

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

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	884,776	I	See footnote ⁽⁵⁾

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) Title	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 Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	Â (1)	01/25/2019	Common Stock	50,000	\$ 4.67	D	Â
Employee Stock Option (right to buy)	Â (2)	05/26/2020	Common Stock	50,000	\$ 5.61	D	Â
Employee Stock Option (right to buy)	Â (3)	03/23/2021	Common Stock	130,000	\$ 7.7	D	Â
Employee Stock Option (right to buy)	Â (4)	02/28/2022	Common Stock	70,000	\$ 15	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McCormick Peter D 20 NORTH MERIDIAN STREET SUITE 200 INDIANAPOLIS, IN 46204	Â	Â	Â Gen. Mgr--ExactTarget Global	Â

Signatures

/s/ Peter D.
McCormick

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 January 26, 2010 and 37,500 of the options vest and become exercisable in thirty-six equal monthly installments beginning on February 26, 2010.
- (2) 12,500 of the options vested and became exercisable on May 27, 2011 and 37,500 of the options vest and become exercisable in thirty-six equal monthly installments beginning on June 27, 2011.
- (3) 32,500 of the options will vest and become exercisable on March 24, 2012 and 97,500 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) Shares reported in column 2 represent shares held by the Peter D. McCormick Trust, dated August 13, 2009, of which Peter D. McCormick is a trustee.

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Remarks:

Exhibit List: Exhibit 24.1--Power of Attorney for Peter D. McCormick

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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