ELOYALTY CORP

Form 4

November 20, 2006

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB 3235-0287

OMB APPROVAL

Number:

January 31,

Expires:

2005

0.5

Estimated average

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if no longer subject to Section 16. Form 4 or Form 5 obligations

may continue.

See Instruction

Check this box

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Addr Danson Christo	*	-	2. Issuer Name and Ticker or Trading Symbol ELOYALTY CORP [ELOY]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middl		(Middle)	3. Date of Earliest Transaction	(Check all applicable)				
			(Month/Day/Year)	Director 10% Owner				
150 FIELD DRIVE, SUITE 250			11/17/2006	X Officer (give title Other (specify below)				
				Vice President, Delivery				
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check				
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person				
LAKE FOREST, IL 60045				Form filed by More than One Reporting Person				

(City)	(State) ((Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned									
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securi Transaction(A) or Di Code (Instr. 3, (Instr. 8)		4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)				
Common Stock	11/17/2006		S	900	D	\$ 17.75	163,207	D			
Common Stock	11/17/2006		S	600	D	\$ 17.76	162,607	D			
Common Stock	11/17/2006		S	100	D	\$ 17.78	162,507	D			
Common Stock	11/17/2006		S	100	D	\$ 17.92	162,407	D			
Common Stock	11/17/2006		S	100	D	\$ 17.94	162,307	D			

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Common Stock	11/17/2006	S	200	D	\$ 17.95	162,107	D	
Common Stock	11/17/2006	S	100	D	\$ 18.11	162,007	D	
Common Stock	11/17/2006	S	100	D	\$ 18.12	161,907	D	
Common Stock	11/17/2006	S	100	D	\$ 18.14	161,807	D	
Common Stock	11/17/2006	S	400	D	\$ 18.15	161,407	D	
Common Stock	11/17/2006	S	2,129	D	\$ 18.75	159,278	D	
Common Stock	11/17/2006	S	100	D	\$ 18.76	159,178	D	
Common Stock	11/17/2006	S	100	D	\$ 18.8	159,078	D	
Common Stock						340 (1)	I	By spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4.	5. orNumber	6. Date Exerc Expiration D		7. Title Amou		8. Price of Derivative
Security	or Exercise	(Mondi/Bay/Tear)	any	Code	of	(Month/Day/		Under		Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)				Securi		(Instr. 5)
	Derivative				Securities			(Instr.	3 and 4)	
	Security				Acquired (A) or					
					Disposed					
					of (D)					
					(Instr. 3,					
					4, and 5)					
									Amount	
						Date	Expiration		or Normalian	
						Exercisable	ercisable Date		Number of	
				Code V	(A) (D)				Shares	

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Danson Christopher Joseph 150 FIELD DRIVE, SUITE 250 LAKE FOREST, IL 60045

Vice President, Delivery

Signatures

Steven H. Shapiro, Attorney-in-fact

11/20/2006

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of the securities for purposes of Section 16 or for any other purpose.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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