

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

OMB Number: 3235-0104
Estimated average burden
hours per response: 0.5Filed 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>Gupta Anneka R.</u> (Last) (First) (Middle) <u>ACXIOM CORPORATION</u> <u>301 E. DAVE WARD DRIVE</u> (Street) <u>CONWAY AR 72032</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>09/12/2017</u>	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) <u>Divisional Co-President</u>	5. 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 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	59,956 ⁽¹⁾	D	
Common Stock, \$.10 Par Value	1,130.8989 ⁽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	Title	Amount or Number of Shares			
Incentive Stock Option (right to buy)	08/24/2013	07/23/2023	Common Stock, \$.10 Par Value	452	0.85	D	
Incentive Stock Option (right to buy)	02/24/2012	01/23/2022	Common Stock, \$.10 Par Value	797	1.1	D	
Incentive Stock Option (right to buy)	⁽³⁾	03/24/2024	Common Stock, \$.10 Par Value	11,559	2.58	D	
Non-Qualified Stock Option (right to buy)	01/13/2013	12/12/2022	Common Stock, \$.10 Par Value	4,517	0.85	D	
Non-Qualified Stock Option (right to buy)	⁽⁴⁾	06/29/2026	Common Stock, \$.10 Par Value	36,671	21.32	D	

Explanation of Responses:

- This total includes 11,404 restricted stock units that represent a contingent right to receive one share of the registrant's common stock per unit. The units will vest incrementally over four years, with 25% vesting on June 28, 2018, and 1/16 quarterly thereafter until 100% vested, contingent upon the reporting person's continued employment with the registrant. This total also includes 7,711 restricted stock units that represent a contingent right to receive one share of the registrant's common stock per unit. The units will vest quarterly in equal amounts through May 24, 2020, contingent upon the reporting person's continued employment with the registrant.
- These shares are held under the Company's 401(k) Retirement Savings Plan.
- This incentive stock option will become fully vested on March 25, 2018.
- This non-qualified stock option will become fully vested on May 23, 2018.

By: Catherine L. Hughes,
Attorney-in-Fact For: Anneka R. Gupta 09/14/2017

** 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.

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 the 29th day of August, 2017.

/s/ Anneka Gupta
Signature

Anneka R. Gupta
Print Name

Divisional Co-President
Title