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DIGITAL IMPACT INC /DE/
Form SC TO-C
March 28, 2005

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE TO
(Rule 14d-100)
Tender Offer Statement Under Section 14(d)(1) or Section 13(e)
of the Securities Exchange Act of 1934

DIGITAL IMPACT, INC.
(Name of Subject Company (Issuer))

ADAM MERGER CORPORATION
a wholly owned subsidiary of

ACXIOM CORPORATION
(Names of Filing Persons (Offerors))

COMMON STOCK, PAR VALUE \$0.001 PER SHARE
(Title of Class of Securities)

25385G 10 6
(CUSIP Number of Class of Securities)

Jerry C. Jones
Acxiom Corporation
1 Information Way
P.O. Box 8180
Little Rock, Arkansas 72203
Telephone No.: (501) 342 1000
(Name, address and telephone number of person
authorized to receive notices and communications on behalf of the filer)

With a copy to:

John P. Fletcher
Goodloe M. Partee
Kutak Rock LLP
425 West Capitol Avenue, Suite 1100
Little Rock, Arkansas 72201
Telephone No.: (501) 975-3000

CALCULATION OF FILING FEE

Transaction Value	Amount of Filing Fee
N/A	N/A

[] Check the box if any part of the fee is offset as provided by Rule 0-11(a)(2) and if an offsetting fee was previously paid. Identify the previous filing by registration statement number and the date of its filing.

Amount Previously Paid: _____
Form or Registration No.: _____

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Filing Party: _____

Date Filed: _____

[X] Check the box if the filing relates solely to preliminary communications made before offer.

Check the appropriate boxes below to designate any transactions to which the statement r

- third-party tender offer subject to Rule 14d-1.
- issuer tender offer subject to Rule 13e-4.
- going-private transaction subject to Rule 13e-3.
- amendment to Schedule 13D under Rule 13d-2.

Check the following box if the filing is a final amendment reporting the results of the

This Tender Offer Statement on Schedule TO relates to a planned tender offer by Adam Me corporation and a wholly-owned subsidiary of Acxiom Corporation, a Delaware corporation, for all stock of Digital Impact, Inc., a Delaware corporation, to be commenced pursuant to an Agreement a March 25, 2005, by and among Acxiom Corporation, Adam Merger Corporation and Digital Impact, Inc.

Item 12. Exhibits.

Exhibit 99.1 Text of Press Release issued on March 28, 2005

EXHIBIT INDEX

Exhibit Number Description

99.1 Text of Press Release issued on March 28, 2005