

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>Allen Jeremy K</u>  (Last) (First) (Middle) ACXIOM CORPORATION 601 E. THIRD STREET  (Street) LITTLE ROCK AR 72201  (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) Divisional President
	3. Date of Earliest Transaction (Month/Day/Year) 07/20/2015	
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	07/20/2015		A		33,727 <sup>(1)</sup>	A	\$0.0	33,727	D	
Common Stock, \$.10 Par Value	07/20/2015		A		16,863 <sup>(2)</sup>	A	\$0.0	50,590	D	

**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					
Non-Qualified Stock Option (right to buy)	\$17.24	07/20/2015		A		45,181		(3)	07/20/2025	Common Stock, \$.10 Par Value	\$0.0	45,181	D	

**Explanation of Responses:**

- This is a grant of performance units pursuant to the 2005 Equity Compensation Plan of Acxiom Corporation. Each performance unit represents a contingent right to receive one share of the registrant's common stock. Vesting will occur subsequent to the attainment of the performance criteria approved by the Compensation Committee of the registrant's Board of Directors for the performance period ending March 30, 2018, contingent upon the reporting person's continued employment with the registrant. If the performance criteria are exceeded, vesting may occur in an amount up to 150% of the reported number of shares; likewise, if the performance criteria are not attained, less than 100% of the reported number of shares may be vested.
- This is a grant of restricted stock units pursuant to the 2005 Equity Compensation Plan of Acxiom Corporation. Each restricted stock unit represents a contingent right to receive one share of the registrant's common stock. Vesting will begin on July 20, 2016, with 25% of the total becoming vested on that date and 25% each 12 months thereafter until 100% vested, contingent upon the reporting person's continued employment with the registrant.
- This is a grant of non-qualified stock options pursuant to the 2005 Equity Compensation Plan of Acxiom Corporation. Vesting will begin on July 20, 2016 with 25% of the total becoming vested on that date and 25% each 12 months thereafter until 100% vested, contingent upon the reporting person's continued employment with the registrant. The option expires 10 years from the date of grant.

By: Catherine L. Hughes,  
Attorney-in-Fact For: Jeremy K. Allen      07/22/2015

\*\* 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.