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ART TECHNOLOGY GROUP INC  
Form 8-K  
August 11, 2004

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

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (date of earliest event reported): August 10, 2004

ART TECHNOLOGY GROUP, INC.

(Exact name of registrant as specified in its charter)

Delaware

000-26679

04-3141918

(State or other jurisdiction  
of incorporation)

(Commission  
file number)

(IRS employer  
identification no.)

25 First Street, Cambridge, Massachusetts

02141

(Address of principal executive offices)

(Zip code)

Registrant's telephone number, including area code: (617) 386-1000

Not Applicable

(Former Name or Former Address, if Changed Since Last Report)

Item 5. Other Events and Required FD Disclosure.

On August 10, 2004, we announced that we have agreed to acquire Primus Knowledge Solutions, Inc., a Washington corporation. A copy of the joint press release we issued with Primus on August 10, 2004 is filed as an exhibit to, and incorporated by reference in, this current report.

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

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(c) Exhibits.

| Number<br>----- | Title<br>-----   |
|-----------------|--|
| 99.1            | Joint Press Release of Art Technology Group, Inc. and Primus Knowledge Solutions, Inc., dated August 10, 2004. |

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ART TECHNOLOGY GROUP, INC.

Dated: August 10, 2004

By: /s/ Edward Terino

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Edward Terino  
Senior Vice President and Chief  
Financial Officer

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Exhibit Index

| Number<br>----- | Title<br>-----   |
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