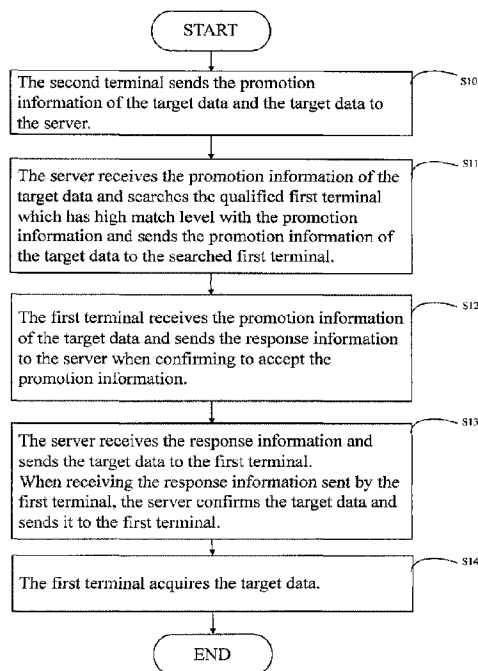




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(72) Inventeur/Inventor:  
ZHANG, YI, CN  
(73) Propriétaire/Owner:  
10353744 CANADA LTD., CA  
(74) Agent: HINTON, JAMES W.

(54) Titre : PROCEDE, DISPOSITIF ET SYSTEME DE TRAITEMENT D'INTERACTION DE DONNEES POUR AUGMENTER LA VITESSE ET L'EFFICACITE CORRESPONDANTES.  
(54) Title: DATA INTERACTION PROCESSING METHOD, DEVICE AND SYSTEM FOR INCREASING MATCHING SPEED AND EFFICIENCY



(57) Abrégé/Abstract:

Provided is a data interaction processing method including a second terminal sends promotion information of a target data and the target data to a server for promoting products or service. The server searches a target first terminal in a local database after receiving the promotion information of the target data, wherein the target first terminal matches best with the promotion information of the target data. The target first terminal sends response information of the target data when confirming to accept the promotion information of the target data to the server after receiving the promotion information of the target data from the server and the server sends the target data to the target first terminal.

### **Abstract**

Provided is a data interaction processing method including a second terminal sends promotion information of a target data and the target data to a server for promoting products or service. The server searches a target first terminal in a local database after receiving the promotion information of the target data, wherein the target first terminal matches best with the promotion information of the target data. The target first terminal sends response information of the target data when confirming to accept the promotion information of the target data to the server after receiving the promotion information of the target data from the server and the server sends the target data to the target first terminal.

# Data Interaction Processing Method, Device and System for Increasing Matching Speed and Efficiency

## [1] Technical Field

[2] The present invention relates to the information interaction field, and in particular, to a method, device and system of data exchange processing.

## [3] Background Technology

[4] With the development of Internet technology, especially mobile Internet technology, users can access to the Internet through mobile devices using 2G,3G,4G or WIFI to conduct interaction and social activities. Users can conveniently and effectively perform online activities, this is an incomparable experience with offline. But there is no effective solution about using the Internet faster to find out users' promotion information yet.

[5] As an example of a data exchange processing in user's living scene of common day, when users purchase products online, they usually search keywords on the platform provided by the Internet, and screen what they would like to purchase from a large amount of search results. In this way, when the information obtained through the keyword matches the information actually required by the user is not high, the user cannot obtain the promotion information quickly and accurately. So that purchasing product is inefficient.

## [6] Summary of the Invention

[7] An object of the present invention is to provide a data interaction processing method, device and system.

[8] To solve the problem above, the first technical solution adopted by the present invention is to provide a data interaction process method, which includes that the second terminal sends the promotion information of the target data and the target data to the server; the server receives the promotion

information of target data and searches the qualified first terminal which has high match level with the promotion information and sends the promotion information of the target data to the searched first terminal; thereinto, the database has stored the target data from all the first terminals for the match level in advance; the first terminal receives the promotion information of the target data and sends the response information when confirming to accept the promotion information; the server receives the response information and sends the target data to the first terminal, then the first terminal acquires the target data.

- [9] To solve the problem above, the second technical solution adopted by the present invention is to provide a data interaction process method, the executive body of this example is the server, which includes that the server receives the promotion information of target data sent by the second terminal; the server receives the promotion information of target data and searches the qualified first terminal which has high match level with the promotion information and sends the promotion information of the target data to the searched first terminal; thereinto, the database has stored the target data from all the first terminals for the match level in advance; the server receives the response information sent by the first terminal and sends the target data to the first terminal, it enables the first terminal to acquire the target data; thereinto, the response information is sent out when the promotion information accepted by the first terminal.
- [10] To solve the problem above, the third technical solution adopted by the present invention is to provide a data interaction process method, the executive body of this example is the first terminal, which includes that the first terminal receives the promotion information of the target data sent by the server and sends the response information to the server when confirming to accept the promotion information; thereinto, the promotion information is sent by the second terminal and sent to the searched qualified first terminal which has high match level with the promotion information when the server searches the first terminals wherein the database; thereinto, the database has stored the target data from all the first terminals for the match level in advance; then the first terminal acquires the target data sent by the server.
- [11] To solve the problem above, the forth technical solution adopted by the present invention is to provide a data interaction process system, which includes at least one first terminal, the server and the second terminal; the second terminal is used to send the promotion information of the target data and the target data to the server; the server is used to receive the promotion information of the target data and search the qualified first terminal which has high match level with the promotion

information and send the promotion information of the target data to the searched first terminal; thereinto, the database has stored the target data from all the first terminals for the match level in advance; the first terminal is used to receive the promotion information of the target data and send the response information when confirming to accept the promotion information; the server is also used to receive the response information and send the target data to the first terminal, then the first terminal is also used to acquire the target data.

