Where Does Spyware Come From?

“Why”

Spyware Revenue Sources

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The Spyware Business Model
Revenue Sources

Advertisers

Spyware Vendors

money

traffic
Revenue Sources

Advertisers

money

Advertising Intermediary

traffic

money

Spyware Vendors

traffic

Affiliate
Affiliate network
Ad network
PPC search engine
Revenue Sources

Advertisers

Advertising Intermediary 1

Advertising Intermediary 2

Spyware Vendors

money

traffic

money

traffic

money

traffic

Affiliate
Affiliate network
Ad network
PPC search engine
Enter your location

Please enter the location for the area where you plan to use your phone the most so we can give you accurate information about wireless pricing, coverage, customer service, and offers near you. Click submit to continue.

Choose location by zip code

Enter Zip Code

Or, choose location by city/state

Select a state

Search for cities
Investigator’s Tools: Packet Sniffer

spyware-infected PC

network hub

monitoring PC

Internet
Understanding the Chain of Redirects - Verizon

Host: xadsj.offeroptimizer.com 
HTTP/1.1 200 OK ...
url="http://gdlckjoe.com/clk.aspx?l=3984&c=2319&s=WirelessFM"; width=800; height=600; ...

GET /clk.aspx?l=3984&c=2319&s=WirelessFM HTTP/1.1 ...
Host: gdlckjoe.com 
HTTP/1.1 301 Moved Permanently 
Location: http://clickserve.cc-dt.com/link/click?lid=41000000009135925 

GET /link/click?lid=41000000009135925&mid=MOCAR HTTP/1.1 ...
Host: clickserve.cc-dt.com ...
HTTP/1.1 302 Found ...
Location: http://www.verizonwireless.com/b2c/affiliate?...
Direct Revenue Promoting Verizon

Verizon

money ↓

Performics

money ↓

Gdlckjoe.com

money ↓

Direct Revenue

money ↓

traffic ↑

traffic ↑

traffic ↑
Walmart Promoted by Direct Revenue via TargetSaver, Easilyfound, and LinkShare

803 items found for "rollbacks"

These top sellers were found in your search results:

- Keys
- Ovation
- Serenade 7-Person Hot Tub Spa Package With Stereo
- Polaroid 7" Dual-Screen Car DVD Player w/ Game Controller & Built-in Games
- Bounce 'Round 5-in-1 Ultimate Sports Arena

Rollback Prices:
- $2,998.00
- $174.88
- $296.62
GET http://a.targetsaver.com/adshow ...
http://www.buy.com/retail/specialty_store_1.asp?loc=14575...

HTTP/1.1 200 OK

GET /redirect.php?clientID=113.16777729.1804289383&finalURL=...
HTTP/1.1 302 Found
Location: http://targetsaver.com/redirect1.php?clientID=113...

http://www.easilyfound.com/a/2.php?cid=1029

GET /a/2.php?cid=1029

<script>!-- function clicktoit() {
    document.forms[0].submit();} --></script> ...
<body onload="Javascript:clicktoit()">
<form action="/a/3.php" method="get"> ...

GET /a/3.php?cid=1029

Location: http://click.linksynergy.com/fs-bin/click?id=MCVDO...

http://click.linksynergy.com/fs-bin/swat?lsnsig=I02OToJJ8rI&...

http://www.walmart.com/reflect.gsp?sourceid=2301369222076574...
Targetsaver Promoting Walmart

Walmart

money ↓ traffic ↑

LinkShare

money ↓ traffic ↑

Easilyfound

money ↓ traffic ↑

Targetsaver
Ordinary Yahoo PPC Ads

November 2005

SPONSOR RESULTS
- Desktop Computers from CDW
  CDW has the solutions for your business - custom configuration of your PCs, servers...
  www.cdw.com
- Shop for Computers at
  TigerDirect.com
  Huge selection of discounted
  computers at super low prices at TigerDirect.com. Order...
  www.tigerdirect.com
- Metareward.com: Computer
  Free desktop when you complete six sponsored offers. All computers brand name and...
  www.metareward.com
- Durabook - Rugged Pc Laptop
  Computers
  Rugged PC laptop computers with AMD Turion or Intel Centrino mobile technology. Drop...
  www.durabook.com
- Computers at
  HPshopping.com
  Shop for HP and Compaq

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Yahoo! SEARCH

computers

Search Results

Results 1 - 10 of about 701,000,000 for computers - 0.14 sec. (About this page)

Also try: dell computers, gateway computers, apple computers, hp computers

- Buy a Dell Computer - Official Site
  Buy a computer at Dell. $579 Dimension E510 desktop after savings with free
  512MB memory upgrade at Dell Home. Details here.
  www.dell4me.com

- Great Savings on Dell Business Computers
  Buy computers. Shop Dell Small Business for amazing savings on
  a huge selection of Dell computers, from powerful desktops to cutting-edge notebooks. Software and peripheral savings, too.
  www.dell.com

- Computers at CircuitCity.com
  Buy the desktop or laptop you need for school, home or work today at
  CircuitCity.com. Free shipping on orders $25 and up or, buy it online and pick it up at any Circuit City store.
  www.circuitcity.com

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Y7 Computers, Software & Office Products on Yahoo! Shopping

Yahoo! Shortcut - About

1. PCWorld.com - Home
   TOP 100 REVIEWS. See All Top-Rated Product Charts. LATEST NEWS. TODAY IN BLOGS. Fixes for the trickiest high-tech hassles. DIGITAL DUO VIDEO. Video from our irreverent public TV show. TODAY IN BLOGS
   Category: Computer Magazines > PC World
   RSS: View as XML - Add to My Yahoo!
   www.pcmag.com - More from this site - Save - Block

2. CNET.com
   provides news, product reviews, and guides for computers, consumer electronics, and other personal technology products.
   Category: Computers and Internet > News and Media
   www.cnet.com - 147k - Cached - More from this site - Save - Block

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Failure to disclose that these are sponsored links.
SideFind Serving Yahoo PPC Ads

PPC Advertisers

money → traffic

Yahoo (Overture)

money → traffic

81.201.104.136

money → traffic

trafficengine.net

money → traffic

SideFind
Other Funding Sources

• Affiliate networks
  → Commission Junction, LinkShare, Performics

• Pay-per-click advertising
  → Click fraud, syndication fraud
  → Yahoo, Google (XML partners, AdSense),
    FindWhat, Kanoodle, LookSmart, Marchex, etc.

• Banner ad networks
  → Ad farms