

McCorkle Scott S  
 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                                |                                                                        |
| McCorkle Scott S                          |         | (Month/Day/Year)                     | ExactTarget, Inc. [ET]                                                     |                                                                        |
| (Last)                                    | (First) | (Middle)                             | 03/21/2012                                                                 |                                                                        |
| 20 NORTH MERIDIAN STREET, SUITE 200       |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                  |         |                                      | (Check all applicable)                                                     |                                                                        |
| INDIANAPOLIS, IN 46204                    |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|                                           |         |                                      | Chief Operating Officer                                                    | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**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) |
|---------------------------------|-------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| Common Stock                    | 608                                                   | D                                                        |                                                       |

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

SEC 1473 (7-02)

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**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) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------|
|--------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------|

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|                                         | Date<br>Exercisable | Expiration<br>Date |                 | Amount or<br>Number of<br>Shares |         | or Indirect<br>(I)<br>(Instr. 5) |   |
|-----------------------------------------|---------------------|--------------------|-----------------|----------------------------------|---------|----------------------------------|---|
| Employee Stock Option<br>(right to buy) | Â (1)               | 08/25/2018         | Common<br>Stock | 50,000                           | \$ 5.38 | D                                | Â |
| Employee Stock Option<br>(right to buy) | Â (2)               | 01/25/2019         | Common<br>Stock | 200,000                          | \$ 4.67 | D                                | Â |
| Employee Stock Option<br>(right to buy) | Â (3)               | 05/26/2020         | Common<br>Stock | 150,000                          | \$ 5.61 | D                                | Â |
| Employee Stock Option<br>(right to buy) | Â (4)               | 03/23/2021         | Common<br>Stock | 200,000                          | \$ 7.7  | D                                | Â |
| Employee Stock Option<br>(right to buy) | Â (5)               | 02/28/2022         | Common<br>Stock | 150,000                          | \$ 15   | D                                | Â |
| Employee Stock Option<br>(right to buy) | Â (6)               | 08/30/2015         | Common<br>Stock | 233,388                          | \$ 1.25 | D                                | Â |
| Employee Stock Option<br>(right to buy) | Â (7)               | 06/20/2017         | Common<br>Stock | 200,000                          | \$ 2.76 | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address                                                      | Relationships |           |                           |       |
|-------------------------------------------------------------------------------------|---------------|-----------|---------------------------|-------|
|                                                                                     | Director      | 10% Owner | Officer                   | Other |
| McCorkle Scott S<br>20 NORTH MERIDIAN STREET<br>SUITE 200<br>INDIANAPOLIS, IN 46204 | Â             | Â         | Â Chief Operating Officer | Â     |

## Signatures

/s/ Scott S.  
McCorkle

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) 12,500 of the options vested and became exercisable on August 26, 2009 and 37,500 of the options vest and become exercisable in thirty-six equal monthly installments beginning on September 26, 2009.
  - (2) 50,000 of the options vested and became exercisable on January 26, 2010 and 150,000 of the options vest and become exercisable in thirty-six equal monthly installments beginning on February 26, 2010.
  - (3) 37,500 of the options vested and became exercisable on May 27, 2011 and 112,500 of the options vest and become exercisable in thirty-six equal monthly installments beginning on June 27, 2011.
  - (4) 50,000 of the options will vest and become exercisable on March 24, 2012 and 150,000 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012.
  - (5)

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37,500 of the options will vest and become exercisable on March 1, 2013 and 112,500 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013.

- (6) The options are fully vested and exercisable.
- (7) The options are fully vested and exercisable.

Â

### Remarks:

Exhibit List: Exhibit 24.1--Power of Attorney for Scott S. McCorkle

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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