

DOLAN TRACI M
Form 3
March 21, 2012

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

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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) | | | (Check all applicable) | |
| INDIANAPOLIS, Â IN Â 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 |
| | | | (give title below) (specify below) | <input type="checkbox"/> Form filed by More than One Reporting Person |
| | | | 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) |
|---------------------------------|---|--|---|

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.

Â

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.