

MARKETING INFORMATION SENDING METHOD, APPARATUS, AND DEVICE

ABSTRACT

Embodiments of this specification disclose a marketing information sending method, apparatus, and device. The solution can include: When responding to a marketing information obtaining request of a user that is generated by a first application, a marketing server can send a marketing information sending prediction instruction for the user to a server of the first application, so that the server of the first application generates, based on related user data at the first application that the marketing server has no permission to use, a user prediction result that the marketing server has permission to use, and feeds back the user prediction result to the marketing server. The marketing server can determine, based on the user prediction result, target marketing information whose predetermined marketing information sending condition is satisfied, to send the target marketing information to the user.

(FIG. 1)