

ExactTarget, Inc.  
Form 8-K  
May 10, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

---

**FORM 8-K**

---

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(d) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

**May 10, 2012**

Date of Report (Date of earliest event reported)

---

**ExactTarget, Inc.**

(Exact name of registrant as specified in its charter)

---

**Delaware**

(State or Other Jurisdiction)

Edgar Filing: ExactTarget, Inc. - Form 8-K

of Incorporation)

**001-35461**  
(Commission

File Number)

**20-1367351**  
(IRS Employer

Identification No.)

**20 North Meridian Street, Suite 200**

**Indianapolis, Indiana**  
(Address of Principal Executive Offices)

**46204**  
(Zip Code)

**(317) 423-3928**

(Registrant's telephone number, including area code)

**None**

(Former name, former address and former fiscal year, if changed since last report)

---

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

**Section 2 Financial Information**

***Item 2.02 Results of Operations and Financial Condition***

On May 10, 2012, ExactTarget, Inc. ( ExactTarget ) published a Press Release announcing its financial results as of and for the three months ended March 31, 2012. A copy of the Press Release is attached as Exhibit 99.1 hereto. Following the publication of the Press Release, ExactTarget will host a conference call and webcast during which its financial results and guidance will be discussed.

On May 10, 2012, ExactTarget posted the information attached as Exhibit 99.1 on its website ([www.ExactTarget.com](http://www.ExactTarget.com)).

The foregoing information (including Exhibit 99.1) is being furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such filing.

**Section 9 Financial Statements and Exhibits**

***Item 9.01 Financial Statements and Exhibits***

(d) Exhibits

99.1 Press Release dated May 10, 2012

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

EXACTTARGET, INC.  
(Registrant)

Date: May 10, 2012

/s/ Traci M. Dolan  
Traci M. Dolan  
Chief Administrative Officer and Secretary

**EXHIBIT INDEX**

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press Release dated May 10, 2012