, a push information obtaining request based on the push keyword, and transmit the push information obtaining request
S1406: Transmit the push information that is associated with the push keyword and that has promotional content linked thereto in response to the received push information obtaining request
S1407: Feed back recommendation information, and display the push information on a message transmission interface
S1408: Jump to display the recommended content linked to the push information in response to a first trigger operation for the push information that has been transmitted

FIG. 14

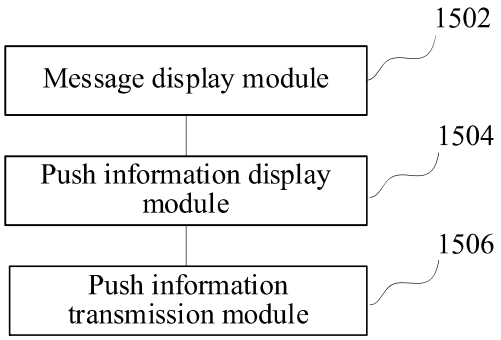

1502
Message display module
1504
Push information display module
1506
Push information transmission module

FIG. 15

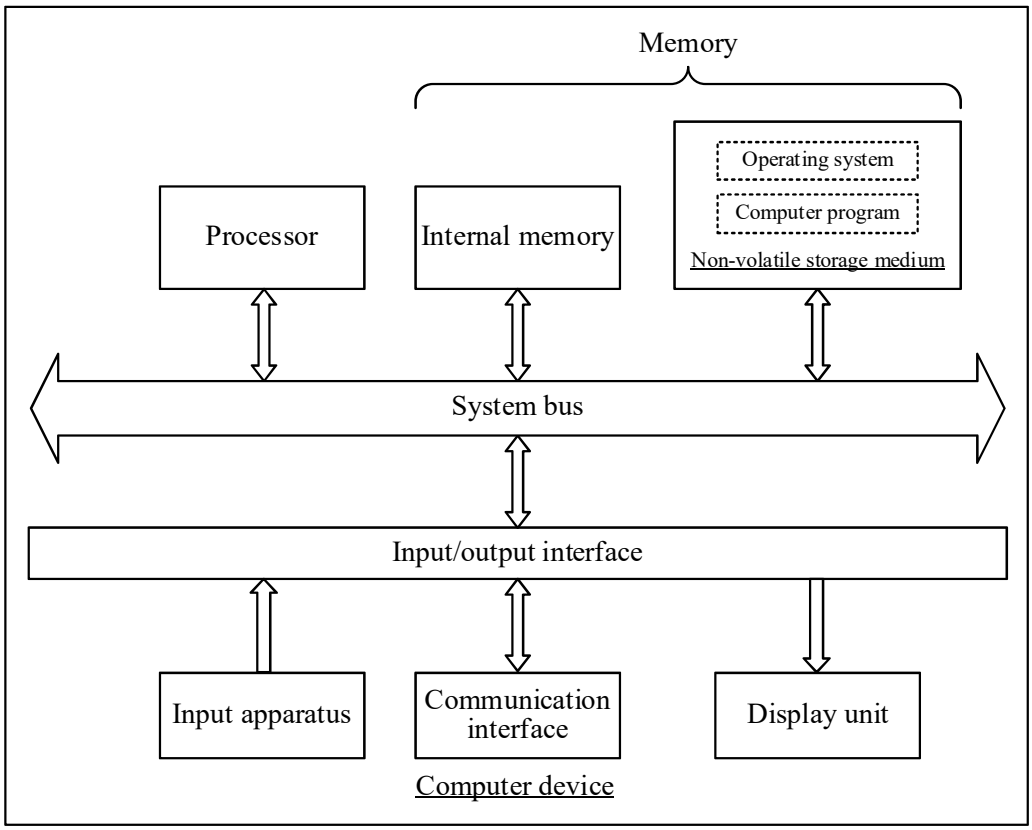

Memory
Operating system
Computer program
Non-volatile storage medium
Processor
Internal memory
System bus
Input/output interface
Input apparatus
Communication interface
Display unit
Computer device

FIG. 16