

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>WATTS TIMOTHY</u>			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 X Officer (give title below) Other (specify below) <u>Delivery Center Org Leader</u>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>11/10/2004</u>			6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person		
ACXIOM CORPORATION 1 INFORMATION WAY			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) <u>LITTLE ROCK AR 72202</u>								
(City) (State) (Zip)								

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 ⁽¹⁾	11/10/2004		M		1,640	A	\$11.14	1,720.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		410	A	\$11.14	2,130.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		816	A	\$11.14	2,946.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		848	A	\$13.925	3,794.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		424	A	\$13.925	4,218.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		437	A	\$16.71	4,655.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		1,750	A	\$16.71	6,405.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		742	A	\$16.35	7,147.9781	D	
Common Stock, \$.10 Par Value	11/10/2004		S		7,067	D	\$26.0284	80.9781	D	
Common Stock, \$.10 Par Value								126.1842	I	by Managed Account 1

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) ⁽¹⁾	\$11.14	11/10/2004		M			1,640	(2)	08/08/2016	Common Stock, \$.10 Par Value	1,640	\$0	6,560	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.14	11/10/2004		M			410	(2)	08/08/2016	Common Stock, \$.10 Par Value	410	\$0	6,150	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.14	11/10/2004		M			816	(3)	10/02/2016	Common Stock, \$.10 Par Value	816	\$0	2,448	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	Title	Amount or Number of Shares				
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$13.925	11/10/2004		M			848	(2)	08/08/2016	Common Stock, \$.10 Par Value	848	\$0	3,607	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$13.925	11/10/2004		M			424	(2)	08/08/2016	Common Stock, \$.10 Par Value	424	\$0	3,183	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$16.35	11/10/2004		M			742	(4)	08/07/2017	Common Stock, \$.10 Par Value	742	\$0	2,969	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$16.71	11/10/2004		M			437	(2)	08/08/2016	Common Stock, \$.10 Par Value	437	\$0	5,034	D	
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$16.71	11/10/2004		M			1,750	(2)	08/08/2016	Common Stock, \$.10 Par Value	1,750	\$0	3,284	D	

Explanation of Responses:

- This option has a tandem tax withholding right.
- This option vests incrementally over a 6-year period. Date of grant is 8/8/01.
- 50% of this option is fully vested. The remaining 50% vests incrementally over a 6-year period. Date of grant is 10/2/01.
- This option vests incrementally over a 6-year period. Date of grant is 8/7/02.

By: Catherine L. Hughes,
Attorney-in-Fact For: Timothy 11/12/2004
Watts

** 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.