

전략고객사 실적 현황('22.2)

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|-----------------------|-------|-----|-----|------------------------|
| 영업일수: | 20일 | 22일 | 18일 | |
| ■ 산출기간: 22.2.1 ~ 2.28 | 진행일수: | 20일 | 22일 | 18일 [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 | 2,116 | 2,342,347 | 4,957,538,541 | 6.1% | 4.6% | 21.1% | 19.2% | 2,208,138 | 4,741,036,491 | 1,933,870 | 4,160,655,881 |
| | 홈앤쇼핑 | 2,441 | 56,845 | 138,756,074 | 3.5% | 5.9% | -24.5% | -19.3% | 54,932 | 131,085,849 | 75,332 | 171,989,772 |
| | CJ오쇼핑 | 2,402 | 73,609 | 176,831,981 | -25.3% | -25.6% | -13.2% | -5.9% | 98,562 | 237,676,138 | 84,788 | 187,866,684 |
| | 현대홈쇼핑 | 2,368 | 367,855 | 871,152,123 | -15.9% | -14.9% | 20.3% | 24.5% | 437,168 | 1,023,149,447 | 305,670 | 699,650,692 |
| | 공영홈쇼핑 | 2,565 | 84,704 | 217,281,238 | -19.5% | -16.0% | 14.1% | 41.0% | 105,268 | 258,524,655 | 74,219 | 154,154,076 |
| | NS홈쇼핑 | 2,230 | 152,347 | 339,801,889 | -7.8% | -10.6% | 4.0% | 13.3% | 165,167 | 380,039,694 | 146,499 | 299,859,649 |
| | 롯데홈쇼핑 | 2,360 | 60,503 | 142,785,494 | 9.2% | 11.5% | 124.9% | 147.5% | 55,413 | 128,044,929 | 26,908 | 57,695,688 |
| 홈쇼핑 계 | | 2,181 | 3,138,210 | 6,844,147,340 | 0.4% | -0.8% | 18.5% | 19.4% | 3,124,648 | 6,899,557,203 | 2,647,286 | 5,731,872,442 |
| GSHS 제외 | | 2,371 | 795,863 | 1,886,608,799 | -13.2% | -12.6% | 11.6% | 20.1% | 916,510 | 2,158,520,712 | 713,416 | 1,571,216,561 |
| 홈쇼핑 외 | 쿠팡 | 1,923 | 6,996,640 | 13,457,963,378 | 3.5% | 2.5% | 46.9% | 57.3% | 6,758,031 | 13,123,940,202 | 4,762,216 | 8,556,928,949 |
| | 신세계 | 1,713 | 734,262 | 1,257,966,827 | -11.0% | -10.2% | 17.1% | 27.2% | 825,386 | 1,401,037,816 | 627,051 | 988,921,591 |
| | 한화갤러리아 | 1,641 | 142,278 | 233,429,817 | -15.0% | -14.7% | -21.4% | -16.3% | 167,422 | 273,529,708 | 180,975 | 278,973,504 |
| | 대상(주) | 2,365 | 251,026 | 593,747,769 | -23.5% | -22.3% | 61.3% | 102.2% | 328,119 | 764,072,302 | 155,635 | 293,581,344 |
| | 교원 | 1,663 | 305,466 | 507,983,358 | 18.2% | 17.2% | 46.0% | 60.4% | 258,354 | 433,576,852 | 209,284 | 316,607,302 |
| | 웅진씽크빅 | 2,007 | 8,093 | 16,242,955 | 6.3% | 4.2% | -2.8% | -2.4% | 7,614 | 15,591,771 | 8,328 | 16,650,046 |
| 비홈쇼핑 계 | | 1,904 | 8,437,765 | 16,067,334,104 | 1.1% | 0.3% | 42.0% | 53.7% | 8,344,926 | 16,011,748,651 | 5,943,489 | 10,451,662,736 |
| 홈쇼핑 외 | K쇼핑 | 2,143 | 129,672 | 277,940,688 | 7.2% | 10.5% | 51.6% | 66.1% | 120,917 | 251,538,191 | 85,528 | 167,294,799 |
| | W쇼핑 | 2,253 | 52,821 | 119,018,730 | 2.4% | 3.5% | 400.4% | 484.8% | 51,595 | 115,046,548 | 10,556 | 20,351,411 |
| | 신세계TV쇼핑 | 2,171 | 65,530 | 142,274,097 | -20.4% | -21.5% | 51.0% | 70.1% | 82,293 | 181,149,998 | 43,383 | 83,664,899 |
| T커머스 계 | | 2,174 | 248,023 | 539,233,515 | -2.7% | -1.6% | 77.8% | 98.8% | 254,805 | 547,734,737 | 139,467 | 271,311,109 |
| 총 계 | | 1,983 | 11,823,998 | 23,450,714,959 | 0.8% | 0.0% | 35.4% | 42.5% | 11,724,379 | 23,459,040,591 | 8,730,242 | 16,454,846,287 |