

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934  
or Section 30(h) of the Investment Company Act of 1940

<b>1. Name and Address of Reporting Person*</b> <u>WATTS TIMOTHY</u>  (Last) (First) (Middle) <u>1 INFORMATION WAY</u>  (Street) <u>LITTLE AR 72202</u> <u>ROCK</u>  (City) (State) (Zip)	<b>2. Date of Event Requiring Statement (Month/Day/Year)</b> <u>04/01/2004</u>	<b>3. Issuer Name and Ticker or Trading Symbol</b> <u>ACXIOM CORP [ ACXM ]</u>  <b>4. Relationship of Reporting Person(s) to Issuer (Check all applicable)</b> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Delivery Center Org Leader</u>	<b>5. If Amendment, Date of Original Filed (Month/Day/Year)</b>  <b>6. Individual or Joint/Group Filing (Check Applicable Line)</b> <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
---	---	--	---

### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$.10 Par Value	78.4341	D	
Common Stock, \$.10 Par Value	126.1842 <sup>(1)</sup>	I	by Managed Account 1

### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(3)	08/08/2016	Common Stock, \$.10 Par Value	10,248	11.14	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(4)	10/02/2016	Common Stock, \$.10 Par Value	8,164	11.14	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	04/01/2001	04/01/2016	Common Stock, \$.10 Par Value	826	11.5	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(5)	01/24/2006	Common Stock, \$.10 Par Value	666	12.405	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	04/01/2001	04/01/2016	Common Stock, \$.10 Par Value	4,269	13.325	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(3)	08/08/2016	Common Stock, \$.10 Par Value	5,303	13.925	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(6)	08/06/2015	Common Stock, \$.10 Par Value	14,692	15.1	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	05/28/1997	05/28/2012	Common Stock, \$.10 Par Value	2,098	15.7	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(7)	08/07/2017	Common Stock, \$.10 Par Value	3,711	16.35	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(3)	08/08/2016	Common Stock, \$.10 Par Value	5,471	16.71	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(8)	01/29/2007	Common Stock, \$.10 Par Value	1,082	17.38	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(9)	10/13/2014	Common Stock, \$.10 Par Value	2,706	17.93	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(10)	01/24/2006	Common Stock, \$.10 Par Value	920	18.61	D	

**Table II - Derivative Securities Beneficially Owned  
(e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(7)	08/07/2017	Common Stock, \$.10 Par Value	1,937	20.438	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(11)	08/09/2015	Common Stock, \$.10 Par Value	4,497	23.4375	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(12)	05/20/2013	Common Stock, \$.10 Par Value	878	24.24	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(7)	08/07/2017	Common Stock, \$.10 Par Value	2,013	24.525	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(13)	01/24/2006	Common Stock, \$.10 Par Value	2,484	24.81	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(8)	01/29/2007	Common Stock, \$.10 Par Value	666	26.06	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	05/26/1999 <sup>(14)</sup>	05/26/2014	Common Stock, \$.10 Par Value	4,823	26.08	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(15)	05/24/2015	Common Stock, \$.10 Par Value	1,501	27.75	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(11)	08/09/2015	Common Stock, \$.10 Par Value	463	29.297	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(16)	05/26/2014	Common Stock, \$.10 Par Value	713	32.6	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(15)	05/24/2015	Common Stock, \$.10 Par Value	792	34.69	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(8)	01/29/2007	Common Stock, \$.10 Par Value	803	34.75	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(11)	08/09/2015	Common Stock, \$.10 Par Value	485	35.156	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(12)	05/20/2013	Common Stock, \$.10 Par Value	507	36.36	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(16)	05/26/2014	Common Stock, \$.10 Par Value	777	39.12	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(17)	10/25/2015	Common Stock, \$.10 Par Value	95	41.375	D	
Non-Qualified Stock Option (right to buy) <sup>(2)</sup>	(15)	05/24/2015	Common Stock, \$.10 Par Value	832	41.63	D	

**Explanation of Responses:**

- These shares are held under the Company's 401(k) Retirement Savings Plan.
- This option has a tandem tax withholding right.
- This option vests incrementally over a 6-year period. Date of grant is 8/8/01.
- 50% of this option is fully vested. The remaining 50% vests incrementally over a 6-year period. Date of grant is 10/2/01.
- This option vests incrementally over a 9-year period. Date of grant is 1/24/96.
- This option vests incrementally over a 6-year period. Date of grant is 8/6/03.
- This option vests incrementally over a 6-year period. Date of grant is 8/7/02.
- This option vests incrementally over a 9-year period. Date of grant is 1/29/97.
- This option vests incrementally over a 6-year period. Date of grant is 10/13/1999.
- This option vests incrementally over a 9-year period. Date of grant is 1/24/96.
- This option vests incrementally over a 6-year period. Date of grant is 8/9/00.
- This option vests incrementally over a 9-year period. Date of grant is 5/20/98.
- This option vests incrementally over a 9-year period. Date of grant is 1/24/96.
- Three separate options were issued on this date. The first and second options in the amount of 1,389 shares and 2,134 shares were fully vested on the date of grants. The third option in the amount of 1,300 shares vests incrementally over a 6-year period. Date of grants are 5/26/99.
- This option vests incrementally over a 6-year period. Date of grant is 5/24/00.
- This option vests incrementally over a 6-year period. Date of grant is 5/26/99.
- This option vests incrementally over a 6-year period. Date of grant is 10/25/00.

By: Catherine L. Hughes,  
Attorney-in-Fact For: Timothy Watts 04/09/2004

\*\* Signature of Reporting Person      Date

\* If the form is filed by more than one reporting person, see Instruction 5 (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.**