

전략고객사 실적 현황('22.8)

영업일수:	24일	23.5일	22.5일	
진행일수:	24일	23.5일	22.5일	
■ 산출기간: 22.8.1 ~ 8.31	진행율 :	100%	100%	[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	2,113	2,400,193	5,070,726,897	0.8%	0.6%	12.9%	11.9%	2,381,803	5,042,723,015	2,125,528	4,532,730,880
	홈앤쇼핑	2,416	54,973	132,836,836	3.0%	2.8%	-3.4%	1.9%	53,393	129,186,656	56,885	130,350,000
	CJ오쇼핑	2,448	106,774	261,336,010	21.0%	21.9%	59.8%	77.0%	88,227	214,439,684	66,826	147,622,264
	현대홈쇼핑	2,316	253,625	587,506,734	13.7%	14.6%	39.2%	50.9%	223,162	512,807,572	182,178	389,276,043
	공영홈쇼핑	2,190	489,811	1,072,599,120	37.6%	35.2%	357.1%	321.4%	355,904	793,574,946	107,150	254,553,754
	NS홈쇼핑	2,220	158,610	352,124,473	36.2%	34.5%	-4.9%	-0.7%	116,442	261,713,151	166,725	354,513,310
	롯데홈쇼핑	2,289	98,322	225,068,024	42.9%	40.3%	-10.7%	-11.0%	68,814	160,396,134	110,042	253,001,575
홈쇼핑 계		2,162	3,562,308	7,702,198,094	8.4%	8.3%	26.5%	27.1%	3,287,745	7,114,841,158	2,815,334	6,062,047,826
GSHS 제외		2,264	1,162,115	2,631,471,197	28.3%	27.0%	68.5%	72.1%	905,942	2,072,118,143	689,806	1,529,316,946
홈쇼핑 외 (일반)	쿠팡	2,020	3,608,829	7,289,437,376	-0.8%	-1.1%	-37.8%	-32.9%	3,638,109	7,368,165,426	5,797,938	10,868,389,775
	신세계	1,751	725,210	1,269,918,457	-4.2%	-4.5%	9.4%	21.5%	756,950	1,329,706,714	662,790	1,044,949,187
	대상(주)	2,039	371,557	757,612,204	15.3%	17.1%	34.7%	45.6%	322,300	646,948,167	275,883	520,249,374
	교원	1,704	333,953	569,097,582	36.2%	34.7%	144468.4%	179457.8%	245,280	422,533,435	231	316,944
	웅진씽크빅	1,924	49,998	96,206,727	16.1%	17.1%	418.3%	399.9%	43,047	82,150,180	9,647	19,245,502
비홈쇼핑 계		1,961	5,089,547	9,982,272,346	1.7%	1.3%	-24.6%	-19.8%	5,005,686	9,849,503,922	6,746,489	12,453,150,782
홈쇼핑 외 (T커머스)	K쇼핑	2,131	56,392	120,188,404	-7.3%	-3.6%	-47.3%	-42.3%	60,816	124,612,861	106,922	208,442,779
	W쇼핑	2,688	31,195	83,851,413	12.3%	34.8%	-33.1%	-30.7%	27,775	62,216,273	46,650	120,936,277
	신세계TV쇼핑	2,388	62,867	150,149,810	47.0%	58.0%	-28.0%	-11.3%	42,753	95,045,721	87,296	169,363,153
T커머스 계		2,354	150,454	354,189,627	14.5%	25.7%	-37.5%	-29.0%	131,344	281,874,855	240,868	498,742,209
총 계		2,049	8,802,309	18,038,660,067	4.5%	4.6%	-10.2%	-5.1%	8,424,775	17,246,219,935	9,802,691	19,013,940,817