

ABSTRACT

The present disclosure discloses an information distribution system and an information distribution method that supports digit string-based information distribution using a smart terminal. The information distribution system according to the present
5 disclosure includes a theme digit string registration unit which receives a registration request of a theme digit string by a theme of the content and stores and registers the received theme string in a digit string DB, a content registration unit which receives a registration request of theme digit string and content matched to the theme digit string, matches the received theme digit string and content and stores the same in a content DB,
10 and an information distribution management unit which receives a provision request of the content including the digit string, retrieves the content matched to the theme digit string from the content DB, and transmits the retrieved content to the smart terminal, to manage provision of the information distribution service. According to the present disclosure, it fully supports improved identifiability and accesability of information using a digit string,
15 and increased sales of products for content matched to the digit string through promotion of the content.