

전략고객사 실적 현황('22.9)

영업일수:	21.5일	24일	21일	
진행일수:	21.5일	24일	21일	
■ 산출기간: 22.9.1 ~ 9.30	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	2,089	2,252,997	4,706,066,441	-6.1%	-7.2%	7.2%	5.0%	2,400,193	5,070,726,897	2,102,086	4,483,425,609
	홈앤쇼핑	2,413	51,378	123,998,101	-6.5%	-6.7%	-27.2%	-23.5%	54,973	132,836,836	70,539	162,059,736
	CJ오쇼핑	2,408	118,211	284,617,734	10.7%	8.9%	-3.1%	4.0%	106,774	261,336,010	122,012	273,558,808
	현대홈쇼핑	2,285	252,786	577,545,685	-0.3%	-1.7%	3.2%	7.3%	253,625	587,506,734	244,951	538,304,813
	공영홈쇼핑	2,157	434,119	936,307,255	-11.4%	-12.7%	406.8%	377.9%	489,811	1,072,599,120	85,656	195,925,050
	NS홈쇼핑	2,220	230,664	512,100,765	45.4%	45.4%	37.1%	40.2%	158,610	352,124,473	168,205	365,188,880
	롯데홈쇼핑	2,284	97,484	222,642,187	-0.9%	-1.1%	11.2%	15.2%	98,322	225,068,024	87,675	193,219,069
홈쇼핑 계		2,142	3,437,639	7,363,278,168	-3.5%	-4.4%	19.3%	18.5%	3,562,308	7,702,198,094	2,881,124	6,211,681,965
GSHS 제외		2,243	1,184,642	2,657,211,727	1.9%	1.0%	52.1%	53.8%	1,162,115	2,631,471,197	779,038	1,728,256,356
홈쇼핑 외 (일반)	쿠팡	2,037	3,224,921	6,567,792,223	-10.6%	-9.9%	-44.0%	-39.5%	3,608,829	7,289,437,376	5,757,337	10,847,516,111
	신세계	1,753	806,241	1,413,503,626	11.2%	11.3%	-5.6%	2.7%	725,210	1,269,918,457	853,895	1,375,977,385
	대상(주)	2,020	288,277	582,221,344	-22.4%	-23.2%	-7.6%	-1.1%	371,557	757,612,204	311,983	588,650,188
	교원	1,725	257,740	444,531,539	-22.8%	-21.9%	6.2%	20.9%	333,953	569,097,582	242,750	367,624,159
	웅진씽크빅	1,918	42,267	81,057,821	-15.5%	-15.7%	431.4%	409.2%	49,998	96,206,727	7,954	15,918,500
비홈쇼핑 계		1,968	4,619,446	9,089,106,553	-9.2%	-8.9%	-35.6%	-31.1%	5,089,547	9,982,272,346	7,173,919	13,195,686,343
홈쇼핑 외 (T커머스)	K쇼핑	2,124	61,384	130,380,149	8.9%	8.5%	-61.1%	-57.2%	56,392	120,188,404	157,834	304,573,587
	W쇼핑	2,590	33,527	86,827,273	7.5%	3.5%	-17.0%	-10.9%	31,195	83,851,413	40,418	97,415,093
	신세계TV쇼핑	2,358	52,845	124,608,441	-15.9%	-17.0%	-29.8%	-25.4%	62,867	150,149,810	75,271	166,930,527
T커머스 계		2,313	147,756	341,815,863	-1.8%	-3.5%	-46.0%	-39.9%	150,454	354,189,627	273,523	568,919,207
총 계		2,047	8,204,841	16,794,200,584	-6.8%	-6.9%	-20.6%	-15.9%	8,802,309	18,038,660,067	10,328,566	19,976,287,515