- [12] To solve the problem above, the fifth technical solution adopted by the present invention is to provide a data interaction process device, which includes a receiving module, a query module and a sending module; the receiving module is used to receive the promotion information of the target data and the target data sent by the second terminal; the query module is used to search the qualified first terminal which has high match level with the promotion information; thereinto, the database has stored the target data from all the first terminals for the match level in advance; the sending module is used to send the promotion information of the target data to the searched first terminal; the sending module is also used to send the target data when the receiving module receives the response information sent by the first terminal, it enables the first terminal to acquire the target data; thereinto, the response information is sent out when the promotion information accepted by the first terminal.
- [13] To solve the problem above, the sixth technical solution adopted by the present invention is to provide a data interaction process device, which includes a receiving module, a sending module and an executing module; a receiving module is used to receive the promotion information of the target data sent by the server; the sending module is used to send the response information to the server when confirming to accept the promotion information; thereinto, the promotion information is sent by the second terminal and sent to the searched qualified first terminal which has high match level with the promotion information when the server searches the first terminals wherein the database; thereinto, the database has stored the target data from all the first terminals for the match level in advance; the executing module is used to acquire the target data sent by the server.
- [14] In the solution above, the second terminal sends the promotion information of the target data, the target data to the server; the server sends the promotion information of the target data to the qualified first terminal based on the promotion setting of the second terminal; the server also can send the target data to the first terminal when the promotion information accepted by the first terminal; it enables the first terminal to complete the data interaction according to the target data. Therefore, the

match process of the data interaction is transferred from second terminal to the server to improve the efficiency of the second terminal. In addition, the efficiency of the data interaction can be improved, at the same time, the safety of data transmission is improved when the second terminal transmits data.

[15] Brief Description

- [16] Figure 1 is a schematic flow chart of a data interaction processing method applied by the first example of the present invention;
- [17] Figure 2 is a schematic flow chart of a data interaction processing method applied by the second example of the present invention;
- [18] Figure 3 is a schematic flow chart of a data interaction processing method applied by the third example of the present invention;
- [19] Figure 4 is a schematic flow chart of a data interaction processing system applied by an example of the present invention;
- [20] Figure 5 is a schematic structural diagram of a data interaction processing device applied by the first example of the present invention;
- [21] Figure 6 is a schematic structural diagram of a data interaction processing device applied by the second example of the present invention.

[22] Description of the Preferred Examples

- [23] The specific examples of the present invention will be described in detail with reference to the accompanying drawings.
- [24] Please refer to Figure 1, Figure 1 is a schematic flow chart of a data interaction processing method applied by the first example of the present invention. The data interaction processing method in this example includes the following steps:
- [25] Step S10: the second terminal sends the promotion information of the target data and the target data to the server.
- [26] Thereinto, the target data is the Object Credit Certificate, which is a kind of web-based electronic

- certificate integrated the target commodity/service information from the target commodity/service provider and the essential functions of electronic commerce. The information of the commodity/service includes the attributes' information such as the product's name and price and the information of the settlement accounts of the provider.
- [27] Further, acquisition method information of an Object Credit Certificate is a link address of an Object Credit Certificate, an Object Credit Certificate is used to provide the target commodity/service information and the essential functions of electronic commerce.
- [28] Step S11: the server receives the promotion information of the target data and searches the qualified first terminal which has high match level with the promotion information and sends the promotion information of the target data to the searched first terminal.
- [29] Thereinto, the database has stored the target data from all the first terminals for the match level in advance.
- [30] In the Step S11, when receiving the promotion information sent by the second terminal, the server searches the stored information of the first terminal wherein the database to confirm the qualified first terminal whose match level must exceed certain threshold. Specifically, the server may acquire and identify the keywords of every data information, match the keywords with the promotion information. When the match level of the keywords and the promotion information is exceeded certain threshold, the first terminal including the qualified data information is considered as the qualified first terminal.
- [31] Step S12: the first terminal receives the promotion information of the target data and sends the response information to the server when confirming to accept the promotion information.
- [32] Thereinto, the response information is a kind of feedback information generated by the first terminal, which accepts the data interaction with the recommended target data and includes the requirement of interacting the target data for the qualified first terminal, such as the data's format, the data's size etc.
- [33] Step S13: the server receives the response information and sends the target data to the first terminal.
- [34] When receiving the response information sent by the first terminal, the server confirms the target data and sends it to the first terminal.
- [35] Step S14: the first terminal acquires the target data.
- [36] An example of data interaction method applied by the present invention is showed as below.
- [37] For example, the second terminal is the client A, the server is the data management server, the first

terminal is the client B. Thereinto, every client A has the stored administrator's password wherein one or multiple terminal devices, the password is used to be executed the administrator's permission wherein the corresponding terminal device. The client A, the client B and terminal devices may be a personal computer, a tablet, a smartphone etc. which can access to the Internet and exchange data with the data management server.

- [38] When the client A sends the promotion information of the administrator's password of the terminal device C and the target data, the data management server acquired and stored the related information of every client B in advance, for example, the credit rating, operation log etc. At the same time, the data management server identifies the qualified client B1 according to the promotion information sent by the client A and sends the promotion information to the client B.
- [39] When receiving the promotion information, the client B1 identifies whether the client B1 accepts the administrator's password of the terminal device C. If yes, the client B1 sends the responding information to the data management server. That means the client B1 agrees to accept the administrator's password of the terminal device C, at the same time the client B1 sends the format requirement of the administrator's password of the terminal device C, such as .zip,.txt etc.
- [40] When receiving the response information, the data management server sends the requirement of the response information according to the administrator's password of the terminal device C to the client B1.
- [41] When receiving the target data, the client B1 identifies the target data whether meets the requirement again. If yes, accept the target data and execute the function of electronic commerce to complete the data interaction of the administrator's password of the terminal device C. Specifically, when accepted by the client A, the data pack can be deciphered and unzipped using with the encryption keys and another encryption keys encrypted by the administrator's password of the terminal device C, then the administrator's password of the terminal device C can be obtained.
- [42] In the solution above, the second terminal sends the promotion information of the target data, the target data to the server; the server sends the promotion information of the target data to the qualified first terminal based on the promotion setting of the second terminal; the server also can send the target data to the first terminal when the promotion information accepted by the first terminal; it enables the first terminal to complete the data interaction according to the target data. Therefore, the match process of the data interaction is transferred from second terminal to the server to improve the efficiency of the second terminal. In addition, the efficiency of the data interaction can be

improved, at the same time, the safety of data transmission is improved when the second terminal transmits data.

