

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	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person * <u>WATTS TIMOTHY</u> (Last) (First) (Middle) 1 INFORMATION WAY (Street) LITTLE ROCK AR 72202 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>ACXIOM CORP [ACXM]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) Other (specify below) Delivery Center Org Leader
	3. Date of Earliest Transaction (Month/Day/Year) 09/03/2004	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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	04/05/2004		J		0.5357 ⁽¹⁾	A	\$18.666	78.9698	D	
Common Stock, \$.10 Par Value	05/05/2004		J		0.5115 ⁽¹⁾	A	\$19.55	79.4813	D	
Common Stock, \$.10 Par Value	06/03/2004		J		0.4882 ⁽¹⁾	A	\$20.485	79.9695	D	
Common Stock, \$.10 Par Value	07/06/2004		J		0.4738 ⁽¹⁾	A	\$21.1055	80.4433	D	
Common Stock, \$.10 Par Value	08/04/2004		J		0.5348 ⁽¹⁾	A	\$18.7	80.9781	D	
Common Stock, \$.10 Par Value								126.1842	I	by Managed Account 1

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					
Non-Qualified Stock Option (right to buy) ⁽²⁾	\$22.12	09/03/2004		A		20,000		09/03/2004	09/03/2016	Common Stock, \$.10 Par Value	\$0	20,000	D	
Non-Qualified Stock Option (right to buy) ⁽²⁾	\$22.61	08/04/2004		A		20,000		(3)	08/04/2016	Common Stock, \$.10 Par Value	\$0	20,000	D	

Explanation of Responses:

- These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.
- This option has a tandem tax withholding right.
- This option vests incrementally over a 6-year period.

By: Catherine L. Hughes,
Attorney-in-Fact For: Timothy Watts 09/08/2004

** Signature of Reporting Person Date

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.