

Spread the malware using through a webpage

- ➡ Exploit a browser/plugin vulnerability to automatically download and install the malware on the victim's device

Pro

- ➡ Everyone with a vulnerable browser can be infected
- ➡ Can be used for massive infections and targeted ones

Cons

- ➡ Requires good expertise of the target browser, its vulnerabilities and how to exploit them

Buy an Exploit Bundle/Kit and associated services

1. **Exploit bundle** : \$25/day, \$400/month, up to \$3,000
➡ program to embed into a webpage
2. **Bulletproof host** : \$15–250 per month
➡ hosting service to bypass any kind of IP filtering
anti-spam, anti-virus, anti-malware, law enforcement,
search engine anti-malware service and so on
3. **Traffic** : \$4–10 per 1,000 unique hits
➡ attract people to visit the infected webpage