

## 전략고객사 실적 현황('22.10)

	영업일수:	20.5일	21.5일	21일	
	진행일수:	20.5일	21.5일	21일	
■ 산출기간: 22.10.1 ~ 10.31	진척율 :	100%	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	2,114	2,555,028	5,401,046,690	13.4%	14.8%	-0.3%	-0.9%	2,253,057	4,706,209,345	2,562,170	5,450,412,418
	홈앤쇼핑	2,422	67,159	162,684,525	30.7%	31.2%	16.9%	22.2%	51,378	123,998,101	57,461	133,182,125
	CJ오쇼핑	2,402	116,924	280,878,998	-1.1%	-1.3%	30.5%	40.5%	118,211	284,617,734	89,574	199,947,850
	현대홈쇼핑	2,309	264,990	611,857,942	4.8%	5.9%	-9.5%	-5.8%	252,790	577,555,635	292,951	649,542,624
	공영홈쇼핑	2,191	464,637	1,018,145,724	7.0%	8.7%	331.4%	299.3%	434,121	936,311,646	107,693	255,007,013
	NS홈쇼핑	2,144	297,042	636,988,339	28.8%	24.4%	64.5%	62.2%	230,666	512,104,875	180,520	392,793,376
	롯데홈쇼핑	2,254	122,565	276,279,269	25.7%	24.1%	58.1%	56.4%	97,484	222,642,187	77,514	176,678,753
홈쇼핑 계		2,157	3,888,345	8,387,881,487	13.1%	13.9%	15.5%	15.6%	3,437,707	7,363,439,523	3,367,883	7,257,564,159
GSHS 제외		2,240	1,333,317	2,986,834,797	12.5%	12.4%	65.5%	65.3%	1,184,650	2,657,230,178	805,713	1,807,151,741
홈쇼핑 외 (일반)	쿠팡	2,050	3,256,360	6,674,496,321	1.0%	1.6%	-48.5%	-44.0%	3,224,921	6,567,792,223	6,321,630	11,914,889,296
	신세계	1,752	884,758	1,549,878,761	9.7%	9.6%	-14.4%	-9.6%	806,249	1,413,519,615	1,033,909	1,714,074,044
	대상(주)	2,023	248,846	503,352,643	-13.7%	-13.5%	-6.1%	-4.9%	288,277	582,221,344	265,070	529,359,348
	교원	1,712	266,538	456,435,063	3.4%	2.7%	0.6%	-13.8%	257,740	444,531,539	265,070	529,359,348
	웅진씽크빅	1,942	45,393	88,146,632	7.4%	8.7%	476.5%	447.5%	42,267	81,057,821	7,874	16,100,820
비홈쇼핑 계		1,972	4,701,895	9,272,309,420	1.8%	2.0%	-40.4%	-36.9%	4,619,454	9,089,122,542	7,893,553	14,703,782,856
홈쇼핑 외 (T커머스)	K쇼핑	2,133	57,389	122,404,630	-6.5%	-6.1%	-72.1%	-69.1%	61,384	130,380,149	205,561	396,686,968
	W쇼핑	2,814	35,862	100,901,616	7.0%	16.2%	-4.2%	7.8%	33,527	86,827,273	37,448	93,604,458
	신세계TV쇼핑	2,488	43,153	107,376,604	-18.3%	-13.8%	-28.4%	-17.1%	52,845	124,608,441	60,297	129,464,677
T커머스 계		2,424	136,404	330,682,850	-7.7%	-3.3%	-55.0%	-46.6%	147,756	341,815,863	303,306	619,756,103
총 계		2,062	8,726,644	17,990,873,757	6.4%	7.1%	-24.5%	-20.3%	8,204,917	16,794,377,928	11,564,742	22,581,103,118