

**FORM 5**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL	
OMB Number:	3235-0362
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**ANNUAL 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).
- Form 3 Holdings Reported.
- Form 4 Transactions Reported.

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

1. Name and Address of Reporting Person* <u>SELF DENNIS D.</u>			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 <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Divisional President</u>		
(Last)	(First)	(Middle)	3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) <u>03/31/2017</u>			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		
<u>ACXIOM CORPORATION</u> <u>301 E. DAVE WARD DRIVE</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) <u>CONWAY AR 72032</u>								
(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 at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Amount	(A) or (D)	Price			
Common Stock, \$.10 Par Value	05/02/2016		J	113 <sup>(1)</sup>	A	\$18.6405	32,902	D	
Common Stock, \$.10 Par Value	05/31/2016		J	117 <sup>(1)</sup>	A	\$18.003	63,537	D	
Common Stock, \$.10 Par Value	06/30/2016		J	112 <sup>(1)</sup>	A	\$18.6915	63,649	D	
Common Stock, \$.10 Par Value	08/01/2016		J	106 <sup>(1)</sup>	A	\$19.72	63,755	D	
Common Stock, \$.10 Par Value	08/31/2016		J	95 <sup>(1)</sup>	A	\$22.0915	63,850	D	
Common Stock, \$.10 Par Value	09/30/2016		J	93 <sup>(1)</sup>	A	\$22.6525	63,943	D	
Common Stock, \$.10 Par Value	10/31/2016		J	105 <sup>(1)</sup>	A	\$20.026	64,026	D	
Common Stock, \$.10 Par Value	11/30/2016		J	11 <sup>(1)</sup>	A	\$22.5505	63,635	D	
Common Stock, \$.10 Par Value	01/31/2017		J	95 <sup>(1)</sup>	A	\$22.185	63,730	D	
Common Stock, \$.10 Par Value	02/28/2017		J	86 <sup>(1)</sup>	A	\$24.242	63,816	D	
Common Stock, \$.10 Par Value	03/31/2017		J	87 <sup>(1)</sup>	A	\$24.1995	63,903	D	
Common Stock, \$.10 Par Value	03/31/2017		J	328.28 <sup>(2)</sup>	A	\$0.0	1,118.5826	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)
					(A)	(D)	Date Exercisable	Expiration Date					

**Explanation of Responses:**

- These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.
- These shares were acquired during fiscal 2017 under the Company's 401(k) Retirement Savings Plan.

By: Catherine L. Hughes,  
Attorney-in-Fact For: Dennis D. Self 04/24/2017

\*\* 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.

