

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-C

Report by Issuer of Securities Quoted on NASDAQ
InterDealer Quotation System
Filed Pursuant to
Section 13 or 15(d) of the Securities Exchange Act
of 1934 and Rule 13a-17 or 15d-17 thereunder

Acxiom Corporation
(Exact name of issuer as specified in charter)

301 Industrial Boulevard, Conway, AR 72032
(Address of principal executive offices)

Issuer's telephone number, including area code: 501-336-1000

I. CHANGE IN NUMBER OF SHARES OUTSTANDING

Indicate any change (increase or decrease) of five percent or more in the number of shares outstanding:

1. Title of Security: Common Stock, \$.10 par value per share
2. Number of shares outstanding before the change:
23,686,778
3. Number of shares outstanding after the change:
25,343,440*

*147,068 additional shares are subject to certain options discussed in the brief description of this transaction required by Section 5 of this Report.

4. Effective date of change: April 9, 1996
5. Method of Change:

Specify method (such as merger, acquisition, exchange, distribution, stock split, reverse split, acquisition of stock for treasury, etc.)

Merger/Acquisition

Give brief description of transaction: On April 9, 1996, pursuant to the terms of an Acquisition Agreement and Plan of Merger (the "Acquisition Agreement"), Issuer acquired all of the issued and outstanding shares of capital stock of Pro CD, Inc., a Delaware corporation ("Pro CD"). Issuer exchanged 1,656,662 shares of its common stock for all of the outstanding shares of capital stock of Pro CD. Additionally, Issuer assumed all of the currently outstanding options granted under Pro CD's employee stock option plans, with the result that 147,068 shares of Issuer's common stock are now subject to issuance upon exercise of such options.

II. CHANGE IN NAME OF ISSUER

1. Name prior to change:
2. Name after change:
3. Effective date of charter amendment changing name:
4. Date of shareholder approval of change, if required:

Date: April 17, 1996

ACXIOM CORPORATION

By -----Catherine L. Hughes---

Catherine L. Hughes
Secretary and General Counsel