

OMB APPROVAL	
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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

1. Name and Address of Reporting Person* <u>Gupta Anneka R.</u> (Last) (First) (Middle) <u>ACXIOM CORPORATION</u> <u>301 E. DAVE WARD DRIVE</u> (Street) <u>CONWAY AR 72032</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>Divisional Co-President</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>06/14/2018</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	06/14/2018		J		1,332 ⁽¹⁾	D	\$0	161,792	D	
COMMON STOCK, \$.10 PAR VALUE	06/14/2018		F		685 ⁽²⁾	D	\$30.33	161,107	D	
COMMON STOCK, \$.10 PAR VALUE								1,218.4912	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					

Explanation of Responses:

- Represents previously reported performance stock units that the Compensation Committee of the registrant's Board of Directors determined on June 14, 2018 did not vest and were, by the terms of the original grant agreement, automatically cancelled as of such date. On June 28, 2017, the reporting person received a grant of performance stock units (covering 8,553 shares of common stock) that could vest ratably over three years at 0% to 300% of target based upon certain performance criteria for the periods ending March 31, 2018, March 31, 2019 and March 31, 2020 having been satisfied and approved by the Compensation Committee. Such award was reported at target in the reporting person's Form 3 filed September 14, 2017. On June 14, 2018, the Compensation Committee determined that 53.27% of the first tranche of such award vested.
- These shares were withheld by Acxiom Corporation to satisfy the reporting person's tax obligations that arose on June 14, 2018, when restricted stock units belonging to the reporting person vested.

/s/ By: Catherine L. Hughes,
Attorney-in-Fact For: Anneka R. Gupta 06/18/2018

** 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.