

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>MORGAN CHARLES D</u> (Last) (First) (Middle) 2908 HOOD STREET (Street) DALLAS TX 75219 (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) <input checked="" type="checkbox"/> Other (specify below) <u>Former Interim Company Leader</u>
	3. Date of Earliest Transaction (Month/Day/Year) 03/17/2008	
		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 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			

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)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Contract to Sell (Pre-paid Variable Equity Forward)	(1)	03/17/2008		J/K	1	(1)	(1)	Common Stock, \$.10 Par Value	500,000	(1)	1	D	

Explanation of Responses:

1. On March 13, 2008, Mr. Morgan entered into an agreement that authorized a third party broker to enter into one or more prepaid variable equity forward sale arrangements for up to 500,000 shares of Acxiom Corporation ("Acxiom") common stock. Pursuant to instructions provided by Mr. Morgan, as part of the initial tranche of the forward sale arrangements, on March 17, 2008, the broker sold 21,229 shares of Acxiom common stock at \$11.0227 per share; on March 18, 2008, the broker sold 40,600 shares of Acxiom common stock at \$11.0239 per share; on March 19, 2008, the broker sold 39,790 shares of Acxiom common stock at \$10.9813 per share; and on March 20, 2008, the broker sold 40,981 shares of Acxiom common stock at \$10.9383 per share, or a total of 142,600 shares were sold over the four-day period at an average price of \$10.9874 per share. At the closing of the tranche, the broker will deliver to Mr. Morgan written confirmation of these trades and the terms of the resulting pre-paid variab

By: Catherine L. Hughes,
Attorney-in-Fact For: Charles D. Morgan 03/24/2008

** 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.