

ExactTarget, Inc.
Form 3
June 10, 2013

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 SALESFORCE COM INC

(Last) (First) (Middle)

THE LANDMARK @ ONE
MARKET STREET,Â SUITE
300

(Street)

SAN
FRANCISCO,Â CAÂ 94105

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

06/03/2013

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 ____X__ 10% Owner
____ Officer ____ Other
(give title below) (specify below)

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)

Common Stock, par value \$0.0005 per share 0 (1) (2)

I (1) (2) See footnotes (1) (2)

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

SEC 1473 (7-02)

**Persons who respond to the collection of
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)

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

4. Conversion
or Exercise
Price of
Derivative

5. Ownership
Form of
Derivative
Security:

6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

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Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SALESFORCE COM INC THE LANDMARK @ ONE MARKET STREET SUITE 300 SAN FRANCISCO, CA 94105	Â	Â X	Â	Â

Signatures

/s/ Burke F. Norton, Executive Vice President and Chief Legal Officer

06/10/2013

__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) On June 3, 2013, salesforce.com, inc. ("salesforce.com") entered into an Acquisition Agreement (the "Acquisition Agreement") by and among salesforce.com, Excalibur Acquisition Corp., a wholly owned subsidiary of salesforce.com ("Merger Sub"), and the Issuer. In order to induce salesforce.com to enter into the Acquisition Agreement, certain equity holders of the Issuer (the "Stockholders") entered into support agreements with salesforce.com on June 3, 2013 (the "Support Agreements"). Subject to the terms and conditions of the Support Agreements, such the Stockholders agreed, among other things, to tender their shares in a cash tender offer and, if required, to vote their shares in favor of adoption of the Acquisition Agreement. (Continued in Footnote 2)

(2) As a result of the Support Agreements, salesforce.com may be deemed to share with each Stockholder the power to vote or to direct the voting of 18,181,865 shares covered by the Support Agreements solely with respect to those matters described in the Support Agreements. Accordingly, salesforce.com may be deemed to have beneficial ownership of such shares of the Issuer's Common Stock. *See* the Schedule 13D filed by salesforce.com on June 10, 2013. Salesforce.com is not entitled to any rights as a stockholder of the Issuer as to the shares covered by the Support Agreements, and neither the filing of this Form 3 nor any of its contents shall be deemed to constitute an admission by salesforce.com that it is the beneficial owner of any of the Issuer's Common Stock referred to herein for purposes of Section 16 or any other purpose, and such beneficial ownership is expressly disclaimed.

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.