

**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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person * <u>JONES JERRY C</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) <u>CHIEF ETHICS &amp; LEGAL OFFICER</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>08/13/2018</u>	
		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 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	08/13/2018		M		20,000	A	\$8.9	210,970	D	
COMMON STOCK, \$.10 PAR VALUE	08/13/2018		M		8,264	A	\$17.79	219,234	D	
COMMON STOCK, \$.10 PAR VALUE	08/13/2018		F		17,119 <sup>(1)</sup>	D	\$43.18	202,115	D	
COMMON STOCK, \$.10 PAR VALUE	08/13/2018		S		11,401	D	\$43.77 <sup>(2)</sup>	190,714	D	
COMMON STOCK, \$.10 PAR VALUE	08/14/2018		S		39,195	D	\$43.57 <sup>(3)</sup>	151,519	D	
COMMON STOCK, \$.10 PAR VALUE								5,194.8588	I	BY MANAGED ACCOUNT 1
COMMON STOCK, \$.10 PAR VALUE								3,998.5628	I	BY MANAGED ACCOUNT 2

**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						Title
Non-Qualified Stock Option (right to buy)	\$8.9	08/13/2018		M			20,000	05/26/2010	05/26/2019	Common Stock, \$.10 Par Value	20,000	\$0	0	D	
Non-Qualified Stock Option (right to buy)	\$17.79	08/13/2018		M			8,264	05/18/2011	05/18/2020	Common Stock, \$.10 Par Value	8,264	\$0	0	D	

**Explanation of Responses:**

- These shares were withheld by the issuer to satisfy the reporting person's exercise cost and tax obligations that arose on August 13, 2018, when the reporting person exercised stock options.
- This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$43.50 to \$44.24, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within such range.
- This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$43.31 to \$43.75, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within such range.

/s/ BY: CATHERINE L. HUGHES, ATTORNEY IN 08/15/2018  
FACT FOR: JERRY C. JONES

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.**