- [43] Further, the target data may include the product information, digital, audio data, video data, program data or fund data in the financial field etc. If the target data is the product information, the second terminal should be the seller, the server should be the server of the electronic commerce platform, the first terminal should be the buyer.
- [44] An example of data interaction method applied by the present invention is described as below. Thereinto, the first terminal refers to a buyer's terminal, the server refers to a server of an ecommerce platform, the second terminal refers to a seller's terminal.
- [45] The seller sends the promotion information of the commodity/service and the Object Credit Certificate of the commodity/service to the server. Specifically, the promotion information of the target data comprises the name's information of the commodity/service at least. To improve the accuracy of matching data, the promotion information of the target data also includes at least one of the information of specification, price and description.
- [46] The server receives the promotion information of the commodity/service and searches the qualified buyer which has high match level with the promotion information. Thereinto, the database has stored the target data from all the buyers for the match level in advance. Further, when receiving the promotion information sent by the seller, the server searches the stored information of the buyer wherein the database to confirm the qualified buyer whose match level must exceed certain threshold. Specifically, the server may acquire and identify the keywords of every data information, match the keywords with the promotion information. When the match level of the keywords and the promotion information is exceeded certain threshold, the buyer including the qualified data information is considered as the qualified buyer.
- [47] The information of commodity/service from buyer includes any one of the purchasing records, bookmarks of the commodity/service at least.
- [48] The server sends the promotion information of the commodity/service to the searcher buyer.
- [49] The buyer receives the promotion information of the commodity/service and sends the response information when confirming to accept the promotion information. Further, the server also sends the related information of the seller to the buyer, such as, contact information, the location information, sales history data, credit rating etc. Thereinto, the response information refers to the feedback information generated by the buyer when accepting to purchase the promoted

commodity/service and includes the requirement of the commodity/service from the buyer. For example, the amount of the commodity, as the gift or not, delivery method etc.

- [50] The server receives the response information and sends the Object Credit Certificate of the commodity/service to the buyer.
- [51] The buyer receives this Object Credit Certificate and executes the function of electronic commerce to acquire this Object Credit Certificate, at the same time, completes the transaction of the commodity/service. Specifically, when receiving the Object Credit Certificate, the buyer can check out the related information of the commodity/service through the link address to make sure whether the commodity/service is required. When confirming to purchase, accept this Object Credit Certificate and execute the function of electronic commerce to acquire this Object Credit Certificate, at the same time, complete the transaction of the commodity/service. When confirming to refuse, refuse to accept this Object Credit Certificate.
- [52] In the solution above, the seller sends the promotion information of the commodity/service and the Object Credit Certificate to the server; the server sends the promotion information of the commodity/service to the qualified buyer based on the promotion setting of the seller; the server also can send the Object Credit Certificate to the buyer when the promotion information accepted by the buyer; it enables the buyer to complete the data interaction according to the Object Credit Certificate. Therefore, the match process of the data interaction is transferred from seller to the server to improve the efficiency of the seller. In addition, the match speed of the data interaction can be improved, at the same time, the efficiency of the purchasing process can be improved as well.
- [53] Please refer to Figure 2, Figure 2 is a schematic flow chart of a data interaction processing method applied by the second example of the present invention; the executive body of this example is the server, the data interaction processing method in this example includes the following steps:
- [54] Step S20: the server receives the promotion information of target data sent by the second terminal.
- [55] Thereinto, the target data is the Object Credit Certificate, which is a kind of web-based electronic certificate integrated the target commodity/service information from the target commodity/service provider and the essential functions of electronic commerce. The information of the commodity/service includes the attributes' information such as the product's name and price and the information of the settlement accounts of the provider.
- [56] Further, acquisition method information of an Object Credit Certificate is a link address of an Object Credit Certificate, an Object Credit Certificate is used to provide the target commodity/service

- information and the essential functions of electronic commerce.
- [57] Step S21: the server receives the promotion information of target data and searches the qualified first terminal which has high match level with the promotion information and sends the promotion information of the target data to the searched first terminal.
- [58] Thereinto, the database has stored the target data from all the first terminals for the match level in advance.
- [59] In the Step S21, when receiving the promotion information sent by the second terminal, the server searches the stored information of the first terminal wherein the database to confirm the qualified first terminal whose match level must exceed certain threshold. Specifically, the server may acquire and identify the keywords of every data information, match the keywords with the promotion information. When the match level of the keywords and the promotion information is exceeded certain threshold, the first terminal including the qualified data information is considered as the qualified first terminal.
- [60] Step S22: the server receives the response information sent by the first terminal and sends the target data to the first terminal, it enables the first terminal to acquire the target data.
- [61] Thereinto, the response information is sent out when the promotion information accepted by the first terminal. Thereinto, the response information is a kind of feedback information generated by the first terminal, which accepts the data interaction with the recommended target data and includes the requirement of interacting the target data for the qualified first terminal, such as the data's format, the data's size etc.
- [62] Please refer to Figure 3, Figure 3 is a schematic flow chart of a data interaction processing method applied by the third example of the present invention. the executive body of this example is the first terminal, the data interaction processing method in this example includes the following steps:
- [63] Step S30: the first terminal receives the promotion information of the target data sent by the server and sends the response information to the server when confirming to accept the promotion information.
- [64] Thereinto, the promotion information is sent by the second terminal and sent to the searched qualified first terminal which has high match level with the promotion information when the server searches the first terminals wherein the database.
- [65] The database has stored the target data from all the first terminals for the match level in advance.
- [66] Step S31: the first terminal acquires the target data sent by the server.

