

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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1. Name and Address of Reporting Person * BLOOM ROBERT S			2. Issuer Name and Ticker or Trading Symbol ACXIOM CORP [ACXM]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Treasurer/Fin Relations Ldr		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 05/21/2004			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
1 INFORMATION WAY			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) LITTLE ROCK AR 72202								
(City)	(State)	(Zip)						

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, \$.10 Par Value ⁽¹⁾	05/21/2004	05/21/2004	M		6,176	A	\$7.43	73,478	D	
Common Stock, \$.10 Par Value ⁽¹⁾	05/21/2004	05/21/2004	M		7,774	A	\$11.145	81,252	D	
Common Stock, \$.10 Par Value ⁽¹⁾	05/21/2004	05/21/2004	M		19,246	A	\$14.86	100,498	D	
Common Stock, \$.10 Par Value	05/21/2004	05/21/2004	S		33,196	D	\$23.1966	67,302	D	
Common Stock, \$.10 Par Value								3,518.7108	I	by Managed Account 1
Common Stock, \$.10 Par Value								530.3992	I	by Managed Account 2

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$7.43	05/21/2004	05/21/2004	M			6,176	(2)	01/24/2005	Common Stock, \$.10 Par Value	6,176	\$0	0	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.145	05/21/2004	05/21/2004	M			7,774	(2)	01/24/2005	Common Stock, \$.10 Par Value	7,774	\$0	0	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$14.86	05/21/2004	05/21/2004	M			19,246	(2)	01/24/2005	Common Stock, \$.10 Par Value	19,246	\$0	0	D	

Explanation of Responses:

- This option has a tandem tax withholding right.
- This option vests incrementally over a 9-year period. Date of grant is 1/25/95.

By: Catherine L. Hughes,
Attorney-in-Fact For: Robert S. 05/25/2004
Bloom

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.