FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | D.C. | 20549 |
|-------------|------|-------|
| | | |

| Check this box if no longer subject to |
|--|
| Section 16. Form 4 or Form 5 |
| obligations may continue. See |
| notruction 1(h) |

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: 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* JENSON WARREN | | | | | | | | | | | | | 5. Relationsh (Check all ap Dire | | licable) | 10% (| Ssuer Owner (specify | |
|--|---|---|--|--|--|--|--|--|---|---|--|---|---|---|--|---|--|---|
| (Last) (First) (Middle) ACXIOM CORPORATION 301 E. DAVE WARD DRIVE | | | 3. Date of Earliest Transaction (Month/Day/Year) 06/12/2017 | | | | | | | | | | X | below) below) Chief Financial Officer & EV | |)`` | | |
| Y AF | ₹ 7 | 72032 | | 4. If | · Am | endment | t, Date of | of Original Filed (Month/Day/Year) | | | | | | 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | |
| (Sta | | | | | | | | | | | | | | | | | | |
| 1. Title of Security (Instr. 3) 2. T Dat | | | 2. Transa Date | Transaction ate | | 2A. Deemed Execution Date, if any (Month/Day/Year) | | 3. Transaction Code (Instr. | | 4. Securities Acquired (A) Disposed Of (D) (Instr. 3, | | | (A) o | or 5. Amount of Securities Beneficially Owned Follo | | ount of ities icially d Following | Form: Direct (D) or Indirect | 7. Nature of Indirect Beneficial Ownership |
| | | | | | | | | Code | v | Amount | | (A) or (D) | Price | | Transaction(s) (Instr. 3 and 4) | | | (Instr. 4) |
| Common Stock, \$.10 Par Value | | | 06/12 | /2017 | 7 | | | A | | 31,785(1) | | A | \$0.0 | | 35 | 54,742 | D | |
| Common Stock, \$.10 Par Value | | | 06/12/2017 | | 7 | | | A | | 31,785(2) | | A | \$(| \$0.0 | | 36,527 | D | |
| Stock, \$.10 | Par Value | | | | | | | | | | | | | | 1,8 | 88.5064 | I | by Managed Account 1 |
| Common Stock, \$.10 Par Value | | | | | | | | | | | | | | 490.0604 | | I | by Managed Account 2 | |
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) | | | | | | | | | | | | | | | | | | |
| urity or Exercise Price of Price of Derivative Security (Month/Day/Year) if any (Month/Day/Year) 8) | | | | n of Deriv Secu Acqu (A) o Disp of (D | vative urities uired or osed)) r. 3, 4 5) | Expiratio (Month/D | e ar) | Amount of Securities Underlying Derivative Security (Instr. and 4) | | ount | | | derivative Securities Beneficially Owned Following Reported | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | | | |
| | A CORPOR AVE WARI Y AF (Sta Stock, \$.10 Stock, \$.10 Stock, \$.10 Stock, \$.10 | ACORPORATION AVE WARD DRIVE Y AR 7 (State) (Table Security (Instr. 3) Stock, \$.10 Par Value Stock, \$.10 Par Value Stock, \$.10 Par Value Table Stock, \$.10 Par Value Stock, \$.10 Par Value Table Stock, \$.10 Par Value | ACORPORATION AVE WARD DRIVE Y AR 72032 (State) (Zip) Table I - Nor Security (Instr. 3) Stock, \$.10 Par Value Stock, \$.10 Par Value Stock, \$.10 Par Value Table II - I (Conversion or Exercise Price of Derivative (Month/Day/Year) (Month/Day) Table II - I (Month/Day/Year) (Month/Day) | Table II - Derivative Security Stock, \$.10 Par Value Table II - Derivative (e.g., pu (Month/Day/Year) Table II - Derivative (Month/Day/Year) | A CORPORATION AVE WARD DRIVE Y AR 72032 (State) (Zip) Table I - Non-Derivative Security (Instr. 3) 2. 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Explanation of Responses:

- 1. This is a grant of restricted stock units (RSUs). Each RSU represents a contingent right to receive one share of the registrant's common stock. Vesting will begin one year from May 23, 2017, with 1/4 of the total becoming vested on that date and 1/16 quarterly thereafter until 100% vested, contingent upon the reporting person's continued employment with the registrant.
- 2. This is a grant of performance units (PSUs). Vesting will occur subsequent to the determination of attainment of certain performance criteria approved by the Compensation Committee of the registrant's Board of Directors for the performance period ending March 31, 2020, contingent upon the reporting person's continued employment with the registrant. Attainment may be determined by the Compensation Committee to be in a range of 0 to 200% of the amount of PSUs granted.

By: Catherine L. Hughes, Attorney-in-Fact For: Warren 06/14/2017 C. Jenson

** Signature of Reporting Person

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.