- [67] Please refer to Figure 4, Figure 4 is a schematic structural diagram of a data interaction processing system applied by an example of the present invention. In this example, the data interaction processing system 40 includes the second terminal 41, the server 42 and the first terminal 43. In another example of present invention, the system 40 can include multiple first terminals 43. Thereinto, the first terminal 43 and the second terminal 41 may be the clients for data interaction, such as tablets, cellphones etc.
- [68] The second terminal 41 is used to send the promotion information of the target data and the target data to the server.
- [69] Thereinto, the target data is the Object Credit Certificate, which is a kind of web-based electronic certificate integrated the target commodity/service information from the target commodity/service provider and the essential functions of electronic commerce. The information of the commodity/service includes the attributes' information such as the product's name and price and the information of the settlement accounts of the provider.
- [70] Further, acquisition method information of an Object Credit Certificate is a link address of an Object Credit Certificate, an Object Credit Certificate is used to provide the target commodity/service information and the essential functions of electronic commerce.
- [71] The server 42 is used to receive the promotion information of the target data and search the qualified first terminal 43 which has high match level with the promotion information and send the promotion information of the target data to the searched first terminal 43.
- [72] Thereinto, the database has stored the target data from all the first terminals for the match level in advance. When receiving the promotion information sent by the second terminal 41, the server 42 searches the stored information of the first terminal 43 wherein the database to confirm the qualified first terminal 43 whose match level must exceed certain threshold. Specifically, the server 42 may acquire and identify the keywords of every data information, match the keywords with the promotion information. When the match level of the keywords and the promotion information is exceeded certain threshold, the first terminal 43 including the qualified data information is considered as the qualified first terminal 43.
- [73] The first terminal 43 is used to receive the promotion information of the target data and send the response information when confirming to accept the promotion information to the server 42.
- [74] Thereinto, the response information is a kind of feedback information generated by the first terminal 43, which accepts the data interaction with the recommended target data and includes the

requirement of interacting the target data for the qualified first terminal 43, such as the data's format, the data's size etc.

- [75] The server 42 is also used to receive the response information and send the target data to the first terminal 43.
- [76] The first terminal 43 is also used to acquire the target data.
- [77] Please refer to Figure 5, Figure 5 is a schematic structural diagram of a data interaction processing device applied by the first example of the present invention. The data interaction processing device in this example includes a receiving module 51, a query module 52 and a sending module 53; In this example, the device 50 is operated wherein the server.
- [78] The receiving module 51 is used to receive the promotion information of the target data and the target data sent by the second terminal.
- [79] Thereinto, the target data is the Object Credit Certificate, which is a kind of web-based electronic certificate integrated the target commodity/service information from the target commodity/service provider and the essential functions of electronic commerce. The information of the commodity/service includes the attributes' information such as the product's name and price and the information of the settlement accounts of the provider.
- [80] Further, acquisition method information of an Object Credit Certificate is a link address of an Object Credit Certificate, an Object Credit Certificate is used to provide the target commodity/service information and the essential functions of electronic commerce.
- [81] The query module 52 is used to search the qualified first terminal which has high match level with the promotion information.
- [82] Specifically, when receiving the promotion information sent by the second terminal, the device 50 searches the stored information of the first terminal wherein the database to confirm the qualified first terminal whose match level must exceed certain threshold. Further, the query module 52 may acquire and identify the keywords of every data information, match the keywords with the promotion information. When the match level of the keywords and the promotion information is exceeded certain threshold, the first terminal including the qualified data information is considered as the qualified first terminal 43.
- [83] The sending module 53 is used to send the promotion information of the target data to the searched first terminal; the sending module 53 is also used to send the target data when the receiving module receives the response information sent by the first terminal, it enables the first terminal to acquire

the target data.

- [84] Thereinto, the response information is sent out when the promotion information accepted by the first terminal. Specifically, the response information is a kind of feedback information generated by the first terminal, which accepts the data interaction with the recommended target data and includes the requirement of interacting the target data for the qualified first terminal, such as the data's format, the data's size etc.
- [85] Please refer to Figure 6, Figure 6 is a schematic structural diagram of a data interaction processing device applied by the second example of the present invention. The data interaction processing device 60 in this example includes a receiving module 61, a sending module 62 and an executing module 63; In this example, the device 60 refers to a terminal.
- [86] The receiving module 61 is used to receive the promotion information of the target data sent by the server.
- [87] The sending module 62 is sued to send the response information to the server when confirming to accept the promotion information.
- [88] Thereinto, the promotion information is sent by the second terminal and sent to the searched qualified first terminal which has high match level with the promotion information when the server searches the first terminals wherein the database.
- [89] The database has stored the target data from all the first terminals for the match level in advance.
- [90] The executing module 63 is used to acquire the target data sent by the server.
- [91] The object of the present invention provides a data interaction processing method, device and system. The second terminal sends the promotion information of the target data, the target data to the server; the server sends the promotion information of the target data to the qualified first terminal based on the promotion setting of the second terminal; the server also can send the target data to the first terminal when the promotion information accepted by the first terminal; it enables the first terminal to complete the data interaction according to the target data. Therefore, the match process of the data interaction is transferred from second terminal to the server to improve the efficiency of the second terminal. In addition, the efficiency of the data interaction can be improved, at the same time, the safety of data transmission is improved when the second terminal transmits data.
- [92] The foregoing descriptions are merely preferred examples of the present invention but not limited to the present invention. Any modification, equivalent replacement, and improvement made within the spirit and principle of the present invention shall be included in the protection of the

present invention.

