

Exploits bundle and other 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

Installs \$12 – \$550 per 1000 infections

 - ➡ use a spreading service also called Pay-Per-Install (PPI)

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