

March 11, 2021

Tigran Sinanyan
Chief Financial Officer and Treasurer
MediaAlpha, Inc.
700 South Flower Street, Suite 640
Los Angeles, CA 90017

Statement on Form S-1
2021

Re: MediaAlpha, Inc.
Draft Registration
Submitted March 5,
CIK No. 0001818383

Dear Mr. Sinanyan:

This is to advise you
that we do not intend to review your registration statement.

We request that you publicly file your registration statement no
later than 48 hours prior
to the requested effective date and time. Please refer to Rules 460 and
461 regarding requests for
acceleration. 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.

Please contact Eric
Envall at (202) 551-3234 with any questions.

Sincerely,

Division of Corporation Finance
Office of Finance