

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>DIETZ CHARLES A</u>	2. Date of Event Requiring Statement (Month/Day/Year) 04/01/2007	3. Issuer Name and Ticker or Trading Symbol <u>ACXIOM CORP [ACXM]</u>	
		4. 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>Division Leader</u>	5. If Amendment, Date of Original Filed (Month/Day/Year)
(Last) (First) (Middle) <u>ACXIOM CORPORATION</u> <u>1 INFORMATION WAY</u>			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
(Street) <u>LITTLE</u> <u>ROCK</u>	(State) <u>AR</u>	(Zip) <u>72202</u>	
(City)	(State)	(Zip)	

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	226,261	D	
Common Stock, \$.10 Par Value	485	I	RKG Trust
Common Stock, \$.10 Par Value	22,813.0218	I	by Managed Account 1 ⁽¹⁾
Common Stock, \$.10 Par Value	1,837.9461	I	by Managed Account 2 ⁽²⁾
Common Stock, \$.10 Par Value	3,797.6426	I	by Managed Account 3 ⁽³⁾
Common Stock, \$.10 Par Value	19,070	I	by Spouse

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) ⁽⁴⁾	(5)	08/07/2017	Common Stock, \$.10 Par Value	47,566	16.35	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	10/13/2014	Common Stock, \$.10 Par Value	35,714	17.93	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/07/2017	Common Stock, \$.10 Par Value	24,824	20.438	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/09/2015	Common Stock, \$.10 Par Value	34,199	23.4375	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/07/2017	Common Stock, \$.10 Par Value	25,802	24.525	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	05/26/2014	Common Stock, \$.10 Par Value	32,361	26.08	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	05/29/2014	Common Stock, \$.10 Par Value	16,933	32.6	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	05/26/2014	Common Stock, \$.10 Par Value	18,447	39.12	D	
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/08/2016	Common Stock, \$.10 Par Value	1,169	11.14	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	04/01/2002	04/02/2016	Common Stock, \$.10 Par Value	471	11.5	I	by Spouse

**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) ⁽⁴⁾	04/01/2002	04/11/2016	Common Stock, \$.10 Par Value	811	13.325	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/08/2016	Common Stock, \$.10 Par Value	605	13.925	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/06/2018	Common Stock, \$.10 Par Value	1,797	15.1	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/08/2016	Common Stock, \$.10 Par Value	624	16.71	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	01/29/2012	Common Stock, \$.10 Par Value	1,414	17.38	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	10/13/2014	Common Stock, \$.10 Par Value	5,155	17.93	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	08/09/2015	Common Stock, \$.10 Par Value	4,112	23.44	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	01/29/2012	Common Stock, \$.10 Par Value	870	26.06	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	05/26/1999	05/26/2014	Common Stock, \$.10 Par Value	2,042	26.08	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	05/24/2000 ⁽⁵⁾	05/24/2015	Common Stock, \$.10 Par Value	1,442	27.75	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	05/26/2014	Common Stock, \$.10 Par Value	509	32.6	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	05/24/2015	Common Stock, \$.10 Par Value	450	34.69	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	01/29/2012	Common Stock, \$.10 Par Value	1,049	34.75	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	05/26/2014	Common Stock, \$.10 Par Value	555	39.12	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽⁴⁾	(5)	05/24/2015	Common Stock, \$.10 Par Value	473	41.63	I	by Spouse

Explanation of Responses:

1. These shares are held under the Company's 401(K) Retirement Savings Plan by Mr. Dietz.
2. These shares are held under the Company's Supplemental Executive Retirement Plan by Mr. Dietz.
3. These shares are held under the Company's 401(K) Retirement Savings Plan by Mr. Dietz's spouse.
4. This option has a tandem tax withholding right.
5. This option is fully vested.

By: Catherine L. Hughes,
Attorney-in-Fact For: C. Alex 04/06/2007
Dietz

** 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 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.

POWER OF ATTORNEY

The undersigned hereby constitutes and appoints Catherine L. Hughes and Jerry C. Jones, or either of them, signing singly, as his true and lawful attorneys-in-fact, for such period of time that the undersigned is required to file reports pursuant to Section 16(a) of the Securities Act of 1934 ("Exchange Act") due to his affiliation with Acxiom Corporation, to:

- (1) execute for and on behalf of the undersigned Forms 3, 4 and 5 in accordance with Section 16(a) of the Exchange Act and the rules thereunder;
- (2) do and perform any and all acts for and on behalf of the undersigned which may be necessary to complete the execution of any such Form 3, 4 or 5 and the timely filing of such form with the United States Securities and Exchange Commission and any other authority as required by law; and
- (3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorneys-in-fact, may be of benefit to, in the best interest of or legally required by the undersigned, it being understood that the documents executed by such attorneys-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorneys-in-fact may approve in their discretion.

The undersigned hereby grants to such attorneys-in-fact full power and authority to do every act requisite, necessary and proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned could do if personally present, with full power of substitution, hereby ratifying and confirming all that such attorneys-in-fact shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming any of the undersigned's responsibilities to comply with Section 16 of the Exchange Act.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of the 1st day of April, 2007.

/s/ C. Alex Dietz -
Signature

C. Alex Dietz
Print Name