

Kofoid Andrew J
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 *

Â Kofoid Andrew J

(Last) (First) (Middle)

20 NORTH MERIDIAN
STREET,Â SUITE 200

(Street)

INDIANAPOLIS,Â INÂ 46204

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

03/21/2012

3. Issuer Name **and** Ticker or Trading Symbol
ExactTarget, Inc. [ET]

4. Relationship of Reporting
Person(s) to Issuer

5. If Amendment, Date Original
Filed(Month/Day/Year)

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer ____ Other
(give title below) (specify below)
Exec. VP--Global Sales

6. Individual or Joint/Group
Filing(Check Applicable Line)
__X__ Form filed by One Reporting
Person
____ Form filed by More than One
Reporting Person

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)

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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)

Date Expiration
Exercisable Date

3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)

Title Amount or
Number of
Shares

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)

(Instr. 5)

Employee Stock Option (right to buy)	Â (1)	05/23/2020	Common Stock	400,000	\$ 5.61	D	Â
Employee Stock Option (right to buy)	Â (2)	03/23/2021	Common Stock	50,000	\$ 7.7	D	Â
Employee Stock Option (right to buy)	Â (3)	02/28/2022	Common Stock	120,000	\$ 15	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kofoid Andrew J 20 NORTH MERIDIAN STREET SUITE 200 INDIANAPOLIS, IN 46204	Â	Â	Â Exec. VP--Global Sales	Â

Signatures

/s/ Andrew J. Kofoid 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) 100,000 of the options vested and became exercisable on May 24, 2011 and 300,000 of the options vest and become exercisable in thirty-six equal monthly installments beginning on June 24, 2011.
- (2) 12,500 of the options will vest and become exercisable on March 24, 2012 and 37,500 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012.
- (3) 30,000 of the options will vest and become exercisable on March 1, 2013 and 90,000 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013.

Â

Remarks:

Exhibit List: Â Â Â Exhibit 24.1--Power of Attorney for Andrew J. Kofoid

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.