

# 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