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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

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|--|--|---|
| 1. Name and Address of Reporting Person* <u>JENSON WARREN</u> (Last) (First) (Middle) <u>ACXIOM CORPORATION</u> <u>301 E. DAVE WARD DRIVE</u> (Street) <u>LITTLE ROCK AR 72032</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 <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Financial Officer & EVP</u> |
| | 3. Date of Earliest Transaction (Month/Day/Year) <u>03/31/2018</u> | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

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 | 03/31/2018 | | A | | 35,714 ⁽¹⁾ | A | \$0 | 416,817 | D | |
| COMMON STOCK, \$.10 PAR VALUE | 04/02/2018 | | F | | 37,077 ⁽²⁾ | D | \$23.28 | 379,740 | D | |
| COMMON STOCK, \$.10 PAR VALUE | | | | | | | | 1,888.5064 | 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)

| 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 | | | | | |

Explanation of Responses:

- The reporting person's Form 4 filed May 22, 2015 reported a grant of performance units at target (covering 35,714 shares of common stock) that could vest at 0% to 200% of target based upon certain performance criteria for the period ending March 31, 2018 having been satisfied and approved by the Compensation Committee of the registrant's Board of Directors. The Compensation Committee has determined that the maximum performance criteria was achieved, resulting in the reporting person's grant vesting at 200% of target. This Form 4 reports the additional 35,714 shares of common stock earned by the reporting person upon vesting of the performance units.
- These shares were withheld by the registrant to satisfy the reporting person's tax obligations that arose as a result of the performance unit vesting discussed in footnote 1 above.

/s/ By: Catherine L. Hughes,
Attorney-in-Fact For: Warren 04/03/2018
Jenson

** 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.