

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL	
OMB Number:	3235-0104
Estimated average burden hours per response:	0.5

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> (Last) (First) (Middle) ACXIOM CORPORATION 301 E. DAVE WARD DRIVE (Street) CONWAY AR 72032 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 01/08/2016	3. Issuer Name and Ticker or Trading Symbol <u>ACXIOM CORP [ACXM]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Divisional President	5. If Amendment, Date of Original Filed (Month/Day/Year) 01/15/2016 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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$.10 Par Value	32,820 ⁽¹⁾	D	
Common Stock, \$.10 Par Value	600.1954 ⁽²⁾	I	by Managed Account 1

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
Non-Qualified Stock Option (right to buy)	(3)	05/20/2025	Common Stock, \$.10 Par Value 15,046	17.49	D	
Non-Qualified Stock Option (right to buy)	(3)	05/20/2024	Common Stock, \$.10 Par Value 12,544	21.17	D	
Non-Qualified Stock Option (right to buy)	(3)	11/12/2023	Common Stock, \$.10 Par Value 12,862	32.85	D	

Explanation of Responses:

- This total includes 11,626 restricted stock units that represent a contingent right to receive one share of the registrant's common stock per unit. The units vest incrementally over four years from their grant dates, with 25% of the total becoming vested on each of the first through fourth anniversaries of the grant dates. This total also includes 17,214 performance units. Each performance unit represents a contingent right to receive one share of the registrant's common stock. Vesting will occur subsequent to the attainment of certain performance criteria approved by the Compensation Committee of the registrant's Board of Directors for designated three-year performance periods. If the performance criteria are exceeded, vesting may occur in an amount up to 200% of the reported number of shares; likewise, if the performance criteria are not attained, less than 100% of the reported number of shares may be vested.
- These shares are held under the Company's 401(k) Retirement Savings Plan, 20% of which have vested.
- These stock options will vest incrementally over four years, with 25% vesting on the first anniversary of the grant and 25% each 12 months thereafter until 100% vested. Option term is 10 years from date of grant.

By: Catherine L. Hughes For: Dennis D. Self 04/21/2017

** 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 5 (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.