

ExactTarget, Inc.  
Form 4  
July 12, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**DOLAN TRACI M**

2. Issuer Name and Ticker or Trading Symbol  
**ExactTarget, Inc. [ET]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**20 NORTH MERIDIAN STREET, SUITE 200**

3. Date of Earliest Transaction (Month/Day/Year)  
**07/12/2013**

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
**Chief Admin. Off. & Secretary**

(Street)  
**INDIANAPOLIS, IN 46204**

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**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. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Code V Amount (D) Price		

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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 Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
---------------------------------	---------------------------	--------------------------------------	-----------------------------------	---------------------	------------------------------------	--	---

Edgar Filing: ExactTarget, Inc. - Form 4

(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date	Title	Amount Number Shares
				Code	V (A) (D)				
Employee Stock Option (right to buy)	\$ 4.67	07/12/2013	D		100,000	<u>(1)</u>	01/25/2019	Common Stock	100,000
Employee Stock Option (right to buy)	\$ 5.61	07/12/2013	D		70,000	<u>(2)</u>	05/26/2020	Common Stock	70,000
Employee Stock Option (right to buy)	\$ 7.7	07/12/2013	D		56,875	<u>(3)</u>	03/23/2021	Common Stock	56,875
Employee Stock Option (right to buy)	\$ 7.7	07/12/2013	D		13,125	<u>(4)</u>	03/23/2021	Common Stock	13,125
Employee Stock Option (right to buy)	\$ 15	07/12/2013	D		40,833	<u>(5)</u>	02/28/2022	Common Stock	40,833
Employee Stock Option (right to buy)	\$ 15	07/12/2013	D		29,167	<u>(6)</u>	02/28/2022	Common Stock	29,167
Employee Stock Option (right to buy)	\$ 0.5	07/12/2013	D		118,750	<u>(7)</u>	10/25/2014	Common Stock	118,750

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer

Other

DOLAN TRACI M  
 20 NORTH MERIDIAN STREET  
 SUITE 200  
 INDIANAPOLIS, IN 46204

Chief Admin. Off. & Secretary

## Signatures

/s/ Brent D. Mosby, attorney-in-fact for Traci M.  
 Dolan

07/12/2013

\_\_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) This option grant, which provided that 25,000 options would vest and become exercisable on January 26, 2010 and 75,000 options would vest and become exercisable in thirty-six equal monthly installments beginning on February 26, 2010, was cancelled in the merger in exchange for a cash payment of \$2,908,000 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger (\$33.75 per share).

(2) This option grant, which provided that 17,500 options would vest and become exercisable on May 27, 2011 and 52,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on June 27, 2011, was cancelled in the merger in exchange for a cash payment of \$1,970,150 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger (\$33.75 per share).

(3) This option grant, which provided that 17,500 options would vest and become exercisable on March 24, 2012 and 52,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012, was cancelled in the merger in exchange for a cash payment of \$1,481,593.75 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger (\$33.75 per share).

(4) This option grant, which provided that 17,500 options would vest and become exercisable on March 24, 2012 and 52,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012, was assumed by salesforce.com, inc. in the merger and replaced with an option to purchase 11,496 shares of salesforce.com, inc. common stock for \$8.79 per share.

(5) This option grant, which provided that 17,500 options would vest and become exercisable on March 1, 2013 and 52,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013, was cancelled in the merger in exchange for a cash payment of \$765,618.75 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger (\$33.75 per share).

(6) This option grant, which provided that 17,500 options would vest and become exercisable on March 1, 2013 and 52,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013, was assumed by salesforce.com, inc. in the merger and replaced with an option to purchase 25,547 shares of salesforce.com, inc. common stock for \$17.13 per share.

(7) This option grant, which was fully vested and exercisable, was cancelled in the merger in exchange for a cash payment of \$3,948,437.50 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger (\$33.75 per share).

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.