

CLAIMS

1. A method for pushing information, the method comprising:
 - probing, by a broadcast device, terminal identifier data within a predetermined distance;
 - uploading, by the broadcast device, the terminal identifier data to a server;
 - matching, by the server, an information pushing condition based on the terminal identifier data;
 - pushing, by the server to the broadcast device, information corresponding to an information pushing condition matching the terminal identifier data; and
 - broadcasting, by the broadcast device, the information.
2. The method according to claim 1, wherein matching, by the server, the information pushing condition based on the terminal identifier data comprises:
 - determining, by the server based on the terminal identifier data, a quantity of terminals probed by the broadcast device; and
 - matching, by the server, an information pushing condition based on the quantity of terminals.
3. The method according to claim 2, further comprising:
 - determining whether the information pushing condition matching the quantity of terminals is that the quantity of terminals is greater than a quantity threshold; and
 - in response to determining that the quantity of terminals is greater than the quantity threshold, pushing, by the server to the broadcast device, the information corresponding to the information pushing condition matching the terminal identifier data.
4. The method according to claim 3, wherein the information corresponding to the information pushing condition is first-type discount information.
5. The method according to claim 4, wherein the broadcast device is bound to a user account; and
 - a discount policy of the first-type discount information is related to a category of an object to which the user account belongs.

6. The method according to claim 5, further comprising:

when pushing, to the broadcast device, the information corresponding to the information pushing condition matching the terminal identifier data, further pushing, by the server, the information to the user account bound to the broadcast device.

7. The method according to claim 4, further comprising:

after a payment request that has a user account bound to the broadcast device as a payee is processed, sending, by the server, a payment result to the broadcast device;

broadcasting, by the broadcast device, the payment result;

when the payment request that has the user account bound to the broadcast device as a payee is not processed, pushing, by the server, second-type discount information of a selected time period different from a current time period to the broadcast device; and

broadcasting, by the broadcast device, the second-type discount information.

8. The method according to claim 7, further comprising:

after a payment request that has the user account bound to the broadcast device as a payee is processed, obtaining, by the server, historical payment data of a payer of the payment request;

determining, by the server, whether the historical payment data matches a first discount condition for frequent customers;

if matched, pushing, by the server to the broadcast device, third-type discount information corresponding to the first discount condition for frequent customers; and

broadcasting, by the broadcast device, the third-type discount information.

9. The method according to claim 4, further comprising:

receiving, by the server, account information of a payer that is sent by a client of the payer after the client of the payer scans a payment graphic code;

obtaining, by the server, historical payment data of the payer based on the account information;

determining, by the server, whether the historical payment data matches a second discount condition for frequent customers;

if matched, pushing, by the server, fourth-type discount information corresponding to the second discount condition for frequent customers to a broadcast device, wherein the

broadcast device is bound to a payee account specified by the payment graphic code; and
broadcasting, by the broadcast device, the fourth-type discount information.

10. The method according to claim 4, further comprising:
receiving device data reported by the broadcast device;
determining, based on the device data, whether the broadcast device has a security risk;
and
in response to determining that the broadcast device has the security risk, unbinding a
binding relationship between the broadcast device and a user account.

11. The method according to claim 10, further comprising:
providing an output comprising an indication of the security risk.

12. The method according to claim 10, wherein determining, based on the device data,
whether the broadcast device has the security risk is based on an identification of an
operating system version number or a speaker firmware number.

13. The method according to claim 1, wherein the information pushing condition is
matched for a particular time period.

14. The method according to claim 1, wherein the predetermined distance is relative to
the broadcast device.

15. An apparatus for pushing information, the apparatus comprising a plurality of
modules configured to perform the method of any one of claims 1 to 14.