CLAIMS

1. An information pushing method, comprising:

prompting a user to push at least one target to be pushed in multimedia content, in response to presence of a target matching the at least one target to be pushed in the multimedia content intended to be posted by the user; and

adding push information of the at least one target to be pushed in the multimedia content, in response to the user determining to push the at least one target to be pushed.

2. The information pushing method of claim 1, wherein the prompting the user to push the at least one target to be pushed in the multimedia content comprises:

displaying a prompt control for displaying prompt information of the at least one item to be pushed intended to be pushed in the multimedia content.

3. The information pushing method of claim 2, wherein the prompt control is configured to display quantity information of the at least one item to be pushed.

4. The information pushing method of claim 2 or 3, wherein the displaying the prompt control comprises:

displaying the prompt control in a designated style in a prompt page, in response to the user never pushing a target in the multimedia content, the designated style being different from a display style of another control in the prompt page.

5. The information pushing method of any of claims 2-4, wherein the prompting the user to push the at least one target to be pushed in the multimedia content comprises:

displaying related information of the at least one item to be pushed, in response to the user performing an interaction operation on the prompt control.

6. The information pushing method of claim 5, wherein the displaying the related information of the at least one item to be pushed comprises:

plurality of displaying related information of one item to be pushed of a plurality of items to be pushed, in response to the at least one item to be pushed comprising the plurality of items to be pushed; and

displaying related information of another item to be pushed, in response to the user wanting to view the other item to be pushed of the plurality of items to be pushed.

7. The information pushing method of claim 6, wherein the plurality of plurality of items to be pushed are sorted according to at least one of a matching degree with the target or item quality, and

the displaying the related information of the at least one item to be pushed comprises:

determining, according to the sorting, related information of one item to be pushed from the plurality of items to be pushed for display, in response to the user performing the interaction operation on the prompt control; and

displaying, according to the sorting, the related information of the other item to be pushed in sequence, in response to the user wanting to view the other item to be pushed of the plurality of items to be pushed.

8. The information pushing method of any of claims 1-7, wherein a push evaluation result of the multimedia content is greater than a threshold, the push evaluation result being determined according to at least one of a matching degree between the at least one target to be pushed and the target or a probability that the multimedia content motivates a browsing user to acquire the at least one target to be pushed.

9. The information pushing method of any of claims 1-8, further comprising at least one of following steps:

displaying an editing interface for the user to edit the push information, in response to the user determining to push the at least one target to be pushed;

identifying, using a machine learning model, whether there is the target matching the at least one target to be pushed in the multimedia content, in response to the user intending to post the multimedia content; or

displaying a setting control for the user to turn on or turn off a prompt of pushing the at least one target to be pushed in the multimedia content.

10. The information pushing method of any of claims 1-9, wherein the push information is displayed in the multimedia content for displaying a related page of the at least one target to be pushed in response to a selection operation of a browsing user of the multimedia content.

11. The information pushing method of any of claims 1-10, wherein the at least one target to be pushed comprises a plurality of targets to be pushed, and

the adding the push information of the at least one target to be pushed in the multimedia content comprises:

adding, in the multimedia content, push information of a target to be pushed selected by the user from the plurality of targets to be pushed.

12. An information pushing apparatus, comprising:

a prompting unit, configured to prompt a user to push at least one target to be pushed in multimedia content in response to presence of a target matching the at least one target to be pushed in the multimedia content intended to be posted by the user; and

an adding unit, configured to add push information of the at least one target to be pushed in the multimedia content in response to the user determining to push the at least one target to be pushed.

13. An information pushing apparatus, comprising:

a memory; and

a processor coupled to the memory, the processor being configured to, based on instructions stored in the memory, execute an information pushing method of any of claims 1-11.

14. A computer-readable storage medium having a computer program stored thereon, wherein an information pushing method of any of claims 1-11 is implemented when the program is executed by a processor.

15. A computer program product, comprising instructions that, when executed by a processor, cause the processor to execute an information pushing method of any of claims 1-11.