Buy installs of your malware

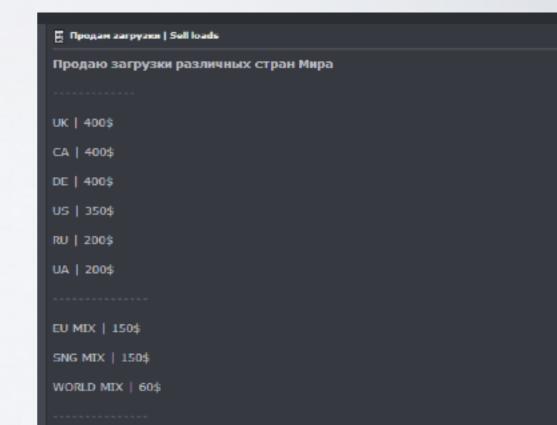
→ Use a spreading service also called Pay-Per-Install (PPI) \$12 – \$550 per 1000 infections

Pro

- → Easy
- Can be selective about the geolocation of the hosts

Cons

→ Pricy



Conclusion

Creating a malware, making it undetectable and spreading it would normally be difficult and require a good deal of expertise

However, the cyber underground market makes this process accessible to the mass given a small amount of money