ExactTarget, Inc.
Form 4
July 12, 2013

FORM 4

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

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

OMB APPROVAL

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

(Print or Type Responses)

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

(Last) (First) (Middle)

20 NORTH MERIDIAN STREET, SUITE 200

(Street)

INDIANAPOLIS, IN 46204

(City) (State) (Zip)

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

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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
Chief Admin. Off. & Secretary

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 Following Reported Transaction(s) (Instr. 3 and 4)	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			

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 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)

(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option (right to buy)	$ 4.67	07/12/2013		D		100,000	(1)	01/25/2019	Common Stock	100,00
Employee Stock Option (right to buy)	$ 5.61	07/12/2013		D		70,000	(2)	05/26/2020	Common Stock	70,000
Employee Stock Option (right to buy)	$ 7.7	07/12/2013		D		56,875	(3)	03/23/2021	Common Stock	56,875
Employee Stock Option (right to buy)	$ 7.7	07/12/2013		D		13,125	(4)	03/23/2021	Common Stock	13,125
Employee Stock Option (right to buy)	$ 15	07/12/2013		D		40,833	(5)	02/28/2022	Common Stock	40,833
Employee Stock Option (right to buy)	$ 15	07/12/2013		D		29,167	(6)	02/28/2022	Common Stock	29,167
Employee Stock Option (right to buy)	$ 0.5	07/12/2013		D		118,750	(7)	10/25/2014	Common Stock	118,75

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.
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