

전략고객사 실적 현황('22.11)

영업일수:	24일	20.5일	24일
진행일수:	24일	20.5일	24일
■ 산출기간: 22.11.1 ~ 11.30	진척율 :	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	2,129	2,356,944	5,018,721,721	-7.8%	-7.1%	-14.0%	-14.0%	2,555,028	5,401,046,690	2,739,479	5,838,186,734
	홈앤쇼핑	2,414	55,676	134,414,524	-17.1%	-17.4%	25.8%	28.1%	67,159	162,684,525	44,260	104,945,013
	CJ오쇼핑	2,402	147,129	353,354,990	25.8%	25.8%	84.6%	93.0%	116,924	280,878,998	79,723	183,088,551
	현대홈쇼핑	2,279	315,140	718,295,802	18.9%	17.4%	-17.9%	-15.5%	264,990	611,857,942	383,853	849,673,270
	공영홈쇼핑	2,172	418,282	908,380,121	-10.0%	-10.8%	277.0%	251.1%	464,637	1,018,145,724	110,944	258,732,035
	NS홈쇼핑	2,169	223,913	485,652,435	-24.6%	-23.8%	46.5%	44.8%	297,042	636,988,339	152,880	335,362,872
	롯데홈쇼핑	2,196	116,410	255,630,000	-5.0%	-7.5%	139.5%	145.2%	122,565	276,279,269	48,615	104,251,191
홈쇼핑 계		2,167	3,633,494	7,874,449,593	-6.6%	-6.1%	2.1%	2.6%	3,888,345	8,387,881,487	3,559,754	7,674,239,666
GSHS 제외		2,237	1,276,550	2,855,727,872	-4.3%	-4.4%	55.6%	55.5%	1,333,317	2,986,834,797	820,275	1,836,052,932
홈쇼핑 외 (일반)	쿠팡	2,029	3,257,568	6,610,968,214	0.0%	-1.0%	-50.6%	-46.5%	3,256,360	6,674,496,321	6,592,184	12,350,680,109
	신세계	1,751	1,028,118	1,799,768,437	16.2%	16.1%	-1.6%	3.6%	884,758	1,549,878,761	1,044,643	1,736,773,055
	대상(주)	2,016	264,504	533,352,401	6.3%	6.0%	1.3%	-11.8%	248,846	503,352,643	261,085	604,914,260
	교원	1,719	310,169	533,122,920	16.4%	16.8%	-9.1%	-3.3%	266,538	456,435,063	341,044	551,455,208
	웅진씽크빅	1,978	51,122	101,133,958	12.6%	14.7%	565.6%	543.6%	45,393	88,146,632	7,681	15,714,045
비홈쇼핑 계		1,950	4,911,481	9,578,345,930	4.5%	3.3%	-40.4%	-37.2%	4,701,895	9,272,309,420	8,246,637	15,259,536,677
홈쇼핑 외 (T커머스)	K쇼핑	2,117	61,022	129,198,401	6.3%	5.6%	-62.0%	-58.8%	57,389	122,404,630	160,692	313,821,520
	W쇼핑	2,804	46,168	129,444,223	28.7%	28.3%	32.4%	45.3%	35,862	100,901,616	34,870	89,061,004
	신세계TV쇼핑	2,530	34,938	88,390,871	-19.0%	-17.7%	-40.5%	-28.1%	43,153	107,376,604	58,740	122,930,432
T커머스 계		2,442	142,128	347,033,495	4.2%	4.9%	-44.1%	-34.0%	136,404	330,682,850	254,302	525,812,956
총 계		2,049	8,687,103	17,799,829,018	-0.5%	-1.1%	-28.0%	-24.1%	8,726,644	17,990,873,757	12,060,693	23,459,589,299