

INFORMATION PUSH METHOD AND DEVICE

Abstract

Provided are an information push method and device, which are applied to a serving end or terminal. The method comprises: receiving a distance parameter reported by a client terminal; determining whether a distance to the client terminal satisfies a preset distance condition according to the distance parameter; and when the distance to the terminal satisfies any preset distance condition locally, pushing information corresponding to the preset distance condition to the client terminal, wherein different distance conditions correspond to different information locally and respectively. The techniques of the present application respectively push different information to a user based on different distances to client terminals, and adapt to different user application scenarios, thereby improving the user experience.

Figure 1