

**FORM 8-K**

**CURRENT REPORT PURSUANT  
TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): July 11, 2006

**ACXIOM CORPORATION**

(Exact Name of Registrant as Specified in Its Charter)

**DELAWARE**

(State or Other Jurisdiction of Incorporation)

**0-13163**

(Commission File Number)

**71-0581897**

(IRS Employer Identification No.)

**1 Information Way, P.O. Box 8180, Little Rock, Arkansas**

(Address of Principal Executive Offices)

**72203-8180**

(Zip Code)

**501-342-1000**

(Registrant's Telephone Number, Including Area Code)

**Not Applicable**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 8.01 Other Events**

On July 11, 2005, members of Acxiom Corporation's management held an investor briefing. A copy of the investor briefing presentation which was posted on the Company's website at [www.acxiom.com](http://www.acxiom.com) on July 11, 2006. A copy of the investor briefing presentation is also attached as an exhibit hereto.

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**Item 9.01 Financial Statements and Exhibits**

**(c) Exhibits**

The following exhibits are furnished herewith:

<b>Exhibit Number</b>	<b>Description</b>
99.1	Acxiom Investor Briefing presentation.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: July 11, 2006

ACXIOM CORPORATION

By: /s/ Jerry C. Jones

Name: Jerry C. Jones

Title: Business Development/Legal Leader

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EXHIBIT INDEX

Exhibit  
Number

Description

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99.1 Acxiom Investor Briefing presentation.



# Acxiom Investor Briefing

Summer 2006

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# Safe Harbor for Forward-Looking Statements

Statements in this presentation by Acxiom Corporation regarding its future financial and operating results, future opportunities for Acxiom, the potential market price of Acxiom stock, Acxiom's international operations and any other statements about management's future expectations, beliefs, goals, plans or prospects constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Any statements that are not statements of historical fact (including statements containing the words "believes," "plans," "anticipates," "expects," "estimates and similar expressions) should also be considered to be forward-looking statements. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including competitive pressures, adverse economic conditions, governmental regulations and other factors described in Acxiom's Annual Report on Form 10-K for the year ended March 31, 2006 and other reports that Acxiom files with the SEC. Acxiom disclaims any intention or obligation to update any forward-looking statements as a result of developments occurring after the date of this presentation.

## Additional Information and Where to Find It

In connection with its 2006 annual meeting of stockholders, Acxiom Corporation will file a notice of annual meeting and proxy statement with the Securities and Exchange Commission ("SEC"). STOCKHOLDERS OF ACXIOM ARE URGED TO READ THE NOTICE OF ANNUAL MEETING AND PROXY STATEMENT AND ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Investors and stockholders can obtain free copies of the notice of annual meeting and proxy statement and other documents when they become available by contacting investor relations at [investor.relations@acxiom.com](mailto:investor.relations@acxiom.com) or by mail at Acxiom Corporation Investor Relations, 1 Information Way, Little Rock, Arkansas, 72202, or by telephone at 1-501-342-1321. In addition, documents filed with the SEC by Acxiom are available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov).

Acxiom Corporation and its directors and executive officers may be deemed to be participants in the solicitation of proxies from the stockholders of Acxiom in connection with the 2006 annual meeting of stockholders. Information regarding the special interests of these directors and executive officers in the proposed election of directors will be included in Acxiom's notice of annual meeting and proxy statement for its 2006 annual meeting. This document will be available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov) and from Investor Relations at Acxiom as described above.

## Non-GAAP Financial Measures

Our discussion today will include non-GAAP financial measures. We refer you to the Investor Relations section of our website, which includes a reconciliation to the comparable GAAP measure for each non-GAAP financial measure included in this discussion. The location of our website is [www.acxiom.com](http://www.acxiom.com).

## **Introduction**

- Acxiom's growth has been fueled by world-leading companies who count on service and innovation
- Market trends in each of Acxiom's core business lines support recent investments and future plans
- Acxiom share price has outperformed competitors and market indices over the last three years
- Acxiom's management team is critical to monetizing key investments
- Acxiom has strengthened its financial leadership and Board of Directors
- Acxiom's plan will drive superior shareholder returns

***We ask for your support for the Company's director nominees in the upcoming shareholder vote***



## The Acxiom Corporation...What We Do

- **We Help Our Clients Drive Profitability**

by:

- **Retaining** Existing Customers
- **Finding** New Customers
- **Cross-Selling** Products and Services
- **Mitigating** Risk and Fraud

