

How to create a new malware? 3 step process

1. Create the malware's payload
2. Make the malware undetectable
- 3. Spread the malware**

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)