

DOLAN TRACI M  
Form 3  
March 21, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â DOLAN TRACI M		(Month/Day/Year)	ExactTarget, Inc. [ET]	
(Last)	(First)	(Middle)	03/21/2012	
20 NORTH MERIDIAN STREET, Â SUITE 200			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)				
INDIANAPOLIS, Â IN Â 46204			(Check all applicable)	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input type="checkbox"/> Form filed by More than One Reporting Person
			(give title below) (specify below)	
			Chief Admin. Off. & Secretary	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

(Instr. 5)

Employee Stock Option (right to buy)	Â (1)	01/25/2019	Common Stock	100,000	\$ 4.67	D	Â
Employee Stock Option (right to buy)	Â (2)	05/26/2020	Common Stock	70,000	\$ 5.61	D	Â
Employee Stock Option (right to buy)	Â (3)	03/23/2021	Common Stock	70,000	\$ 7.7	D	Â
Employee Stock Option (right to buy)	Â (4)	02/28/2022	Common Stock	70,000	\$ 15	D	Â
Employee Stock Option (right to buy)	Â (5)	10/25/2014	Common Stock	240,000	\$ 0.5	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DOLAN TRACI M 20 NORTH MERIDIAN STREET SUITE 200 INDIANAPOLIS, IN 46204	Â	Â	Â Chief Admin. Off. & Secretary	Â

## Signatures

/s/ Traci M.  
Dolan

03/21/2012

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) 25,000 of the options vested and became exercisable on January 26, 2010 and 75,000 of the options vest and become exercisable in thirty-six equal monthly installments beginning on February 26, 2010.
  - (2) 17,500 of the options vested and became exercisable on May 27, 2011 and 52,500 of the options vest and become exercisable in thirty-six equal monthly installments beginning on June 27, 2011.
  - (3) 17,500 of the options will vest and become exercisable on March 24, 2012 and 52,500 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012.
  - (4) 17,500 of the options will vest and become exercisable on March 1, 2013 and 52,500 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013.
  - (5) All of the options are fully vested and exercisable.

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### Remarks:

Exhibit List: Â Exhibit 24.1--Power of Attorney for Traci M. Dolan

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.