Dux-Soup celebrates 10 years and 300,000 users worldwide

Tuesday 28 October, 2025

Dux-Soup, the LinkedIn automation and lead generation specialist, is celebrating a significant milestone as it marks its 10th anniversary and passes 300,000 users worldwide.

Since its launch in 2015, Dux-Soup has empowered individuals, teams and agencies to automate LinkedIn outreach, nurture leads, and grow sales pipelines more efficiently.

Will van der Sanden, Founder of Dux-Soup said, “Since launch, my focus has been on delivering the safest, smartest and most secure LinkedIn automation platform while putting customer service at the heart of what we do. I’m proud that we’ve met those goals and have a Trustpilot score of 4.7. I’m excited to keep innovating for the next decade, building the value Dux-Soup delivers to professionals who rely on LinkedIn for lead generation and outreach.”

To mark its 10th anniversary, Dux-Soup is giving back to its community with a series of licence giveaways over the next 12 months. These include four completely free 12-month licences and twelve discounted licences, each capped at £10 / €10 / $10 per month.

Outstanding customer feedback

With cloud-based and desktop deployment options, Dux-Soup has won praise from a loyal customer base, including long-time customers who credit Dux-Soup with transforming their lead generation results and business growth.

Tyron Giuliani, Founder of Selling Made Social: “Discovering Dux-Soup over eight years ago transformed the scale of my LinkedIn outreach. It’s brought consistency to my innovative client acquisition strategies and tactics, executing them at a level I didn’t think was possible, while keeping my activity & accounts safe on LinkedIn.”

Tracy Enos, CEO of LinkedInAcceleration: “Happy Anniversary! Dux-Soup is the OG of LinkedIn automation software. Thanks to you, I’ve been able to add a lot of zeros to my business. The Dux-Soup team is awesome!”

Ben Pace, CEO Client Matchmaking: “Congratulations to Dux-Soup on your milestone. Your success has fuelled our own. I’ve used every version of the platform, from single-user to Cloud and Agency, and it’s been a driving force behind our growth into a multi-million-dollar agency. Dux-Soup has played a major role in our expansion, our success, and the results we deliver.”

David Adams, Founder of Momentum Solutions: “As a year-one customer, I’ve seen Dux-Soup evolve to meet the needs of professionals driving leads from LinkedIn. I’ve run countless successful campaigns, winning clients across sectors and continents from recruitment to marketing and PR. Just last month, I secured nine new clients using Dux-Soup.”

Demand for LinkedIn automation tools is growing across various industries from recruitment and coaching to technology and professional services, as businesses seek to connect more effectively with their target audiences.

For more details on the licence giveaway, visit www.Dux-Soup.com/10yr

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