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- **In Doing So, We Provide:**

- Customer Management Solutions
- Information Management Solutions

|

- **To the World's Largest Companies**

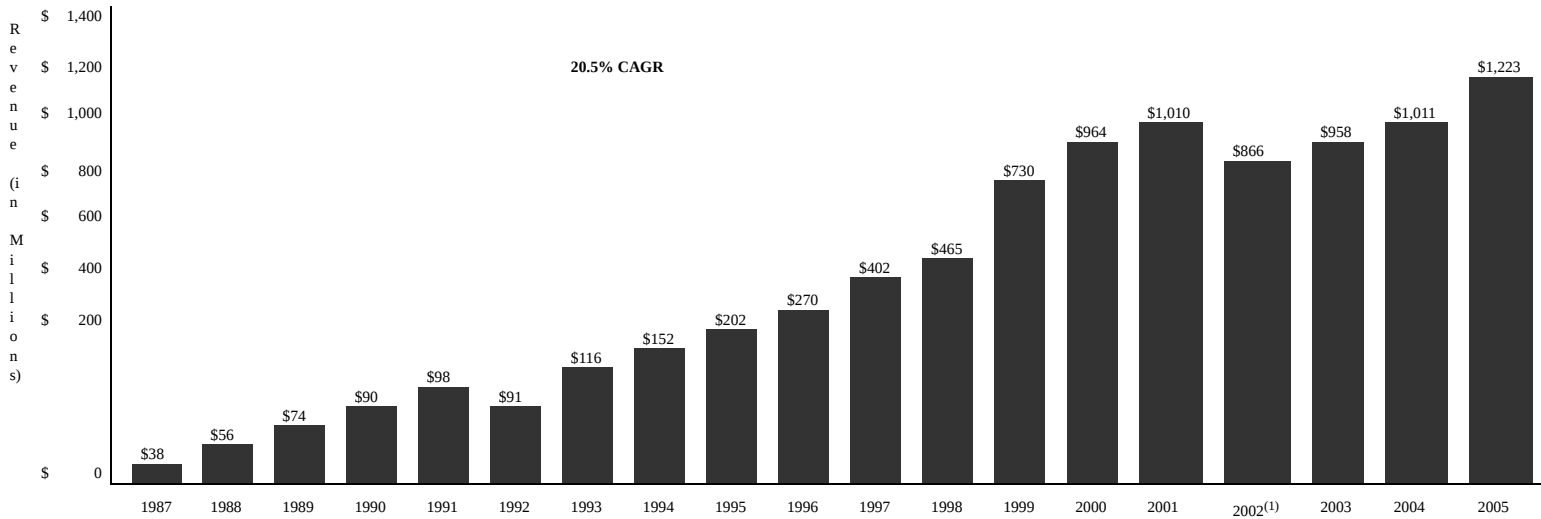
# Blue-Chip Clients and Partners

[LOGOS shown in presentation]

GE	CapitalOne®	citigroup	Sprint® Together with NEXTEL
IBM®	<u>GM</u>	JPMorganChase	EQUIFAX
DELUXE	Sears	accenture	Baxter
hp invent	EMC <sup>2</sup> where information lives	E•FUNDS <sup>SM</sup>	TransUnion <sup>SM</sup>
HSBC	Guideposts	<u>Federated</u> DEPARTMENT STORES, INC.	IRI Information Resources, Inc.
Polk® Multi-Dimensional Intelligence <sup>TM</sup>			

# 20 Years of Superior Revenue Growth

Investments Have Fueled Strong Revenue Growth



(1) Revenue recognition changed in fiscal 2001 in accordance with SAB 101.

# The Transformation of Acxiom

<b>Data Products</b>	»	<b>Data, Analytics &amp; Consulting</b>
Credit Card Databases		Multiple Industries
		Enterprise Solutions
		Digital & Risk Solutions
Batch Processing		Real Time Processing
Mainframes	»	Grid Technology
Independent Business Units		Integrated Organization
		Technology Re-Engineering
Outsourcing	»	Non-Hosted Solutions
Arkansas-Centric		Global Business

1999	2000	2001	2002	2003	2004	2005	2006
Acxiom acquires largest competitor-May & Spoh	AbiliTec Achieves Industry Leadership	Acxiom Begins Grid Development	Acxiom Enters Risk Business - Purchases AISS	Acxiom Invents Personix	Acxiom Expands in Europe	Acxiom Enters China	Acxiom Expands into Risk Mitigation
	Acxiom Purchases Computer Graphics			Acxiom Deploys Grid	Acxiom Standardizes Operational Functionality	Acxiom Goes Online	

