

ExactTarget, Inc.  
Form 8-K  
February 21, 2013

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

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Form 8-K

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CURRENT REPORT

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

February 21, 2013  
Date of Report (Date of earliest event reported)

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ExactTarget, Inc.  
(Exact name of registrant as specified in its charter)

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Delaware  
(State or Other Jurisdiction  
of Incorporation)  
001-35461  
(Commission  
File Number)  
20 North Meridian Street, Suite 200  
Indianapolis, Indiana  
(Address of Principal Executive Offices)

20-1367351  
(IRS Employer  
Identification No.)  
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)

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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)

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- o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Section 2 — Financial Information

Item 2.02 Results of Operations and Financial Condition

On February 21, 2013, ExactTarget, Inc. (“ExactTarget”) published a press release announcing its financial results as of and for the three and twelve months ended December 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 February 21, 2013, 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 February 21, 2013

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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: February 21, 2013

/s/ Steven A. Collins  
Steven A. Collins  
Chief Financial Officer  
(Principal Financial Officer)

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EXHIBIT INDEX

	Description
99.1	Press Release dated February 21, 2013