

Forum:[Hack Forums](#)

Thread: [Where does adware sell adspace?](#)

Quamtotious - June 17, 2019, 12:40 am

I'm currently trying to build an adware program to use on myself and I'm curious as to where they sell adspace, as the adware I've seen doesn't seem to come from a very ethical company.

Basically my idea is to spoof my PC on an automated process that would open background ads automatically, basically writing a virus for myself. I'm just curious as to if anyone knows who actually buys adspace for malware?

I really don't care what kind of adspace it is, it could be porn sites for all I care.

SUI-3183372 - June 17, 2019, 10:09 am

Yes, although it used to be more popular before ad networks were all looking out for abuse. There were botnets made for this (the only name I can recall is the Uber trashy Lily Jade system). The botnet not only sought out your ads to click on victim PCs, but it also literally replaced ads that weren't your own, with your own ads. So if a victim went to some random blog, instead of seeing the blog owners ads, Lily Jade would inject your own ads then click them on the victims behalf.

It was an interesting theory but one that I would imagine may not be worth the time anymore.

Casual - June 18, 2019, 5:40 pm

(Jun 17, 2019 10:09 AM)BV1 Wrote: [\[CITE\]](#) It was an interesting theory, but one that I would imagine may not be worth the time anymore.

Why do you say that? Modern bot detection from networks? Just curious.

Last time I messed around with that was years ago. As long as CTR was kept realistic you flew under the radar. Things have probably changed though.

debian - June 18, 2019, 6:00 pm

Advertising has evolved and Pay-per-click/pay-per-view is only done by companies dealing with extremely low quality visitors

Casual - June 18, 2019, 6:15 pm

(Jun 18, 2019 06:00 PM)debian Wrote: [\[CITE\]](#) Advertising has evolved and Pay-per-click/pay-per-view is only done by companies dealing with extremely low quality visitors I wouldn't go that far. Depends on the network and site subject.

Just with AdSense some of my low-interest sites get \$0.40 CPC, others \$15+. Hell, It can reach as high as \$50 CPC from personal experience. All depends on what you're targeting which can be researched beforehand. Selling direct will almost always net you more though.

No company will want to pay a \$15-\$50 CPC for low-quality visitors that aren't going to convert.

Quamtotious - July 18, 2019, 3:16 am

(Jun 18, 2019 06:15 PM)Casual Wrote: [\[CITE\]](#) I wouldn't go that far. Depends on the network and site subject.

Just with AdSense some of my low-interest sites get \$0.40 CPC, others \$15+. Hell, It can reach as

high as \$50 CPC from personal experience. All depends on what you're targeting which can be researched beforehand. Selling direct will almost always net you more though.

No company will want to pay a \$15-\$50 CPC for low-quality visitors that aren't going to convert.

Would you be kind of enough to share some details with me?

Such as what your minimum traffic to sign up was and possibly what company/site you go through to sell your ad space?