

| OMB APPROVAL | |
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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

| | | |
|---|--|--|
| 1. Name and Address of Reporting Person* <u>May S. Travis</u> (Last) (First) (Middle) <u>ACXIOM CORPORATION</u> <u>601 E. THIRD STREET</u> (Street) <u>LITTLE ROCK AR 72201</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>Divisional President</u> |
| | 3. Date of Earliest Transaction (Month/Day/Year) <u>07/13/2016</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 | 07/13/2016 | | M | | 12,090 ⁽¹⁾ | A | \$1.1 | 256,848 | D | |
| Common Stock, \$.10 Par Value | 07/13/2016 | | M | | 3,786 ⁽¹⁾ | A | \$0.85 | 260,634 | D | |
| Common Stock, \$.10 Par Value | | | | | | | | 557.4427 | I | by Managed Account 1 |

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 | Title | Amount or Number of Shares | | | | |
| Incentive Stock Option (right to buy) | \$0.85 | 07/13/2016 | | M | | 3,786 ⁽¹⁾ | | 08/24/2013 | 07/23/2023 | Common Stock, \$.10 Par Value | 3,786 | \$0.0 | 1,196 | D | |
| Incentive Stock Option (right to buy) | \$1.1 | 07/13/2016 | | M | | 12,090 ⁽¹⁾ | | 02/24/2012 | 01/23/2022 | Common Stock, \$.10 Par Value | 12,090 | \$0.0 | 0 | D | |

Explanation of Responses:

1. The reporting person acquired these shares pursuant to a stock option exercise.

By: Catherine L. Hughes,
Attorney-in-Fact For: S. Travis 07/14/2016
May

** 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.