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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, date of its filing.

Amount Previously Paid: _____

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Form or Registration No.: _____
Filing Party: _____
Date Filed: _____

[X] offer.

Check the box if the filing relates solely to preliminary communications made b

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

- [X] 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 Mer corporation and a wholly-owned subsidiary of Acxiom Corporation, a Delaware corporation ("Acxiom" shares of common stock of Digital Impact, Inc., a Delaware corporation ("Digital"), to be commenc Plan of Merger, dated as of March 25, 2005, by and among Acxiom Corporation, Adam Merger Corporat

This Schedule TO attaches correspondence, dated March 28, 2005, that was sent by Charles associates of Acxiom. This correspondence was accompanied by a copy of the joint press release, Acxiom and Digital that has previously been filed by Acxiom on Schedule TO.

The tender offer described in the attached correspondence for the outstanding shares of commenced, and the correspondence is neither an offer to purchase nor a solicitation of an offer offer will be made only through an Offer to Purchase and the related Letter of Transmittal. Acxi holders to read the following documents, when they become available, regarding the tender offer a because they will contain important information:

- * Acxiom Corporation's Tender Offer Statement on Schedule TO including the Offer and Notice of Guaranteed Delivery
- * Digital Impact's Solicitation Recommendation Statement on Schedule 14D-9.

These documents and amendments to these documents will be filed with the United States S when the tender offer commences. When these and other documents are filed with the SEC, they may site at <http://www.sec.gov>. Free copies of each of these documents (when available) can also be o for the offer, which will be announced.

The correspondence contains forward-looking statements that are subject to certain risks actual results to differ materially. These forward looking statements include, among others, stat timing and benefits of the transaction and projected growth in the demand and market for online m important factors, among others, that could cause actual results to differ materially from these risk that the conditions to the tender offer set forth in the agreement will not be satisfied; ch during the period between now and the closing; the ability to retain key management and technical adverse reactions to the proposed transaction by customers, suppliers and strategic partners; dev approvals for the transaction; the possibility that the integration of Digital Impact, Inc. and o businesses may not be as successful as planned; and the other factors specified in the press rele correspondence. Acxiom undertakes no obligation to update the information contained in this pres forward-looking statement.

Item 12. Exhibits.

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Exhibit 99.1 Text of correspondence issued on March 28, 2005 from Charles Morgan, Acxiom's Co

EXHIBIT INDEX

Exhibit Number	Description
99.1	Text of correspondence issued on March 28, 2005 from Charles Morgan, Acxiom's Co