

## 전략고객사 실적 현황('22.3)

영업일수:	23일	20일	24일	
■ 산출기간: 22.3.1 ~ 3.31	진행일수:	23일	20일	24일 [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	2,122	2,638,325	5,597,457,666	12.6%	12.9%	-1.6%	-2.1%	2,342,347	4,957,538,541	2,680,557	5,719,598,905
	홈앤쇼핑	2,423	75,549	183,090,031	32.9%	32.0%	-39.7%	-35.9%	56,845	138,756,074	125,386	285,784,350
	CJ오쇼핑	2,396	140,373	336,310,738	65.1%	64.7%	70.0%	85.7%	85,008	204,183,613	82,578	181,089,469
	현대홈쇼핑	2,346	302,332	709,277,546	-17.8%	-18.6%	122.9%	142.9%	367,855	871,152,123	135,631	292,043,556
	공영홈쇼핑	2,579	112,303	289,617,970	32.6%	33.3%	17.1%	39.5%	84,704	217,281,238	95,944	207,655,046
	NS홈쇼핑	2,290	124,797	285,838,846	-18.1%	-15.9%	-26.1%	-16.9%	152,347	339,801,889	168,937	343,777,656
	롯데홈쇼핑	2,369	82,285	194,918,314	36.0%	36.5%	140.4%	161.3%	60,503	142,785,494	34,223	74,596,580
홈쇼핑 계		2,185	3,475,964	7,596,511,111	10.4%	10.6%	4.6%	6.9%	3,149,609	6,871,498,972	3,323,256	7,104,545,562
GSHS 제외		2,387	837,639	1,999,053,445	3.8%	4.4%	30.3%	44.3%	807,262	1,913,960,431	642,699	1,384,946,657
홈쇼핑 외	쿠팡	1,911	7,654,991	14,630,665,035	9.4%	8.7%	63.3%	72.0%	6,996,640	13,457,963,378	4,686,582	8,506,215,614
	신세계	1,716	946,648	1,624,290,367	28.9%	29.1%	9.9%	19.3%	734,262	1,257,966,827	861,482	1,361,381,046
	한화갤러리아	1,633	190,292	310,656,425	33.7%	33.1%	-15.8%	-6.9%	142,279	233,434,308	226,020	333,786,421
	대상(주)	2,364	340,569	805,043,118	35.7%	35.6%	70.7%	113.8%	251,026	593,747,769	199,459	376,615,969
	교원	1,702	265,568	452,022,023	-13.1%	-11.0%	4.5%	18.1%	305,467	507,984,913	254,090	382,795,102
	웅진씽크빅	1,877	28,786	54,029,731	255.7%	232.6%	264.5%	241.9%	8,093	16,242,955	7,897	15,802,183
비홈쇼핑 계		1,896	9,426,854	17,876,706,699	11.7%	11.3%	51.2%	62.9%	8,437,767	16,067,340,150	6,235,530	10,976,596,335
홈쇼핑 외	K쇼핑	2,556	188,858	482,773,751	45.6%	73.7%	60.6%	96.8%	129,672	277,940,688	117,572	245,360,321
	W쇼핑	2,369	38,839	92,009,096	-26.5%	-22.7%	197.0%	270.1%	52,821	119,018,730	13,075	24,860,779
	신세계TV쇼핑	2,291	75,403	172,720,867	15.1%	21.4%	161.3%	216.3%	65,531	142,276,279	28,862	54,613,345
T커머스 계		2,466	303,100	747,503,714	22.2%	38.6%	90.0%	130.1%	248,024	539,235,697	159,509	324,834,445
총 계		1,986	13,205,918	26,220,721,524	11.6%	11.7%	35.9%	42.5%	11,835,400	23,478,074,819	9,718,295	18,405,976,342