

FORM 5

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
OMB Number:	3235-0362
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- Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
- Form 3 Holdings Reported.
- Form 4 Transactions Reported.

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>SELF DENNIS D.</u> (Last) (First) (Middle) ACXIOM CORPORATION 301 E. DAVE WARD DRIVE (Street) CONWAY AR 72032 (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. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) 03/31/2018	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

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 at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Amount	(A) or (D)	Price			
COMMON STOCK, \$.10 PAR VALUE	08/01/2017		I5	1,300.3384	D	\$26.88	94.1658 ⁽¹⁾	I	BY MANAGED ACCOUNT 1
COMMON STOCK, \$.10 PAR VALUE	05/01/2017		J	85 ⁽²⁾	A	\$24.6245	91,796	D	
COMMON STOCK, \$.10 PAR VALUE	05/31/2017		J	95 ⁽²⁾	A	\$22.27	91,891	D	
COMMON STOCK, \$.10 PAR VALUE	06/30/2017		J	95 ⁽²⁾	A	\$22.083	91,986	D	
COMMON STOCK, \$.10 PAR VALUE	07/31/2017		J	91 ⁽²⁾	A	\$22.9245	92,077	D	
COMMON STOCK, \$.10 PAR VALUE	08/31/2017		J	107 ⁽²⁾	A	\$19.7965	92,184	D	
COMMON STOCK, \$.10 PAR VALUE	10/02/2017		J	100 ⁽²⁾	A	\$21.029	92,284	D	
COMMON STOCK, \$.10 PAR VALUE	10/31/2017		J	98 ⁽²⁾	A	\$21.386	92,382	D	
COMMON STOCK, \$.10 PAR VALUE	11/30/2017		J	10 ⁽²⁾	A	\$23.1625	92,392	D	
COMMON STOCK, \$.10 PAR VALUE	01/30/2018		J	91 ⁽²⁾	A	\$23.0095	92,483	D	
COMMON STOCK, \$.10 PAR VALUE	02/28/2018		J	91 ⁽²⁾	A	\$23.2645	92,574	D	
COMMON STOCK, \$.10 PAR VALUE	03/31/2018		J	106 ⁽²⁾	A	\$19.788	92,680	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)
					(A)	(D)	Date Exercisable	Expiration Date					

Explanation of Responses:

1. Includes 275,9216 shares acquired during fiscal 2018 under the Company's 401(k) Retirement Savings Plan.
2. These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.

/s/ By: Catherine L. Hughes,
Attorney-in-Fact For: Dennis 05/02/2018
D. Self

** 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.