Claims

1. A material presentation method, comprising:

receiving a data update request from a client;

in response to the data update request carrying a splash presentation identifier of a splash presentation material, acquiring a news feed presentation material corresponding to the splash presentation identifier, wherein the splash presentation material is content of an image which is presented after an application program of the client is triggered and before a home page of the application program is entered; and

inserting the news feed presentation material into a preset presentation position of a news feed list page and displaying the news feed list page showing the news feed presentation material after the splash presentation material is displayed to achieve linkage presentation of the splash presentation material and the news feed presentation material.

2. The method according to claim 1, wherein acquiring the news feed presentation material corresponding to the splash presentation identifier comprises:

determining a news feed presentation identifier corresponding to the splash presentation identifier; and

acquiring the news feed presentation material based on the news feed presentation identifier.

3. The method according to claim 2, wherein determining the news feed presentation identifier corresponding to the splash presentation identifier comprises:

determining the news feed presentation identifier corresponding to the splash presentation identifier according to a preestablished corresponding relationship between the splash presentation identifier and the news feed presentation identifier.

4. The method according to claim 3, further comprising:

in response to the splash presentation material has a same material content as the news feed presentation material, preestablishing a corresponding relationship between the splash presentation identifier of the splash presentation material and the news feed presentation identifier of the news feed presentation material.

5. The method according to claim 1, wherein inserting the news feed presentation material into

the preset presentation position of the news feed list page comprises:

adding a position identifier to the acquired news feed presentation material; and

inserting the news feed presentation material added with the position identifier into the preset presentation position of the news feed list page.

6. The method according to claim 1, wherein the preset presentation position comprises a top position.

7. The method according to claim 1, wherein the splash presentation material is stored at a different position from the news feed presentation material.

8. The method according to claim 1, further comprising:

in response to the news feed presentation material being scrolled out of a display region of a screen, recording a material presentation time when the news feed presentation material is scrolled out of the screen; and

in response to the news feed presentation material being scrolled into the display region of the screen, acquiring the material presentation time, and continuously presenting the news feed presentation material on the client according to the material presentation time.

9. A material presentation method, comprising:

receiving a to-be-presented splash presentation material;

in response to the received to-be-presented splash presentation material carrying a splash presentation identifier, sending a data update request carrying the splash presentation identifier to a news feed server to acquire a news feed presentation material corresponding to the splash presentation identifier from the news feed server, wherein the splash presentation material is content of an image which is presented after an application program of the client is triggered and before a home page of the application program is entered; and

receiving a news feed presentation material carrying a preset presentation position of a news feed list page and issued by the news feed server, inserting the news feed presentation material into the preset presentation position of the news feed list page, and displaying the news feed list page showing the news feed presentation material after the splash presentation material is displayed to achieve linkage presentation of the splash presentation material and the news feed presentation material.

10. A material presentation apparatus, comprising:

a data update request reception module configured to receive a data update request from a client;

a news feed presentation material acquisition module configured to in response to the data update request carrying a splash presentation identifier of a splash presentation material, acquire a news feed presentation material corresponding to the splash presentation identifier, wherein the splash presentation material is content of an image which is presented after an application program of the client is triggered and before a home page of the application program is entered; and

a presentation module configured to insert the news feed presentation material into a preset presentation position of a news feed list page and display the news feed list page showing the news feed presentation material after the splash presentation material is displayed to achieve linkage presentation of the splash presentation material and the news feed presentation material.

11. The apparatus according to claim 10, wherein the news feed presentation material acquisition module comprises:

a news feed presentation material acquisition unit configured to determine a news feed presentation identifier corresponding to the splash presentation identifier and acquire the news feed presentation material based on the news feed presentation identifier.

12. The apparatus according to claim 11, wherein the news feed presentation material acquisition unit is further configured to determine the news feed presentation identifier corresponding to the splash presentation identifier according to a preestablished corresponding relationship between the splash presentation identifier and the news feed presentation identifier.

13. The apparatus according to claim 12, further comprising:

a module configured to, in response to the splash presentation material has a same material content as the news feed presentation material, preestablish a corresponding relationship between the splash presentation identifier of the splash presentation material and the news feed presentation identifier of the news feed presentation material.

14. The apparatus according to claim 10, wherein the presentation module is further configured to:

add a position identifier to the acquired news feed presentation material; and

insert the news feed presentation material added with the position identifier into the preset

presentation position of the news feed list page.

15. The apparatus according to claim 10, wherein the preset presentation position comprises a top position.

16. The apparatus according to claim 10, wherein the splash presentation material is stored at a different position from the news feed presentation material.

17. The apparatus according to claim 10, further comprising a module configured to:

in response to the news feed presentation material being scrolled out of a display region of a screen, record a material presentation time when the news feed presentation material is scrolled out of the screen; and

in response to the news feed presentation material being scrolled into the display region of the screen, acquire the material presentation time, and continuously present the news feed presentation material on the client according to the material presentation time.

18. A material presentation apparatus, comprising:

a splash presentation material reception module configured to receive a to-be-presented splash presentation material;

a data update request sending module configured to in response to the received to-be-presented splash presentation material carrying a splash presentation identifier, send a data update request carrying the splash presentation identifier to a news feed server to acquire a news feed presentation material corresponding to the splash presentation identifier from the news feed server, wherein the splash presentation material is content of an image which is presented after an application program of the client is triggered and before a home page of the application program is entered; and

a news feed presentation material reception module configured to receive a news feed presentation material carrying a preset presentation position of a news feed list page and issued by the news feed server, and present the news feed presentation material at the preset presentation position, insert the news feed presentation material into the preset presentation position of the news feed list page, and display the news feed list page showing the news feed presentation material after the splash presentation material is displayed to achieve linkage presentation of the splash presentation material and the news feed presentation material.

19. An electronic device, comprising:

at least one processor; and

a storage apparatus configured to store at least one program;

wherein the at least one program, when executed by the at least one processor, causes the at least one processor to implement the material presentation method according to any one of claims 1 to 8 or claim 9.

20. A storage medium comprising computer-executable instructions which, when executed by a computer processor, are configured to execute the material presentation method according to any one of claims 1 to 8 or claim 9.