

The Greeting Card No One Wants

Ransom Denial of Service attacks
are increasing all the time¹.

We have chosen your business for our next DDoS attack!

Pay 2 bitcoin or we will take down your network.

The fee will increase by 10 bitcoin for each day that
passes without payment.

You have 48 Hours.²

Who's under attack?

100+

More than 100 financial
services firms were targeted
by ransom DDoS attacks
conducted by the same
threat actor³

41%

of financial services firms that
experienced ransom DDoS
were retail banks

Payment is no guarantee that they will go away. Many attackers simply launch a short "proof of concept" attack to persuade the victim to pay the ransom.

Can they really deliver on their threats?

Short answer: Yes.

Sophisticated attacks like the one that
crippled the New Zealand Stock
Exchange in 2020 target network
infrastructure and are the work of
skilled cybercriminals.

Punching above their weight

Botnets can be rented for as little as
\$5, meaning low-skilled
cybercriminals can launch 'proof of
concept' attacks. The victim has no
way of knowing how real the threat is.

Small Outlay. Big Impact



Ransom Value for Attacker:

\$9,300 Profit⁴

\$700 weekly botnet rental⁵
48 hour attack
2 attacks per week
Average ransom = \$5000



Ransom Value for Website Owner:

\$209,600
in Lost Sales

20,000 daily visitors
(4% conversion rate⁶)
800 purchases
(\$131 average online sale⁷)
\$104,800 daily revenue

Ransom DDoS attacks are back and strike
without warning. Find out what makes
Imperva a Leader in the Forrester Wave
DDoS Mitigation Solutions for Q1 2021.

To learn more about how Imperva has the
right defense against any DDoS attack, for
every type of business, visit here.

imperva.com

¹ Imperva, *Major Global Ransom Denial of Service Campaign Continues Rising Trend in Global DDoS Attacks*

² Text based on genuine ransom notes

³ FS-ISAC <https://www.fsisac.com/newsroom/globalleaders>

⁴ Based on 1BTC = \$39k

⁵ Based on an average \$100-a-day charge for a 'quality' DDoS-as-a-Service attack

⁶ <https://www.invespcro.com/blog/the-average-website-conversion-rate-by-industry/>

⁷ Statista, U.S. Average online shopping order value 2020, by device.