CLAIMS

What is claimed is:

1. A blockchain-based traffic statistics collection method to monitor a user's operation behavior on a graphical interface, wherein the method is applied to a blockchain node; and the method comprises:

receiving a traffic access request triggered by event tracking;

in response to the traffic access request, invoking traffic recording logic stated in a smart contract published on a blockchain to record traffic statistics information for current traffic access, wherein the smart contract further specifies information verification logic used to verify traffic statistics information;

synchronizing the recorded traffic statistics information with a blockchain network comprising blockchain nodes belonging to different entities so that blockchain nodes belonging to different entities verify the traffic statistics information based on the information verification logic, the synchronizing comprising:

encrypting, by using public keys corresponding to entities that other blockchain nodes belong to, traffic statistics information corresponding to the entities; and

sending the encrypted traffic statistics information to the other blockchain nodes so that the other blockchain nodes perform decryption by using private keys corresponding to the public keys; and

after the synchronizing, publishing the traffic statistics information to the blockchain.

2. The method according to claim 1, wherein the invoking traffic recording logic stated in a smart contract to record traffic statistics information for current traffic access comprises:

invoking the traffic recording logic in the smart contract to record at least one item of the following traffic statistics information: an identifier of a user of the current traffic access, a traffic access timestamp, and a traffic destination identifier.

3. The method according to claim 1, wherein the publishing the traffic statistics information to the blockchain comprises:

publishing the traffic statistics information to the blockchain when a blockchain update condition is satisfied; and the blockchain update condition comprises any one of the following:

an amount of the traffic statistics information reaches a predetermined amount threshold; or

a time interval between a current time and a time of generation of a previous block reaches a predetermined interval threshold.

4. The method according to any one of claims 1 to 3, wherein the publishing the traffic statistics information to the blockchain comprises:

storing the traffic statistics information in a new block of the blockchain; and

further storing a timestamp showing when the new block is generated, a hash value of a previous block, and a hash value of the new block in the new block; wherein the hash value of the new block is obtained jointly based on the traffic statistics information, the timestamp, and the hash value of the previous block.

5. The method according to claim 1, wherein traffic access corresponding to the traffic access request is to introduce traffic to a target website through a third-party platform.

6. A blockchain-based traffic statistics collection apparatus to monitor a user's operation behavior on a graphical interface, wherein the apparatus comprises:

a request receiving module, configured to receive a traffic access request triggered by event tracking;

an information recording module, configured to, in response to the traffic access request, invoke traffic recording logic stated in a smart contract published on a blockchain to record traffic statistics information for current traffic access; and

an information publishing module, configured to synchronize the recorded traffic statistics information with a blockchain network comprising blockchain nodes belonging to different entities so that blockchain nodes belonging to different entities verify the traffic statistics information based on the information verification logic, the synchronizing comprising:

encrypting, by using public keys corresponding to entities that other blockchain nodes belong to, traffic statistics information corresponding to the entities; and

sending the encrypted traffic statistics information to the other blockchain nodes so that the other blockchain nodes perform decryption by using private keys corresponding to the public keys;

the information publishing module further configured to, after the synchronizing, publish the traffic statistics information to the blockchain.

7. The apparatus according to claim 6, wherein the information recording module is specifically configured to invoke the traffic recording logic in the smart contract to record at least one item of the following traffic statistics information: an identifier of a user of the current traffic access, a traffic access timestamp, and a traffic destination identifier.