

ExactTarget, Inc.  
Form 4  
July 12, 2013

**FORM 4**

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

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).

**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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Collins Steven A

(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  
 Officer (give title below) \_\_\_ Other (specify below)  
Chief Financial Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    |                                | (A) or (D)                                                        | Amount or Price                                                                               |                                                          |                                   |
| Common Stock                    | 07/12/2013                           |                                                    | D                              | (1)                                                               | 6,250 \$ 33.75                                                                                | D                                                        |                                   |
| Common Stock                    | 07/12/2013                           |                                                    | D                              | (2)                                                               | 18,750 0                                                                                      | D                                                        |                                   |

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

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SEC 1474 (9-02)

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |              |                      |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------|----------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title        | Amount Number Shares |
| Employee Stock Option (right to buy)       | \$ 7.7                                                 | 07/12/2013                           |                                                    | D                              | 237,500                                                                                 | <u>(3)</u> 06/19/2021                                    | 06/19/2021                                                    | Common Stock | 237,500              |
| Employee Stock Option (right to buy)       | \$ 7.7                                                 | 07/12/2013                           |                                                    | D                              | 100,000                                                                                 | <u>(4)</u> 06/19/2021                                    | 06/19/2021                                                    | Common Stock | 100,000              |
| Employee Stock Option (right to buy)       | \$ 15                                                  | 07/12/2013                           |                                                    | D                              | 29,166                                                                                  | <u>(5)</u> 02/28/2022                                    | 02/28/2022                                                    | Common Stock | 29,166               |
| Employee Stock Option (right to buy)       | \$ 15                                                  | 07/12/2013                           |                                                    | D                              | 20,834                                                                                  | <u>(6)</u> 02/28/2022                                    | 02/28/2022                                                    | Common Stock | 20,834               |
| Employee Stock Option (right to buy)       | \$ 22.1                                                | 07/12/2013                           |                                                    | D                              | 16,666                                                                                  | <u>(7)</u> 02/26/2023                                    | 02/26/2023                                                    | Common Stock | 16,666               |
| Employee Stock Option (right to buy)       | \$ 22.1                                                | 07/12/2013                           |                                                    | D                              | 33,334                                                                                  | <u>(8)</u> 02/26/2023                                    | 02/26/2023                                                    | Common Stock | 33,334               |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Collins Steven A  
20 NORTH MERIDIAN STREET  
SUITE 200  
INDIANAPOLIS, IN 46204

Chief Financial Officer

## Signatures

/s/ Brent D. Mosby, attorney-in-fact for Steven A.  
Collins

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) Represents restricted stock units disposed of pursuant to a merger agreement between ExactTarget, Inc., salesforce.com, inc. and Excalibur Acquisition Corp.

(2) Represents restricted stock units disposed of pursuant to a merger agreement between ExactTarget, Inc., salesforce.com, inc. and Excalibur Acquisition Corp. These restricted stock units, which provided for vesting in four equal annual installments beginning February 26, 2014, were assumed by salesforce.com, inc. in the merger and replaced with 16,423 restricted stock units of salesforce.com, inc. that will vest in three equal annual installments beginning on February 26, 2014.

(3) This option grant, which provided that 100,000 options would vest and become exercisable on June 20, 2012 and 300,000 options would vest and become exercisable in thirty-six equal monthly installments beginning on July 20, 2012, was cancelled in the merger in exchange for a cash payment of \$6,186,875 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 100,000 options would vest and become exercisable on June 20, 2012 and 300,000 options would vest and become exercisable in thirty-six equal monthly installments beginning on July 20, 2012, was assumed by salesforce.com, inc. in the merger and replaced with an option to purchase 87,587 shares of salesforce.com, inc. common stock for \$8.79 per share.

(5) This option grant, which provided that 12,500 options would vest and become exercisable on March 1, 2013 and 37,500 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 \$546,862.50 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).

(6) This option grant, which provided that 12,500 options would vest and become exercisable on March 1, 2013 and 37,500 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 18,248 shares of salesforce.com, inc. common stock for \$17.13 per share.

(7) This option grant, which provided that one-fourth would vest and become exercisable on February 26, 2014 and three-fourths would vest and become exercisable in thirty-six equal monthly installments beginning on March 26, 2014, was cancelled in the merger in exchange for a cash payment of \$194,158.90 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).

(8) This option grant, which provided that one-fourth would vest and become exercisable on February 26, 2014 and three-fourths would vest and become exercisable in thirty-six equal monthly installments beginning on March 26, 2014, was assumed by salesforce.com, inc. in the merger and replaced with an option to purchase 29,196 shares of salesforce.com, inc. common stock for \$25.23 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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