IMPROVING THE SUCCESS RATE OF AN ONLINE TRANSACTION

CLAIM OF PRIORITY

[0001] This application claims priority to Chinese Patent Application No. 201610954029.2, filed on November 3, 2016, and U.S. Patent Application No. 15/802,264, filed on November 2, 2017, which is incorporated by reference is its entirety.

BACKGROUND

[0002] When a browser is used to perform an online transaction with a server, the server has to interact with the browser in order to complete the online transaction. If the browser and the server are developed by different developers, the success rate of the online transaction can be low due to poor interactivity and poor compatibility between the browser and the server.

SUMMARY

[0003] The present disclosure describes improving the success rate of an online transaction.

[0003a] According to one aspect, a computer-implemented method is provided. The method includes: receiving, by a first server, data transmitted by a second server, wherein the data includes identity information associated with a computing device, the first server selected using a portal associated with the second server to implement a service provided by the first server; determining, by the first server, a client application associated with the first server based on the identity information associated with the computing device; and transmitting, by the first server and using the client application associated with the first server, a message to the computing device.

[0003b] According to another aspect, a computer-implemented method is provided. The method includes: transmitting, by a computing device, a payment request to a merchant server; receiving, by the computing device and from a payment server different from the merchant server, a message, wherein the message includes a payment client application associated with the payment sever and the payment request, and wherein the payment server is selected using a portal associated with the merchant server to implement a service provided by the payment server; displaying, by the computing device, a notification associated with the message; and launching, by the

computing device, the payment client application based on a user selection in response to the notification. A non-transitory, computer-readable medium storing one or more instructions executable by a computer system to perform the above computer-implemented method is also provided.

[0004] In an implementation, a payment request is transmitted by a computing device to a merchant server. A message is received by the computing device and from a payment server different from the merchant server. The message includes a payment client application associated with the payment sever and the payment request. A notification, associated with the message, is displayed by the computing device. The payment client application is launched, by the computing device, based on a user selection in response to the notification.

[0005] Implementations of the described subject matter, including the previously described implementation, can be implemented using a computer-implemented method; a non-transitory, computer-readable medium storing computer-readable instructions to perform the computer-implemented method; and a computer-implemented system comprising one or more computer memory devices interoperably coupled with one or more computers and having tangible, non-transitory, machine-readable media storing instructions that, when executed by the one or more computers, perform the computer-implemented method/the computer-readable instructions stored on the non-transitory, computer-readable medium.