

The Shocking Cost of a Cyberattack

One successful website attack can cost you thousands in lost revenue, clean up costs, or even legal fees.

What a cyberattack can cost you

Downtime can cost a small business as much as **\$427 per minute.**¹

Direct Costs



Cost of investigation to determine the size and scope of a breach



Cost of notifying those affected and potential legal fees

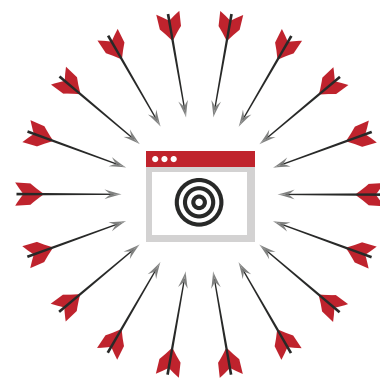
Indirect Costs



Loss of reputation



Loss of customers



Websites are targeted by an average of **58 ATTACKS PER DAY, PER SITE.**



That's one cyberattack every 25 minutes*

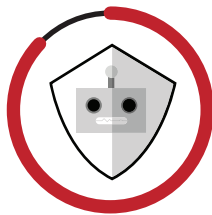
How cybercriminals are cashing in



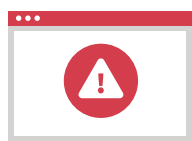
20%

of cybercriminals earn **\$20,000 per month or more.**²

BAD BOTS

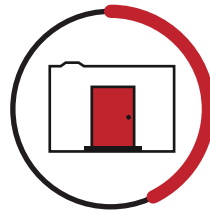


87% of traffic blocked by the SiteLock web application firewall (WAF) are bad bots looking to steal data - meaning more bad bots visit websites than good ones.*

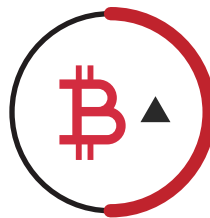


As many as **170.1 million** websites likely have at least one vulnerability that bad bots can exploit to steal data, spread malware, or attack website visitors.*

HIDDEN ATTACKS



43% of infected sites have at least one backdoor file.* Backdoor files allow cybercriminals to access a site and expose its data without the owner's knowledge.



Symptomless cryptojacking attacks that infect devices to mine cryptocurrency increased **50%** from Q1 to Q2 2018.*

What you can do to prevent a cyberattack



Stay alert.

The longer it takes to find and resolve a cyberattack, the more it costs. Use a website scanner to look for and remove known malware automatically.



Block bad bots.

Implement a web application firewall (WAF) to keep out malicious traffic.



Install security updates.

Make it easy with an automated patching solution.

*Data is based on SiteLock Website Security Insider Q2 2018

¹ <https://www.datafoundry.com/blog/how-to-calculate-the-true-cost-of-downtime>

² <https://securityaffairs.co/wordpress/53964/cyber-crime/cybercriminals-earns.html>