

전략고객사 실적 현황('22.5)

■ 산출기간: 22.5.1 ~ 5.31	영업일수:	23일	23.5일	21.5일	
	진행일수:	23일	23.5일	21.5일	[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	2,076	2,916,897	6,054,672,412	11.0%	10.6%	5.5%	4.1%	2,627,742	5,475,648,256	2,766,072	5,817,082,029
	홈앤쇼핑	2,418	57,017	137,891,546	-5.3%	-5.4%	-24.1%	-19.6%	60,227	145,687,372	75,088	171,478,827
	CJ오쇼핑	2,382	117,361	279,583,956	-13.5%	-13.9%	-11.0%	-4.4%	135,677	324,748,705	131,883	292,540,383
	현대홈쇼핑	2,279	266,422	607,164,185	-4.6%	-4.7%	63.7%	73.6%	279,262	637,286,560	162,789	349,818,187
	공영홈쇼핑	2,587	127,326	329,403,306	16.9%	16.4%	5.8%	24.6%	108,917	282,901,006	120,350	264,278,524
	NS홈쇼핑	2,204	135,786	299,248,258	22.3%	22.4%	-7.4%	-1.7%	111,056	244,560,413	146,584	304,422,172
	롯데홈쇼핑	2,356	76,505	180,219,121	17.2%	17.1%	7.4%	15.5%	65,256	153,909,655	71,229	156,048,601
홈쇼핑 계		2,133	3,697,314	7,888,182,784	9.1%	8.6%	6.4%	7.2%	3,388,137	7,264,741,967	3,473,995	7,355,668,723
GSHS 제외		2,349	780,417	1,833,510,372	2.6%	2.5%	10.2%	19.2%	760,395	1,789,093,711	707,923	1,538,586,694
홈쇼핑 외	쿠팡	1,922	7,289,738	14,008,337,880	-1.4%	-1.1%	45.0%	55.5%	7,390,710	14,164,474,882	5,027,744	9,011,185,404
	신세계	1,750	1,100,156	1,925,441,663	2.7%	3.3%	26.1%	39.7%	1,071,598	1,863,672,943	872,258	1,378,397,615
	대상(주)	2,368	326,812	773,850,693	-6.9%	-5.5%	58.5%	100.9%	351,180	818,569,340	206,142	385,109,926
	교원	1,657	241,398	400,072,152	-2.0%	-4.5%	14.1%	34.1%	246,270	419,060,707	211,535	298,283,845
	웅진씽크빅	1,829	47,163	86,259,133	-17.4%	-17.6%	513.3%	459.9%	57,079	104,644,149	7,690	15,405,912
비홈쇼핑 계		1,909	9,005,267	17,193,961,521	-1.2%	-1.0%	42.4%	55.1%	9,116,837	17,370,422,021	6,325,369	11,088,382,702
홈쇼핑 외	K쇼핑	2,005	112,541	225,661,978	7.7%	3.2%	-12.5%	-10.1%	104,448	218,590,027	128,647	251,045,225
	W쇼핑	2,534	40,057	101,503,305	-4.5%	4.9%	175.6%	259.6%	41,926	96,725,820	14,533	28,228,899
	신세계TV쇼핑	2,181	48,872	106,596,548	15.6%	9.7%	57.8%	76.6%	42,267	97,154,094	30,971	60,367,334
T커머스 계		2,153	201,470	433,761,831	6.8%	5.2%	15.7%	27.7%	188,641	412,469,941	174,151	339,641,458
총 계		1,977	12,904,051	25,515,906,136	1.7%	1.9%	29.4%	35.8%	12,693,615	25,047,633,929	9,973,515	18,783,692,883