

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
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>WATTS TIMOTHY</u> (Last) (First) (Middle) <u>1 INFORMATION WAY</u> (Street) <u>LITTLE ROCK AR 72202</u> (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) <u>Delivery Center Org Leader</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>04/12/2004</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

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⁾	04/12/2004		M		590	A	\$12.405	668.4341	D	
Common Stock, \$.10 Par Value ⁽¹⁾	04/12/2004		M		2,098	A	\$15.7	2,766.4341	D	
Common Stock, \$.10 Par Value ⁽¹⁾	04/12/2004		M		826	A	\$11.5	3,592.4341	D	
Common Stock, \$.10 Par Value ⁽¹⁾	04/12/2004		M		4,269	A	\$13.325	7,861.4341	D	
Common Stock, \$.10 Par Value ⁽¹⁾	04/12/2004		M		848	A	\$13.925	8,709.4341	D	
Common Stock, \$.10 Par Value ⁽¹⁾	04/12/2004		M		409	A	\$11.14	9,118.4341	D	
Common Stock, \$.10 Par Value ⁽¹⁾	04/12/2004		M		1,639	A	\$11.14	10,757.4341	D	
Common Stock, \$.10 Par Value ⁽¹⁾	04/12/2004		M		4,900	A	\$11.14	15,657.4341	D	
Common Stock, \$.10 Par Value	04/12/2004		S		15,579	D	\$24.36	78.4341	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						Title
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.14	04/12/2004		M			409	(2)	08/08/2016	Common Stock, \$.10 Par Value	409	\$0	9,839	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.14	04/12/2004		M			1,639	(2)	08/08/2016	Common Stock, \$.10 Par Value	1,639	\$0	8,200	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.14	04/12/2004		M			4,900	(3)	08/08/2016	Common Stock, \$.10 Par Value	4,900	\$0	3,300	D	

**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	Amount or Number of Shares				
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.5	04/12/2004		M			826	04/01/2001	04/01/2016	Common Stock, \$.10 Par Value	826	\$0	0	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$12.405	04/12/2004		M			590	(4)	01/24/2006	Common Stock, \$.10 Par Value	590	\$0	76	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$13.325	04/12/2004		M			4,269	04/01/2001	04/01/2016	Common Stock, \$.10 Par Value	4,269	\$0	0	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$13.925	04/12/2004		M			848	(2)	08/08/2016	Common Stock, \$.10 Par Value	848	\$0	4,455	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$15.7	04/12/2004		M			2,098	05/28/1997	05/28/2012	Common Stock, \$.10 Par Value	2,098	\$0	0	D	

Explanation of Responses:

1. This option has a tandem tax withholding right.
2. This option vests incrementally over a 6-year period. Date of grant is 8/8/01.
3. 50% of this option is fully vested. The remaining 50% vests incrementally over a 6-year period. Date of grant is 10/2/01.
4. This option vests incrementally over a 9-year period. Date of grant is 1/24/96.

By: Catherine L. Hughes,
Attorney-in-Fact For: Timothy Watts 04/14/2004

** 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.

POWER OF ATTORNEY

The undersigned hereby constitutes and appoints Catherine L. Hughes and Jerry C. Jones, or either of them, signing singly, as his true and lawful attorneys-in-fact, for such period of time that the undersigned is required to file reports pursuant to Section 16(a) of the Securities Act of 1934 ("Exchange Act") due to his affiliation with Acxiom Corporation, to:

- (1) execute for and on behalf of the undersigned Forms 3, 4 and 5 in accordance with Section 16(a) of the Exchange Act and the rules thereunder;
- (2) do and perform any and all acts for and on behalf of the undersigned which may be necessary to complete the execution of any such Form 3, 4 or 5 and the timely filing of such form with the United States Securities and Exchange Commission and any other authority as required by law; and
- (3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorneys-in-fact, may be of benefit to, in the best interest of or legally required by the undersigned, it being understood that the documents executed by such attorneys-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorneys-in-fact may approve in their discretion.

The undersigned hereby grants to such attorneys-in-fact full power and authority to do every act requisite, necessary and proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned could do if personally present, with full power of substitution, hereby ratifying and confirming all that such attorneys-in-fact shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming any of the undersigned's responsibilities to comply with Section 16 of the Exchange Act.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 1st day of April, 2004.

/s/ Timothy Watts

Signature

Timothy Watts

Print Name