

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
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>DIETZ CHARLES A</u> (Last) (First) (Middle) <u>1 INFORMATION WAY</u> (Street) <u>LITTLE ROCK AR 72202</u> (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>Solutions and Products Leader</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>01/23/2004</u>	
	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 ⁽¹⁾	01/23/2004		M		1,608	A	\$5.875	15,424.1168	I	by Spouse
Common Stock, \$.10 Par Value ⁽¹⁾	01/23/2004		M		1,992	A	\$8.8125	17,416.1168	I	by Spouse
Common Stock, \$.10 Par Value ⁽¹⁾	01/23/2004		M		4,752	A	\$11.75	22,168.1168	I	by Spouse
Common Stock, \$.10 Par Value ⁽¹⁾	01/23/2004		M		3,700	A	\$5.375	25,868.1168	I	by Spouse
Common Stock, \$.10 Par Value	01/23/2004		S		8,060	D	\$19.02	17,808.1168	I	by Spouse
Common Stock, \$.10 Par Value ⁽¹⁾								317,586.7445	D	
Common Stock, \$.10 Par Value								21,037.852	I	by Managed Account 1 ⁽²⁾
Common Stock, \$.10 Par Value								3,567.049	I	by Managed Account 2 ⁽³⁾
Common Stock, \$.10 Par Value								1,080.1286	I	by Managed Account 3
Common Stock, \$.10 Par Value								29.523	I	by Managed Account 4

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					

**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⁾	\$5.375	01/23/2004		M			3,700	(4)	05/24/2004	Common Stock, \$.10 Par Value	3,700	\$0	0	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$5.875	01/23/2004		M			1,608	(5)	01/25/2004	Common Stock, \$.10 Par Value	1,608	\$0	0	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$8.8125	01/23/2004		M			1,992	(6)	01/25/2004	Common Stock, \$.10 Par Value	1,992	\$0	0	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$11.75	01/23/2004		M			4,752	(7)	01/25/2004	Common Stock, \$.10 Par Value	4,752	\$0	0	I	by Spouse
Non-Qualified Stock Option (right to buy) ⁽¹⁾	\$5.375								05/25/1994 05/24/2004	Common Stock, \$.10 Par Value	14,448		14,448	D	

Explanation of Responses:

- This option has a tandem tax withholding right.
- These shares were acquired during fiscal 2000 under the Company's 401(k) Retirement Savings Plan at prices ranging from \$16.50 to \$33.25 per share. The information presented is as of 3/31/00.
- These shares were acquired during fiscal 2000 by Mr. Dietz's spouse under the Company's 401(k) Retirement Savings Plan at prices ranging from \$16.50 to \$33.25 per share. The information presented is as of 3/31/00.
- This option vests incrementally over a 10-year period beginning 5/25/95 and ending 5/25/2003. Date of grant is 5/25/94. Expiration date is 5/24/2004.
- This option vests incrementally over a 10-year period beginning 1/26/95 and ending 1/26/2003. Date of grant is 1/26/94. Expiration date is 1/25/2004.
- This option vests incrementally over a 10-year period beginning 1/26/95 and ending 1/26/2003. Date of grant is 1/26/94. Expiration date is 1/25/2004.
- This option vests incrementally over a 10-year period beginning 1/26/95 and ending 1/26/2003. Date of grant is 1/26/94. Expiration date is 1/25/2004.

By: Catherine L. Hughes,
Attorney-in-Fact For: Charles 01/27/2004
A. Dietz

** 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.