Claims:

1. A computer-implemented electronic data interaction processing method for increasing matching speed and efficiency, the method comprising:

sending, with a second terminal, electronic promotion information of a target data and the target data to a server for promoting products/service wherein the electronic promotion information of the target data is information of a target commodity/service;

searching for a target first terminal, with the server, in a local database after receiving the electronic promotion information of the target data;

acquiring, with the server, data information of a first terminal, wherein the data information comprises bookmarks of commodities/services;

identifying, with the server, keywords of the data information of the first terminal;

matching, with the server, the keywords of the data information with the electronic promotion information, wherein the data information with a match level of the keywords above a threshold is qualified data information, wherein the first terminal with the qualified data information is the target first terminal;

send, with the server, the electronic promotion information of the target data to the target first terminal;

receiving, with the target first terminal, the electronic promotion information of the target data from the server;

sending, with the target first terminal, response information to the server to purchase the target commodity/service matching with the electronic promotion information, wherein the response information includes quantity and delivery method for the commodity/service;

sending, with the server, the target data to the target first terminal, wherein the target data is an object credit certificate and wherein the object credit certificate is a web-based electronic certificate including target commodity/service information generated by a target commodity/service provider for functions of an ecommerce transaction, wherein the target commodity/service information includes settlement account information of the target commodity/service provider;

receiving, with the target first terminal, the target data matching with the electronic promotion information delivered by the server;

accepting, with the first terminal, the object credit certificate to generate a purchase order and execute the ecommerce transaction to purchase the target commodity/service; and

refusing, with the first terminal, the object credit certificate to not purchase the target commodity/service.

2. The method of claim 1, wherein the local database has stored the data information of the first terminals in advance.
3. The method of claim 1, wherein the target commodity/service information includes attributes information.
4. The method of claim 3, wherein the attributes information includes a product's name.
5. The method of any one of claims 3 to 4, wherein the attributes information includes price information of the product.

6. The method of any one of claims 3 to 5, wherein the attributes information includes information of the settlement accounts of the provider.
7. The method of any one of claims 1 to 6, wherein the target data includes product information.
8. The method of any one of claims 1 to 7, wherein the target data includes text data.
9. The method of any one of claims 1 to 8, wherein the target data includes audio data.
10. The method of any one of claims 1 to 9, wherein the target data includes program data.
11. The method of any one of claims 1 to 10, wherein the target data includes fund data in the financial field.
12. The method of any one of claims 1 to 11, wherein the first terminal is a buyer's terminal.
13. The method of any one of claims 1 to 11, wherein the second terminal is a seller's terminal.
14. The method of any one of claims 1 to 11, wherein the server includes an electronic commerce platform.
15. An electronic data interaction processing system for increasing matching speed and efficiency, including at least one first terminal, a server and a second terminal, the system comprising:  
  
the second terminal, configured to:

send electronic promotion information of a target data and the target data to the server for promoting products/service, wherein the electronic promotion information of the target data is information of a target commodity/service;

the server, configured to:

receive electronic promotion information of the target data and the target data from the second terminal;

search for a target first terminal in a local database after receiving the electronic promotion information of the target data;

acquire data information of a first terminal, wherein the data information includes bookmarks of commodities/services;

identify keywords of the data information of the first terminal;

match the keywords of the data information with the electronic promotion information, wherein the data information with a match level of the keywords above a threshold is qualified data information, wherein the first terminal with the qualified data information is the target first terminal;

send the electronic promotion information of the target data to the target first terminal;

receive response information, from the target first server, to purchase the target commodity/service, wherein the response information includes quantity and delivery method for the commodity/service and

send the target data to the target first terminal, wherein the target data is an object credit certificate and wherein the object credit certificate is a web-based electronic certificate including target commodity/service information generated by a target commodity/service provider for functions of an ecommerce transaction, wherein the target commodity/service information includes settlement account information of the target commodity/service provider;

the target first terminal, configured to:

receive the electronic promotion information of target data from the server;

send response information to the server to purchase the target commodity/service matching with the electronic promotion information, to the server, wherein the response information includes quantity and delivery method for the commodity/service;

acquire the target data matching with the electronic promotion information delivered by the server;

accept the object credit certificate to generate a purchase order and execute the ecommerce transaction to purchase the target commodity/service; and

refuse the object credit certificate to not purchase the target commodity/service.

16. The system of claim 15, wherein the response information is generated when the target first terminal confirms to accept the electronic promotion information.

17. The system of claim 15, wherein the local database has stored the data information of the first terminals in advance.

18. The system of claim 15, wherein the target commodity/service information includes attributes information.
19. The system of claim 18, wherein the attributes information includes a product's name.
20. The system of any one of claims 18 to 19, wherein the attributes information includes price information of the product.
21. The system of any one of claims 18 to 20, wherein the attributes information includes information of the settlement accounts of the provider.
22. The system of any one of claims 15 to 21, wherein the target data includes product information.
23. The system of any one of claims 15 to 22, wherein the target data includes text data.
24. The system of any one of claims 15 to 23, wherein the target data includes audio data.
25. The system of any one of claims 15 to 24, wherein the target data includes program data.
26. The system of any one of claims 15 to 25, wherein the target data includes fund data in the financial field.
27. The system of any one of claims 15 to 26, wherein the first terminal is a buyer's terminal.
28. The system of any one of claims 15 to 26, wherein the second terminal is a seller's terminal.
29. The system of any one of claims 15 to 26, wherein the server includes an electronic commerce platform.

