

# 전략고객사 실적 현황('22.4)

영업일수: 23.5일      23일      24일  
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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	2,084	2,627,742	5,475,648,256	-0.4%	-2.2%	-3.1%	-4.5%	2,638,325	5,597,457,666	2,712,829	5,731,218,192
	홈앤쇼핑	2,419	60,227	145,687,372	-20.3%	-20.4%	-38.4%	-36.2%	75,549	183,090,031	97,758	228,296,885
	CJ오쇼핑	2,394	135,677	324,748,705	-3.3%	-3.4%	12.8%	23.6%	140,373	336,310,738	120,288	262,674,454
	현대홈쇼핑	2,282	279,262	637,286,560	-7.6%	-10.1%	57.2%	66.9%	302,332	709,277,546	177,626	381,926,375
	공영홈쇼핑	2,597	108,917	282,901,006	-3.0%	-2.3%	15.1%	37.9%	112,303	289,617,970	94,588	205,144,220
	NS홈쇼핑	2,202	111,056	244,560,413	-11.0%	-14.4%	-35.9%	-31.8%	124,797	285,838,846	173,343	358,400,376
	롯데홈쇼핑	2,359	65,256	153,909,655	-20.7%	-21.0%	33.1%	44.7%	82,285	194,918,314	49,027	106,389,736
홈쇼핑 계		2,144	3,388,137	7,264,741,967	-2.5%	-4.4%	-1.1%	-0.1%	3,475,964	7,596,511,111	3,425,459	7,274,050,238
GSHS 제외		2,353	760,395	1,789,093,711	-9.2%	-10.5%	6.7%	16.0%	837,639	1,999,053,445	712,630	1,542,832,046
홈쇼핑 외	쿠팡	1,917	7,390,710	14,164,474,882	-3.5%	-3.2%	59.7%	69.4%	7,654,991	14,630,665,035	4,627,181	8,360,793,120
	신세계	1,739	1,071,598	1,863,672,943	13.2%	14.7%	28.8%	41.8%	946,648	1,624,290,367	831,727	1,314,188,981
	대상(주)	2,331	351,180	818,569,340	3.1%	1.7%	82.5%	130.3%	340,569	805,043,118	192,394	355,471,823
	교원	1,702	246,270	419,060,707	-7.3%	-7.3%	3.7%	22.3%	265,568	452,022,023	237,538	342,789,090
	웅진씽크빅	1,833	57,079	104,644,149	98.3%	93.7%	640.2%	577.4%	28,786	54,029,731	7,711	15,446,956
비홈쇼핑 계		1,905	9,116,837	17,370,422,021	-1.3%	-1.1%	54.6%	67.2%	9,236,562	17,566,050,274	5,896,551	10,388,689,970
홈쇼핑 외	K쇼핑	2,093	104,448	218,590,027	-44.7%	-54.7%	17.0%	26.3%	188,858	482,773,751	89,294	173,059,512
	W쇼핑	2,307	41,926	96,725,820	7.9%	5.1%	66.5%	102.8%	38,839	92,009,096	25,181	47,691,312
	신세계TV쇼핑	2,299	42,267	97,154,094	-43.9%	-43.8%	124.6%	160.2%	75,403	172,720,867	18,815	37,338,263
T커머스 계		2,187	188,641	412,469,941	-37.8%	-44.8%	41.5%	59.8%	303,100	747,503,714	133,290	258,089,087
총 계		1,973	12,693,615	25,047,633,929	-2.5%	-3.3%	34.2%	39.8%	13,015,626	25,910,065,099	9,455,300	17,920,829,295