

BY EDGAR

Securities and Exchange Commission
Division of Corporation Finance
100 F Street, N.E.
Washington, D.C. 20549

Attn: Mr. David Gessert
Mr. Michael Clampitt
Ms. Michelle Miller
Ms. Sharon Blume

**Re: MediaAlpha, Inc.
Registration Statement on Form S-1
Registration File No. 333-249326**

Ladies and Gentlemen:

In connection with the above-captioned Registration Statement, we wish to advise that between October 20, 2020 and the date hereof, the number of Preliminary Prospectuses dated October 20, 2020, which were furnished to 7 prospective underwriters and distributed to underwriters, institutional investors, individuals, dealers, brokers and others, was approximately 1,500.

We have been informed by the participating underwriters that they will comply with the requirements of Rule 15c2-8 under the Securities Exchange Act of 1934, as amended.

We hereby join in the request of the registrant that the effectiveness of the above-captioned Registration Statement, as amended, be accelerated to 4:00 p.m., Eastern time, on October 27, 2020 or as soon thereafter as practicable.

[Signature Pages Follow]

Very truly yours,

J.P. Morgan Securities LLC
Citigroup Global Markets Inc.

As Representatives of the several Underwriters

J.P. MORGAN SECURITIES LLC

/s/ Michael Rhodes

Name: Michael Rhodes

Title: Vice President

CITIGROUP GLOBAL MARKETS INC.

/s/ Arjun Chatterji

Name: Arjun Chatterji

Title: Vice President

[Signature page to the Acceleration Request - Registration File No. 333-249326]