30. An electronic data interaction processing device for increasing matching speed and efficiency comprising:

a receiving module, configured to:

receive electronic promotion information of target data and the target data from a second terminal for promoting products/service wherein the electronic promotion information of the target data is information of a target commodity/service;

receive response information from a target first terminal, to purchase the target commodity/service matching with the electronic promotion information, wherein the response information includes quantity and delivery method for the commodity/service;

a query module, configured to:

search for the target first terminal in a local database after receiving the electronic promotion information of the target data;

acquire data information of a first terminal, wherein the data information includes bookmarks of commodities/services;

identify keywords of the data information of the first terminal;

match the keywords of the data information with the electronic promotion information, wherein the data information with a match level of the keywords above a threshold is qualified data information, wherein the first terminal with the qualified data information is the target first terminal; and

a delivery module, configured to:

send the electronic promotion information of the target data to the target first terminal; and

send the target data to the target first terminal, wherein the target data is an object credit certificate and wherein the object credit certificate is a web-based electronic certificate including target commodity/service information generated by a target commodity/service provider for functions of an ecommerce transaction, wherein the target commodity/service information includes settlement accounts of the target commodity/service provider.

31. The device of claim 30, wherein the response information is generated when the target first terminal confirms to accept the electronic promotion information.
32. The device of claim 30, wherein the local database has stored the data information of the first terminals in advance.
33. The device of claim 30, wherein the target commodity/service information includes attributes information.
34. The device of claim 33, wherein the attributes information includes a product's name.
35. The device of any one of claims 33 to 34, wherein the attributes information includes price information of the product.
36. The device of any one of claims 33 to 35, wherein the attributes information includes information of the settlement accounts of the provider.
37. The device of any one of claims 30 to 36, wherein the target data includes product information.

38. The device of any one of claims 30 to 37, wherein the target data includes text data.
39. The device of any one of claims 30 to 38, wherein the target data includes audio data.
40. The device of any one of claims 30 to 39, wherein the target data includes program data.
41. The device of any one of claims 30 to 40, wherein the target data includes fund data in the financial field.
42. The device of any one of claims 30 to 41, wherein the first terminal is a buyer's terminal.
43. The device of any one of claims 30 to 41, wherein the second terminal is a seller's terminal.
44. The device of any one of claims 30 to 41, wherein the server includes an electronic commerce platform.
45. An electronic data interaction processing device for increasing matching speed and efficiency, the device comprising:
- a receiving module, configured to:
- receive electronic promotion information of target data from a server for promoting products/service;
- a sending module, configured to:
- send response information to the server to purchase the target commodity/service matching with the electronic promotion information, to the server wherein the response information includes quantity and delivery method for the commodity/service;

an executing module, configured to:

acquire the target data matching with the electronic promotion information delivered by the server, wherein the target data is an object credit certificate and wherein the object credit certificate is a web-based electronic certificate including target commodity/service information generated by a target commodity/service provider for functions of an ecommerce transaction, wherein the target commodity/service information includes settlement accounts of the target commodity/service provider;

accept the object credit certificate to generate a purchase order and execute the ecommerce transaction to purchase the target commodity/service; and

refuse the object credit certificate to not purchase the target commodity/service.

46. The device of claim 45, wherein the response information is generated when the target first terminal confirms to purchase the target commodity/service matching with the electronic promotion information.

47. The device of claim 45, wherein the local database has stored data information of the first terminals in advance, wherein the data information includes bookmarks of commodities/services.

48. The device of claim 45, wherein the target commodity/service information includes attributes information.

49. The device of claim 48, wherein the attributes information includes a product's name.

50. The device of any one of claims 48 to 49, wherein the attributes information includes price information of the product.

51. The device of any one of claims 48 to 50, wherein the attributes information includes information of the settlement accounts of the provider.
52. The device of any one of claims 45 to 51, wherein the target data includes product information.
53. The device of any one of claims 45 to 52, wherein the target data includes text data.
54. The device of any one of claims 45 to 53, wherein the target data includes audio data.
55. The device of any one of claims 45 to 54, wherein the target data includes program data.
56. The device of any one of claims 45 to 55, wherein the target data includes fund data in the financial field.
57. The device of any one of claims 45 to 56, wherein the first terminal is a buyer's terminal.
58. The device of any one of claims 45 to 56, wherein a second terminal is a seller's terminal.
59. The device of any one of claims 45 to 56, wherein the server includes an electronic commerce platform.