# Acxiom Sees Growing Demand for its Core Competencies

Data, Analytics and Consulting	<ul style="list-style-type: none"> <li>• Business intelligence</li> <li>• Clients' demand for value-added services</li> <li>• Adoption of analytics outside financial services &amp; insurance</li> </ul>
Enterprise Solutions	<ul style="list-style-type: none"> <li>• Customer Data Integration (CDI)</li> <li>• Enterprise database solutions</li> <li>• Enterprise decision management</li> </ul>
Digital Solutions	<ul style="list-style-type: none"> <li>• Online &amp; search advertising</li> <li>• Use of demographic information</li> <li>• Interactive marketing / search engine optimization</li> </ul>
Risk Solutions	<ul style="list-style-type: none"> <li>• Identity fraud</li> <li>• Pre- &amp; post-employment screening</li> <li>• Law enforcement and security markets</li> </ul>
Grid Technology	<ul style="list-style-type: none"> <li>• Complexity of clients' existing infrastructure</li> <li>• Grid-based service-oriented architecture</li> <li>• Information storage requirements</li> </ul>

*Acxiom has positioned itself through key investments to take advantage of these opportunities*

# Acxiom's Share Price has Outperformed Market Indices and Peers Over the Past 3 Years<sup>(1)</sup>

Dun & Bradstreet	68.3%
Acxiom	45.3%
Harte Hanks	37.2%
NASDAQ	29.6%
S&P 500	29.3%
Equifax	28.9%
InfoUSA	27.4%
ChoicePoint	12.1%
Fair Isaac	2.2%

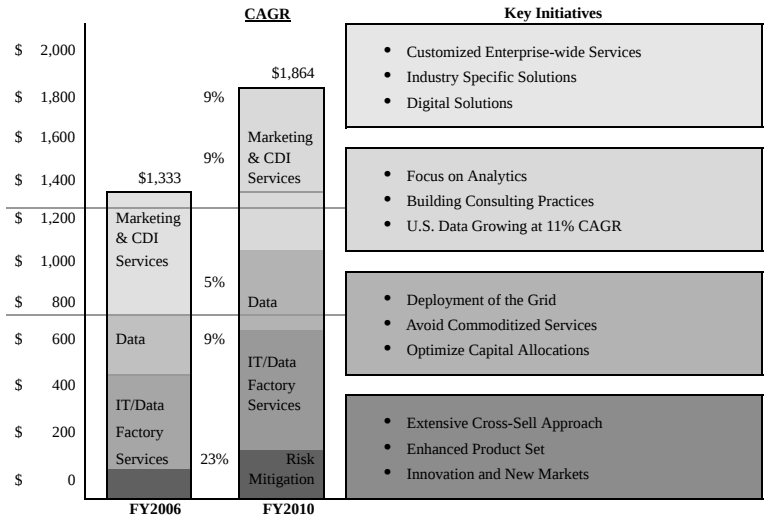
(1) For the three years ending 7/6/06.

## Acxiom's Execution of its Strategy has Driven Superior Financial Performance over the Last Year

(Millions, Except EPS)	Revenue	YoY Growth	EPS	YOY Growth
Q1 - '06	\$310.3	---	\$0.07	---
Q2 - '06	330.5	10%	0.20	0%
Q3 - '06	347.4	11%	0.31	29%
Q4 - '06	344.3	7%	0.26	63%
2006	1,332.6	9%	0.83	12%
Q1 - '07	(Analyst consensus estimates) 333.6	8%	0.17	143%

# Revenue Growth (Financial Road Map Mid Point)

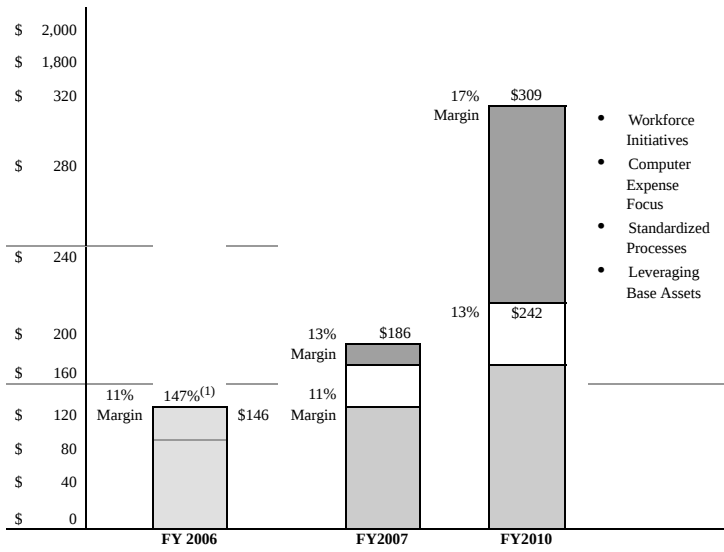
(\$ Millions)





