

How do criminals increase their sales of stolen account credentials on online platforms?

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Online platforms greatly facilitate the widespread dissemination of stolen account credentials. These credentials are either traded or disseminated for free. Potential account hijackers looking for stolen credentials can thus choose from a wide range of offers, but also have to be aware of rippers. The aim of this study is to investigate how criminals offering stolen account credentials try to increase their sales. To do so, we analyse what elements in titles of posts offering stolen account credentials affect how frequently these posts are viewed. We scrape websites frequently used to disseminate credentials for several weeks. Posts are subsequently classified as either offering or not offering stolen credentials. Through predictive modelling we test what title elements predict how often posts are viewed. Results will be discussed during the conference.