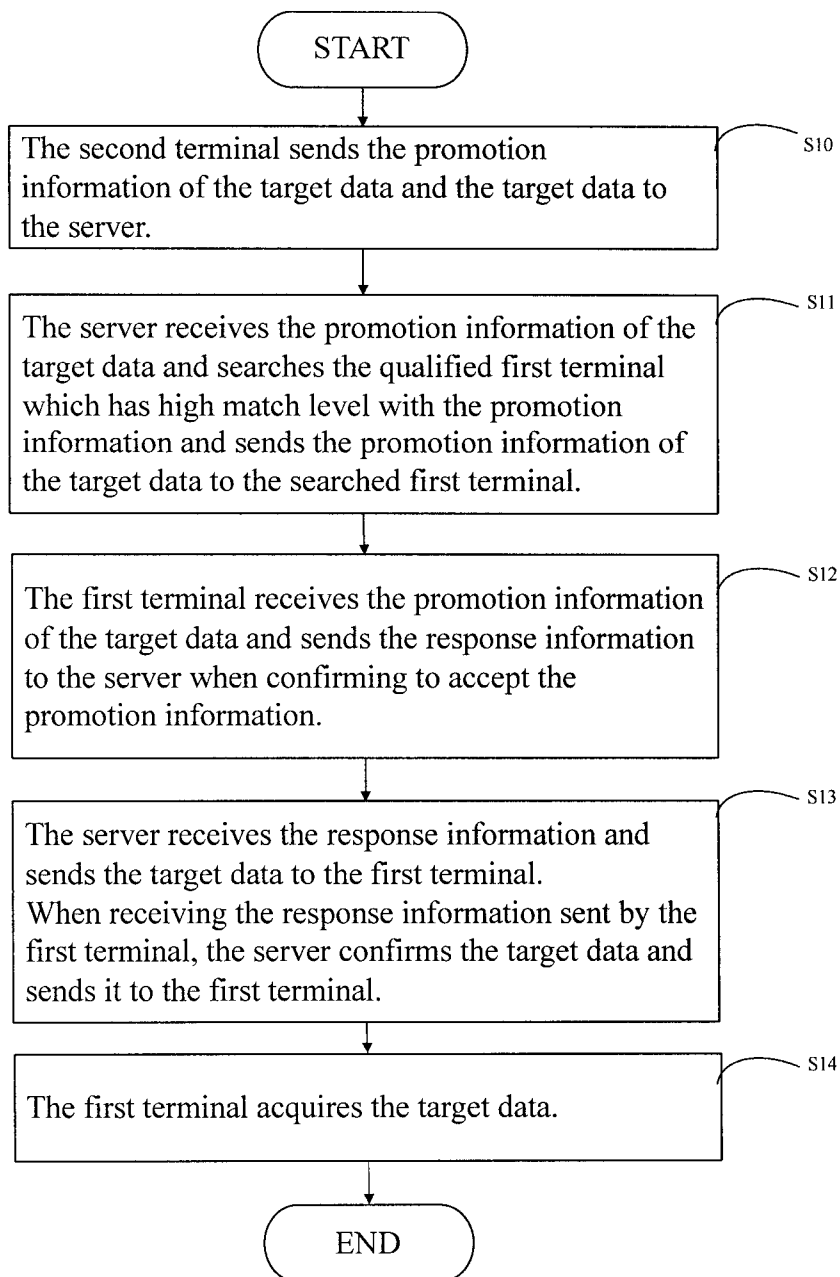


Figure 1

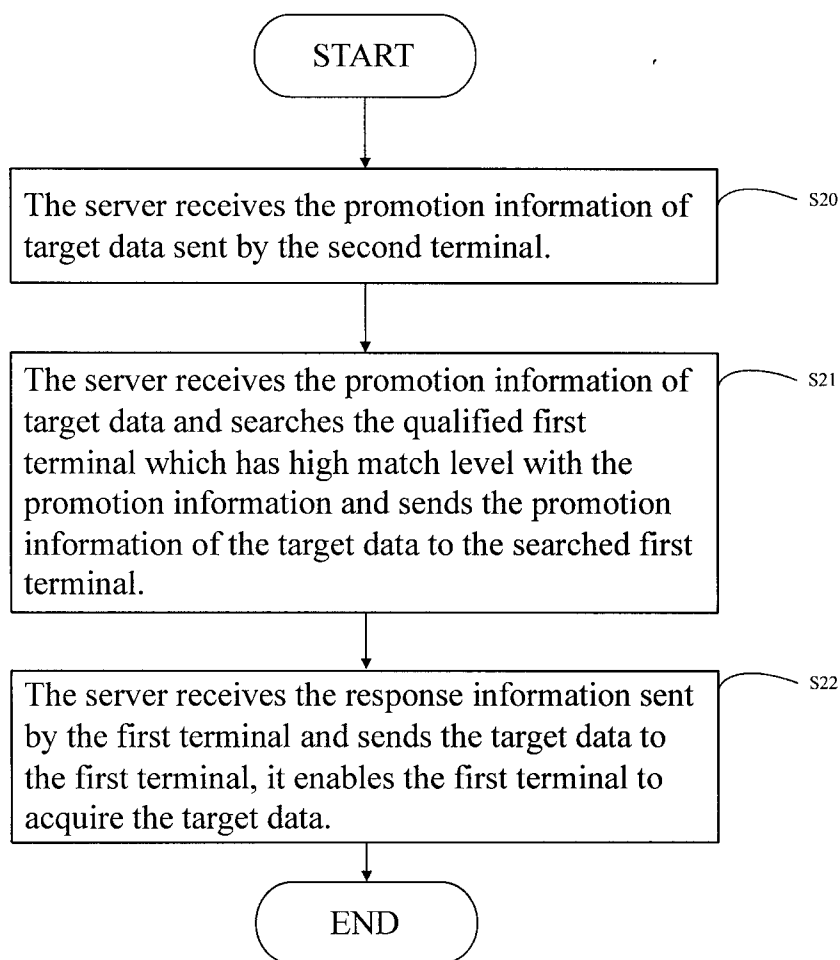


Figure 2

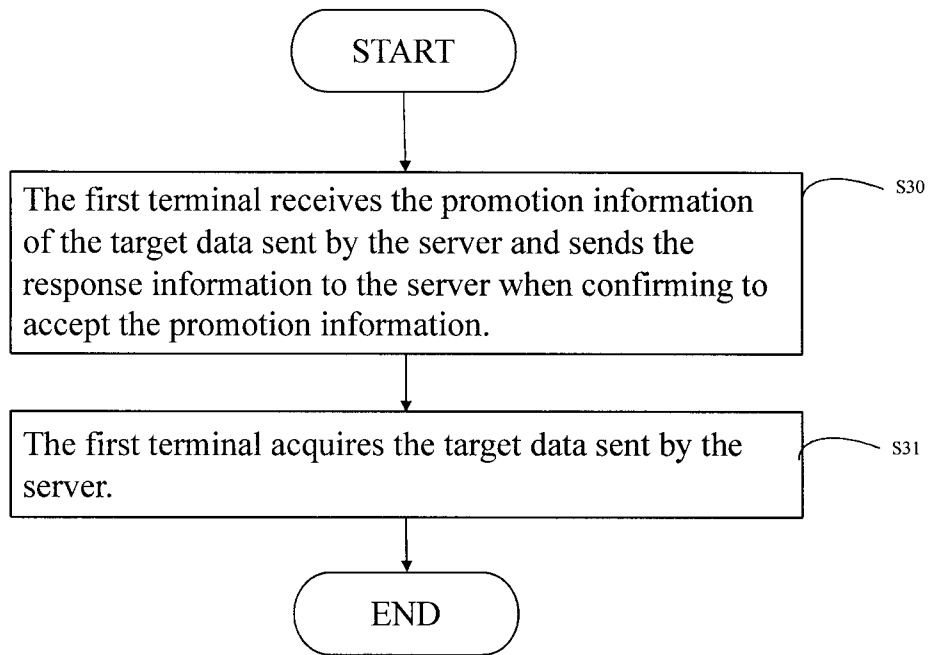


Figure 3

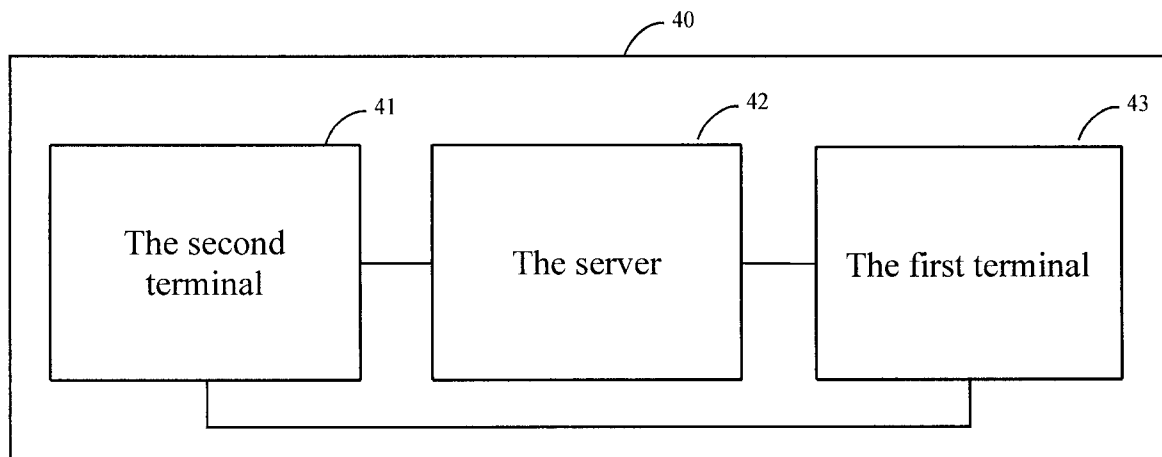


Figure 4

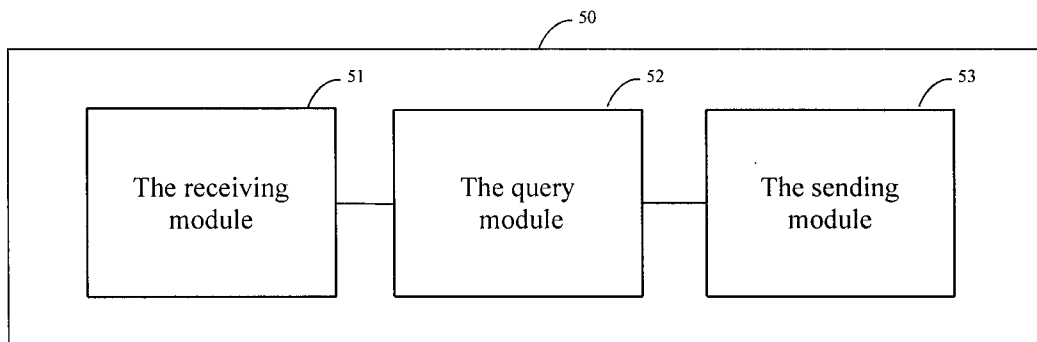


Figure 5

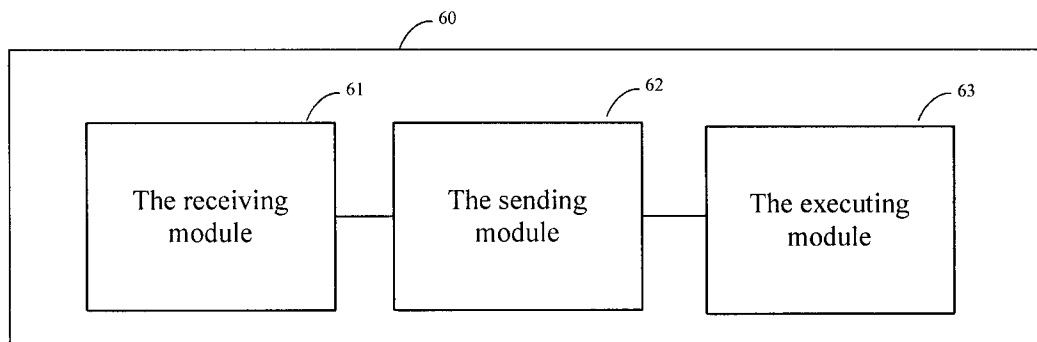


Figure 6

START

The second terminal sends the promotion information of the target data and the target data to the server.

S10

The server receives the promotion information of the target data and searches the qualified first terminal which has high match level with the promotion information and sends the promotion information of the target data to the searched first terminal.

S11

The first terminal receives the promotion information of the target data and sends the response information to the server when confirming to accept the promotion information.

S12

The server receives the response information and sends the target data to the first terminal. When receiving the response information sent by the first terminal, the server confirms the target data and sends it to the first terminal.

S13

The first terminal acquires the target data.

S14

END