# Operating Income Improvement Through Revenue Growth and Expense Efficiencies

(\$ Millions)



(1) Adjusted operating income is a non-GAAP financial measure. This measure excludes \$15.8 million of restructuring changes and other unusual items.

# Grid Positively Impacting Expense Efficiency

## Computer and Related Expenses (% of Revenue)

2003	31%
2004	26%
2005	23%
2006	22%

## Return on Invested Capital Road Map Midpoint

2003	6.1%
2004	9.4%
2005	11.0%
2006	11.4%
2010E	17.5%

- 100% of new services deals utilize the Grid
- Data transformation throughput increased 2x
- CDI processing speed increased 6.6x
- Data products build time reduced 8x



# Standardization Positively Impacting Efficiency

## Average Cost per Customer Work Unit Processed

	Avg. Q2 FY06	Avg. Q3 FY06	Avg. Q4 FY06	Avg. Q1 FY07
All Other Platforms	\$142	\$172	\$123	\$137
Standardized Platform	\$32	\$40	\$25	\$20

- 72 Services and 580 Data Clients on Standard Platform
- 35% of Customer Work Units Converted to Standard Platform
- Associate Efficiency Improvement of 22%

# Roadmap Upside Opportunities

Acxiom is focused on breakthrough opportunities to accelerate growth

<p><b><u>Business Information Grid</u></b></p> <ul style="list-style-type: none"> <li>• \$60B market not penetrated by hosted business</li> <li>• EMC brings R&amp;D, brand and 7,500 sales people</li> <li>• \$350M opportunity in 5 years</li> </ul>	<p><b><u>Digital Markets</u></b></p> <ul style="list-style-type: none"> <li>• Online advertising - \$18B market growing at 30% per year</li> <li>• Requires combination of data, analytics, infrastructure and privacy knowledge</li> <li>• \$100M – \$200M opportunity in 5 years</li> </ul>
<p><b><u>Risk Mitigation</u></b></p> <ul style="list-style-type: none"> <li>• Additional \$250M market in 5 years</li> <li>• Applications in account access, money transfer and online access</li> <li>• \$70M opportunity in 5 years</li> </ul>	<p><b><u>Geographic Expansion</u></b></p> <ul style="list-style-type: none"> <li>• Canada, Latin / South America, Asia Pacific</li> <li>• Leverage existing investments</li> <li>• \$140M opportunity in 5 years</li> </ul>

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## Acxiom Has a Highly Talented Management Team of Seasoned Industry Experts

<p>Charles Morgan CEO / Chairman of the Board</p>					
Operations		Finance		Corporate Office	
Lee Hodges COO		Frank Cotroneo CFO		Cindy Childers Organizational Development	
		Dathan Gaskill Corporate Finance		Richard Howe Marketing & Strategy	
Client Services	Lines of Business			Jerry Jones Legal/Business Development	
David Allen European Operations	Ron Fournet Risk Mitigation			Rodger Kline Administration	
Jeff Stalnaker Financial Services	Scott Hambuchen CDI & Marketing Services			Jim Womble Business Development	
Martin Sunde Multi-Industry	William Park Data, Digital & Direct			Kevin Zaffaroni Strategic Initiatives	
				Thomas Walker, Jr. IT Services	
		Holly Marr Business Planning			

o Foundational / Promoted from Within  
o Professional Recruit / Acquisition

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## New Financial Leadership

- In May 2006, Frank Cotroneo joined Acxiom as CFO
- Frank was previously CFO at MasterCard International and H&R Block
- In addition, Mike Durham, former CFO of American Airlines and Fortune 500 executive, has joined the Board of Directors and will focus on financial management and capital allocation

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## Financial Management and Control

- New BOD Finance Committee
- Improved Planning and Capital Allocation process
- Process Ownership by CFO
- Continuing

- Improvement in Financial Statement Transparency
- Optimized Capital Structure
- Metrics to Track Performance

