

Claims

1. An information push method, applied to a server terminal, the method comprising:

receiving a distance parameter reported by a client terminal, wherein the distance parameter includes position information reported by the client terminal in a first application scenario, or a signal strength of a wireless signal received at the client terminal from a wireless beacon bound to the server terminal in a second application scenario, the client terminal being closer to the server terminal in the second application scenario as compared to the first application scenario;

determining, according to the distance parameter, whether a distance to the client terminal meets a preset distance condition, wherein the preset distance condition includes a preset first distance condition or a preset second distance condition; and

pushing, when the distance to the client terminal meets the preset first distance condition, a first piece of information corresponding to the preset first distance condition to the client terminal, or pushing, when the distance to the client terminal meets the preset second distance condition, a second piece of information corresponding to the preset second distance condition to the client terminal.

2. The method of claim 1, wherein:

the determining, according to the distance parameter, whether the distance to the client terminal meets the preset distance condition includes:

determining, according to the position information, the distance to the client terminal;

judging whether the distance to the client terminal is less than a preset distance threshold; and

determining, when the distance to the client terminal is less than the preset distance threshold, that the distance to the client terminal meets the preset first distance condition.

3. The method of claim 2, wherein:

the determining, according to the distance parameter, whether the distance to the client terminal meets a preset distance condition includes:

judging whether the signal strength is higher than a preset first signal

strength threshold; and

determining, when the signal strength is higher than the first signal strength threshold, that the distance to the client terminal meets the preset second distance condition.

4. The method of claim 3, wherein the pushing, when the distance to the client terminal meets the preset second distance condition, the second piece of information corresponding to the preset second distance condition to the client terminal includes:

receiving a beacon identification uploaded by the client terminal and pushing information bound with the beacon identification to the client terminal.

5. The method of claim 3, further comprising:

judging whether the signal strength is higher than a preset second signal strength threshold, wherein the preset second signal strength threshold is higher than the preset first signal strength threshold; and

enabling user behavior verification when the signal strength is higher than the preset second signal strength threshold; and

performing, after the user behavior verification succeeds, a service process corresponding to a current user behavior verification.

6. The method of claim 3, wherein:

the wireless beacon is a Bluetooth beacon; and

the wireless signal is a Beacon frame.

7. An information push device, applied to a server terminal, the device comprising:

a receiving module configured to receive a distance parameter reported by a client terminal, wherein the distance parameter includes position information reported by the client terminal in a first application scenario, or a signal strength of a wireless signal received at the client terminal from a wireless beacon bound to the server terminal in a second application scenario, the client terminal being closer to the server terminal in the second application scenario as compared to the first application scenario;

a determination module configured to determine, according to the distance parameter, whether a distance to the client terminal meets a preset distance condition, wherein the preset

distance condition includes a preset first distance condition or a preset second distance condition; and

a push module configured to push, when the distance to the client terminal meets the preset first distance condition, a first piece of information corresponding to the preset first distance condition to the client terminal, or pushing, when the distance to the client terminal meets the preset second distance condition, a second piece of information corresponding to the preset second distance condition to the client terminal.

8. The device of claim 7, wherein:

the determination module is specifically configured to:

determine, according to the position information, the distance to the client terminal;

judge whether the distance to the client terminal is less than a preset distance threshold; and

determine, when the distance to the client terminal is less than the preset distance threshold, that the distance to the client terminal meets the preset first distance condition.

9. The device of claim 8, wherein:

the determination module is further configured to:

judge whether the signal strength is higher than a preset first signal strength threshold; and

determine, when the signal strength is higher than the first signal strength threshold, that the distance to the client terminal meets the preset second distance condition.

10. The device of claim 9, wherein the push module is specifically configured to:

receive, when the distance to the client terminal meets the preset second distance condition, a beacon identification uploaded by the client terminal, and push a service bound with the beacon identification to the client terminal.

11. The device of claim 9, wherein the determination module is further configured to:

judge whether the signal strength is higher than a preset second signal strength threshold, wherein the preset second signal strength threshold is higher than the preset first signal strength threshold;

enable user behavior verification when the signal strength is higher than the preset second signal strength threshold; and

perform, after the user behavior verification succeeds, a service process corresponding to the current user behavior verification.

12. The device of claim 9, wherein:

the wireless beacon is a Bluetooth beacon; and

the wireless signal is a Beacon frame.

13. An information push device applied to a server terminal, comprising:

a processor; and

a memory configured to store an instruction executable by the processor,

wherein the processor is configured to:

receive a distance parameter reported by a client terminal, wherein the distance parameter includes position information reported by the client terminal in a first application scenario, or a signal strength of a wireless signal received at the client terminal from a wireless beacon bound to the server terminal in a second application scenario, the client terminal being closer to the server terminal in the second application scenario as compared to the first application scenario;

determine, according to the distance parameter, whether a distance to the client terminal meets a preset distance condition, wherein the preset distance condition includes a preset first distance condition or a preset second distance condition; and

push, when the distance to the client terminal meets the preset first distance condition, a first piece of information corresponding to the preset first distance condition to the client terminal, or pushing, when the distance to the client terminal meets the preset second distance condition, a second piece of information corresponding to the preset second distance condition to the client terminal.