Claims:

1. A method of item recommendation processing, wherein the method comprises the following steps:

in response to a recommendation request for an item recommendation initiation object, determining at least one candidate recommendation initiation object and a superior recommendation item category of each candidate recommendation initiation object;

computing a recommendation matching degree between an item to be recommended and each candidate recommendation initiation object, respectively;

determining a target recommendation initiation object for the item to be recommended in the at least one candidate recommendation initiation object according to the superior recommendation item category and the recommendation matching degree of each candidate recommendation initiation object; and

recommending the item to be recommended to the target recommendation initiation object, so that the target recommendation initiation object performs recommendation processing on the item to be recommended.

2. The method according to claim 1, wherein determining the at least one candidate recommendation initiation object comprises:

obtaining a recommendation initiation object identifier corresponding to the recommendation request; and

determining, in an associated object set, at least one associated recommendation initiation object matching the recommendation initiation object identifier as the at least one candidate recommendation initiation object, wherein,

the associated object set comprises at least one associated recommendation initiation object having a preset association relationship with a request object corresponding to the recommendation request.

3. The method according to claim 1, wherein determining the superior recommendation item category of each candidate recommendation initiation object comprises:

obtaining, for each candidate recommendation initiation object, at least one first item category of valid recommended items in a first reference period;

counting a first number of items of the valid recommended items corresponding to each first item category; and

sorting the at least one first item category according to the first number of items, and determining the superior recommendation item category in the at least one first item category according to a result of the sorting.

4. The method according to claim 3, wherein the first item category comprises a first-level category in item categories.

5. The method according to claim 1 or 3, wherein determining the superior recommendation item category of each candidate recommendation initiation object comprises:

obtaining, for follower objects of each candidate recommendation initiation object, at least one second item

category of valid received items in a second reference period;

counting a second number of items of the valid received items corresponding to each second item category; and

sorting the at least one second item category according to the second number of items, and determining the superior recommendation item category in the at least one second item category according to a result of the sorting.

6. The method according to claim 1, wherein computing the recommendation matching degree between the item to be recommended and each candidate recommendation initiation object comprises:

determining at least one recommendation matching factor value between the item to be recommended and each candidate recommendation initiation object; and

computing the recommendation matching degree according to the at least one recommendation matching factor value.

7. The method according to claim 6, wherein determining the at least one recommendation matching factor value between the item to be recommended and each candidate recommendation initiation object comprises:

obtaining a first item parameter of valid recommended items of each candidate recommendation initiation object within a third reference period, and obtaining a second item parameter of the item to be recommended, matching the second item parameter with the first item parameter, determining a third number of items successfully matched in the valid recommended items within the third reference period according to a result of matching, determining the third number of items as the recommendation matching factor value; and/or,

obtaining, for follower objects of each candidate recommendation initiation object, a third item parameter of valid received items within a fourth reference period, and obtaining a fourth item parameter of the item to be recommended, matching the third item parameter with the fourth item parameter, determining a fourth number of items successfully matched in the valid received items within the fourth reference period according to a result of matching, determining the fourth number of items as the recommendation matching factor value; and/or,

determining a similar recommendation initiation object fulfilling a preset similar condition with each candidate recommendation initiation object, and obtaining valid recommended items of the similar recommendation initiation object in a fifth reference period, determining a fifth number of items of valid recommended items matching with the item to be recommended in the valid recommended items within the fifth reference period, determining the fifth number of items as the recommendation matching factor value; and/or,

obtaining valid recommended items of each candidate recommendation initiation object within a sixth reference period, counting a sixth number of items with a similarity to the item category of the item to be recommended greater than a preset similarity threshold in the valid recommended items within the sixth reference period, determining the sixth number of items as the recommendation matching factor value.

8. The method according to claim 6 or 7, wherein if the at least one recommendation matching factor value comprises a plurality of recommendation matching factor values, computing the recommendation matching

degree according to the at least one recommendation matching factor value comprises:

normalizing, for each recommendation matching factor value, the recommendation matching factor value to obtain a normalized value corresponding to the recommendation matching factor value; obtaining a preset weight value corresponding to the recommendation matching factor value; performing a product calculation on the preset weight value corresponding to the recommendation matching factor value and the normalized value to obtain a product value corresponding to the recommendation matching factor value; and

summing the product values corresponding to the plurality of recommendation matching factor values respectively as the recommendation matching degree.

9. The method according to any of claims 1 to 8, wherein determining the target recommendation initiation object for the item to be recommended in the at least one candidate recommendation initiation object according to the superior recommendation item category and the recommendation matching degree comprises:

determining, in the at least one candidate recommendation initiation object, an initial recommendation initiation object corresponding to the superior recommendation item category comprising the item category of the item to be recommended;

determining, in case of a plurality of the initial recommendation initiation objects being obtained, the highest value of a plurality of recommendation matching degrees corresponding to the plurality of the initial recommendation initiation objects; and

determining the initial recommendation initiation object corresponding to the highest value as the target recommendation initiation object.

10. The method according to any of claims 1 to 8, wherein determining the target recommendation initiation object for the item to be recommended in the at least one candidate recommendation initiation object according to the superior recommendation item category and the recommendation matching degree comprises:

displaying a recommendation page, wherein the recommendation page comprises the at least one candidate recommendation initiation object, and the superior recommendation item category and recommendation matching degree corresponding to the at least one candidate recommendation initiation object; and

in response to receiving a trigger operation on the recommendation page, determining the candidate recommendation initiation object corresponding to the trigger operation as the target recommendation initiation object.

11. The method according to any of claims 1 to 8, wherein recommending the item to be recommended to the target recommendation initiation object comprises:

obtaining recommendation reason information and item detail information for the item to be recommended;

generating an item recommendation link corresponding to the recommendation reason information and item detail information; and

recommending the item recommendation link to the target recommendation initiation object.

12. The method according to claim 11, wherein the recommendation reason information is edited by the request object.

13. An apparatus for item recommendation processing, wherein the apparatus comprises:

a first determination module configured for in response to a recommendation request for an item recommendation initiation object, determining at least one candidate recommendation initiation object and a superior recommendation item category of each candidate recommendation initiation object;

a second determination module configured for determining a superior recommendation item category of each candidate recommendation initiation object;

a computing module configured for computing a recommendation matching degree between an item to be recommended and each candidate recommendation initiation object, respectively;

a third determination module configured for determining a target recommendation initiation object for the item to be recommended in the at least one candidate recommendation initiation object according to the superior recommendation item category and the recommendation matching degree of each the candidate recommendation initiation object; and

a recommendation processing module configured for recommending the item to be recommended to the target recommendation initiation object, so that the target recommendation initiation object performs recommendation processing on the item to be recommended.

14. An electronic device, wherein the electronic device comprises:

a processor;

a memory for storing processor executable instructions;

the processor used to read the executable instructions from the memory and execute the executable instructions to implement a method of item recommendation processing according to any of claims 1 to 12.

15. A computer readable storage medium, wherein the computer-readable storage medium stores a computer program for performing a method of item recommendation processing according to any of claims 1 to 12.