

August 21, 2018

**VIA EDGAR AND COURIER**

U.S. Securities and Exchange Commission  
Division of Corporation Finance  
100 F Street, N.E.  
Washington, DC 20549

Attn: Michael Foland, Attorney-Advisor  
Folake Ayoola, Special Counsel

**Re: Acxiom Corporation  
Preliminary Proxy Statement on Schedule 14A  
Filed August 3, 2018  
File No. 000-13163**

Ladies and Gentlemen:

On behalf of our client, Acxiom Corporation (the “**Company**”), we hereby submit this letter in response to comments received from the staff (the “**Staff**”) of the Securities and Exchange Commission (the “**Commission**”) received by letter dated August 17, 2018 (the “**Staff Letter**”) relating to the Company’s Preliminary Proxy Statement on Schedule 14A (the “**Proxy Statement**”) filed with the Commission on August 3, 2018 (File No. 000-13163). The Company is concurrently filing this letter via EDGAR.

In this letter, we have recited the comments from the Staff Letter in bold and italicized type and have followed each comment with the Company’s response. Unless otherwise defined in this letter, capitalized terms shall have the meaning ascribed to such terms in the Proxy Statement. References to “we,” “our” or “us” mean the Company or its advisors, as the context may require.

AUSTIN BEIJING BOSTON BRUSSELS HONG KONG LOS ANGELES NEW YORK PALO ALTO  
SAN DIEGO SAN FRANCISCO SEATTLE SHANGHAI WASHINGTON, DC WILMINGTON, DE

PREM14A

General

1. *We note that you provided the summary selected financial data for the AMS Business. Please also provide audited or unaudited financial statements of the AMS Business for the same periods. For guidance, please refer to Section H.6. of our July 2001 Interim Supplement to Publicly Available Telephone Interpretations.*

**RESPONSE TO COMMENT 1:**

The Company acknowledges the Staff's comment and advises the Staff that it will amend the Proxy Statement to provide the referenced financial statements for the fiscal years ended March 31, 2017 and 2018 and for the three months ended June 30, 2018 of the AMS Business (the "**AMS Financial Statements**"). The Company is supplementally providing the AMS Financial Statements that it expects to file with the Proxy Statement to the Staff as Appendix A herewith.

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Please direct your questions or comments regarding this letter to the undersigned at (202) 973-8823 or Mark Bass at (202) 973-8826. Thank you for your assistance.

Sincerely,

WILSON SONSINI GOODRICH & ROSATI,  
PROFESSIONAL CORPORATION

/s/ Michael Labriola

Michael C. Labriola

cc: Jerry Jones, Acxiom Corporation  
Warren Jenson, Acxiom Corporation  
Mark Bass, Wilson Sonsini Goodrich & Rosati, P.C.