Strategic	Performance Management	Tactical
Forecasting		Budgeting

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## Acxiom Has Not Ignored ValueAct

- Adopted suggestion of Financial Road Map
- Bolstered financial acumen for Board of Directors and management team
- Listened and discussed ValueAct’s proposals at Board meetings
- On multiple occasions, has invited ValueAct to present their ideas to Acxiom Board
- Provided ValueAct access to Acxiom leadership

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## Acxiom Has an Independent Board of Directors

- Acxiom’s Board of Directors meets all independence requirements
- Two non-independent directors have resigned from the Board in the last 18 months
- A new independent director has recently joined the Board, and brings substantial financial expertise
- Created the role of Lead Independent Director and Vice-Chairman, Bill Dillard
- Our nine-member Board has two management directors and one member who is non-independent solely due to a contract that ends in 2007 and provides him no financial benefit

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## Why Charles Morgan Should Be Chairman

*Acxiom’s shareholder value will suffer without his board leadership*

<b>Strategic Vision and Technology Development</b>	<ul style="list-style-type: none"> <li>• Understands how innovation creates competitive advantage</li> <li>• Has driven development and deployment of breakthrough products and technologies</li> </ul>
<b>Deep Relationships With Key Clients</b>	<ul style="list-style-type: none"> <li>• Relationship owner for many top clients</li> <li>• Personal long-term relationships built on trust &amp; commitment</li> <li>• Clear short- and long-term risk if Charles is not chairman</li> </ul>
<b>Highest-Level Industry Relationships</b>	<ul style="list-style-type: none"> <li>• Recognized as thought leader in direct marketing industry</li> <li>• C-level relationships with many large technology companies</li> <li>• Initiated and maintains critical partnerships</li> </ul>
<b>Attracting and Retaining Talented Management Team</b>	<ul style="list-style-type: none"> <li>• Has attracted world-class additions to senior leadership team</li> </ul>

- Has nurtured and mentored strong internal leaders
- Engenders strong loyalty among leaders, associates at Acxiom

*Charles Morgan Is Clearly at the Foundation of Acxiom's Success – Past Present and Future*

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## Why Other Nominees

- **Ann Die Hasselmo – Independent Director**
  - *Clearly Independent – no business ties to the Company*
  - *Managing Director of Academic Search Consultation Services*
  - *Active leader in higher education at a national level*
  - *Past chairman of the board of National Association of Independent Colleges and Universities*
- **William Henderson – Independent Director**
  - *Clearly Independent – no business ties to the Company*
  - *COO of Netflix, on-line DVD rental company with 4.2 million members*
  - *Former CEO and Postmaster General for US Postal Service – with more than 1 million employees and a \$90 billion operating budget*
  - *Insight into mailing industry, a critical marketing channel for many of Acxiom's clients*
  - *Significant experience in deployment of technology in a large-scale environment*
  - *Network of global relationships in industry and governments*

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## Why Not ValueAct

*The issue is more than just board seats*

- Acxiom slate is comprised of the Company Leader and two independent directors who have no conflicts of interest
- ValueAct has made an offer to buy the Company – we believe this makes the nominees unable to act as fiduciaries to other shareholders
- Mr. Ubben also serves as a Board member of a direct competitor of Acxiom and ValueAct holds substantial ownership in that Company
- These interests directly conflict with the interests of all other shareholders
- We believe the strategic plan of Acxiom management will create more shareholder value than ValueAct's short term objectives
- ValueAct's plan is uninformed and irresponsible, thus creating both near-term and long-term risk

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## Why Not ValueAct (cont)

- ValueAct's nominees do not instill confidence
  - For example, in the 11 months Mr. Lawrie was the CEO of Siebel, 18% of shareholder value was destroyed (approximately \$860 million), and at the same time he accepted approximately \$10 million for his stark lack of performance

### AND

- While he praised a new CalPERS-instigated compensation plan at Siebel that tied options and bonuses to financial performance criteria (“I want

to be known as a company that rewards and is managed by shareholders”), Mr. Lawrie never renegotiated his own compensation plan in the spirit of what he was having others do

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## Summary

- Acxiom will continue to deliver superior shareholder returns with execution of its current plan through a combination of:
  - Charles Morgan and current board leadership
  - Monetizing key investments
  - Sustained loyalty of clients and the management team
- Acxiom has responded to ValueAct’s concerns about financial management and board structure
- Introducing ValueAct into the Acxiom board will create both near-term and long-term risk

***We ask for your support for the Company’s director nominees in the upcoming shareholder vote***

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