



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

August 23, 2018

Jerry Jones  
General Counsel  
Acxiom Corporation  
301 E. Dave Ward Drive  
Conway, AR 72032

**Re: Acxiom Corporation**  
**Preliminary Proxy Statement of Schedule 14A**  
**Filed August 3, 2018**  
**File No. 000-13163**

Dear Mr. Jones:

We have completed our review of your filing. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Sincerely,

Division of Corporation Finance  
Office of Information Technologies  
and Services