

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 10-C

Report by Issuer of Securities Quoted on NASDAQ

Interdealer Quotation System

Filed pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934 and Rule 13a-17  
or 15d-17 thereunder

ACXIOM CORPORATION

(Exact name of issuer as specified in charter)

P.O. Box 2000  
301 Industrial Boulevard  
Conway, Arkansas 72033-2000  
(Address of principal executive offices)

Issuer's telephone number, including area code:  
(501) 336-1000

I. CHANGE IN NUMBER OF SHARES OUTSTANDING

Indicate any change (increase or decrease) of 5% or more in the number of shares outstanding:

1. Title of security: Common Stock, \$.10 par value per share
2. Number of shares outstanding before the change:  
22,487,160
3. Number of shares outstanding after the change:  
23,471,999\*

-----  
\*808,370 additional shares are subject to certain options discussed in the brief description of the transaction required by Section 5 of this Report.

4. Effective date of change: August 25, 1995
5. Method of change:

Specify method (such as merger, acquisition, exchange, distribution, stock split, reverse split, acquisition of stock for treasury, etc.)

Merger/Acquisition

Give brief description of transaction: On August 25, 1995, pursuant to the terms of an Acquisition Agreement, Registrant acquired all of the outstanding shares of common stock of DataQuick Information Systems ("DataQuick") and DQ Investment Corporation in exchange for 984,839 shares of Registrant's common stock. Additionally, Registrant assumed all of the outstanding DataQuick options granted under DataQuick's employee stock option plans. 808,370 shares of Registrant's common stock are now subject to issuance upon exercise of such options.

II. CHANGE IN NAME OF ISSUER

1. Name prior to change:
2. Name after change:
3. Effective date of charter amendment changing name:
4. Date of shareholder approval of change, if required:

Date: August 30, 1995

ACXIOM CORPORATION

By: /s/ Catherine L. Hughes  
-----  
Catherine L. Hughes  
Secretary and General  
Counsel