

## 전략고객사 실적 현황('22.1)

영업일수:	22일	24.5일	22.5일	
□ 산출기간: 22.1.1 ~ 1.31	진행일수:	22일	24.5일	22.5일 [단위: 건, 원 / VAT별도]

구 분	고객사	평균 단가	당 월		전월 동기 대비		전년 동기 대비		전월 동기		전년 동기	
			물 량	매 출	물 량	매 출	물 량	매 출	물 량	매 출	물 량	매 출
홈쇼핑	GS홈쇼핑	2,147	2,208,136	4,741,031,401	-18.2%	-17.8%	-9.4%	-9.8%	2,698,658	5,770,917,441	2,437,799	5,253,397,427
	홈앤쇼핑	2,386	54,932	131,085,849	-30.0%	-29.0%	-28.9%	-25.8%	78,421	184,665,804	77,239	176,707,850
	CJ오쇼핑	2,411	98,562	237,676,138	-22.0%	-19.1%	-28.7%	-22.9%	126,387	293,640,130	138,270	308,282,436
	현대홈쇼핑	2,340	437,167	1,023,147,232	-2.1%	2.8%	-5.4%	0.4%	446,499	995,542,290	462,365	1,018,587,870
	공영홈쇼핑	2,456	105,268	258,524,655	-11.7%	-14.1%	2.4%	14.7%	119,283	301,124,495	102,779	225,357,192
	NS홈쇼핑	2,301	165,166	380,037,239	-0.7%	-0.9%	-31.2%	-21.7%	166,269	383,324,065	240,079	485,160,100
	롯데홈쇼핑	2,311	55,413	128,044,929	-14.9%	-11.3%	83.9%	80.5%	65,080	144,364,647	30,129	70,948,645
홈쇼핑 계		2,208	3,124,644	6,899,547,443	-15.6%	-14.5%	-10.4%	-8.5%	3,700,597	8,073,578,872	3,488,660	7,538,441,520
GSHS 제외		2,355	916,508	2,158,516,042	-8.5%	-6.3%	-12.8%	-5.5%	1,001,939	2,302,661,431	1,050,861	2,285,044,093
홈쇼핑 외	쿠팡	1,942	6,758,031	13,123,940,202	-4.1%	-3.2%	16.3%	25.9%	7,049,511	13,554,140,220	5,809,188	10,425,325,845
	신세계	1,697	825,386	1,401,037,816	-2.9%	-1.0%	19.4%	28.1%	850,191	1,415,169,029	691,174	1,093,931,895
	한화갤러리아	1,634	167,422	273,529,708	-19.4%	-13.4%	-12.6%	-4.4%	207,598	315,828,049	191,595	286,160,433
	대상(주)	2,329	328,119	764,072,302	16.2%	18.8%	50.7%	85.5%	282,414	643,172,210	217,670	411,884,796
	교원	1,678	258,353	433,574,379	-20.1%	-18.1%	14.8%	37.1%	323,531	529,700,037	225,126	316,348,194
	웅진씽크빅	2,048	7,614	15,591,771	-20.0%	-19.9%	-11.0%	-9.1%	9,512	19,471,408	8,553	17,147,227
비홈쇼핑 계		1,919	8,344,925	16,011,746,178	-4.3%	-2.8%	16.8%	27.6%	8,722,757	16,477,480,953	7,143,306	12,550,798,390
홈쇼핑 외	K쇼핑	2,080	120,917	251,538,191	2.8%	9.1%	10.8%	20.3%	117,599	230,480,075	109,140	209,155,848
	W쇼핑	2,230	51,595	115,046,548	23.6%	13.8%	355.4%	424.5%	41,733	101,133,903	11,329	21,932,951
	신세계TV쇼핑	2,201	82,293	181,149,998	64.7%	72.0%	95.1%	114.3%	49,966	105,319,323	42,172	84,515,448
T커머스 계		2,150	254,805	547,734,737	21.7%	25.4%	56.7%	73.6%	209,298	436,933,301	162,641	315,604,247
총 계		2,001	11,724,374	23,459,028,358	-7.2%	-6.1%	8.6%	15.0%	12,632,652	24,987,993,126	10,794,607	20,404,844,157