

MediaAlpha, Inc.
700 South Flower Street, Suite 640
Los Angeles, California 90017

VIA EDGAR

United States Securities and Exchange Commission
Division of Corporation Finance
100 F Street, NE
Washington, D.C. 20549-0001

Attn: Mr. Eric Envall

MediaAlpha, Inc.
Registration Statement on Form S-1
File Number 333-254338

March 16, 2021

Dear Mr. Envall:

Pursuant to Rule 461 of the General Rules and Regulations of the Securities and Exchange Commission (the "Commission") under the Securities Act of 1933, as amended (the "Securities Act"), MediaAlpha, Inc. (the "Company") hereby requests that the effective date of the above-referenced Registration Statement be accelerated so that the Registration Statement, as then amended, will become effective under the Securities Act by 4:30 p.m. (New York City time) on March 18, 2021, or as soon thereafter as practicable.

In connection with this request, the Company acknowledges its obligations under the Securities Act.

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It would be appreciated if, as soon as the Registration Statement is declared effective, you would so inform Daniel Haaren at (212) 474-1322. The Company hereby authorizes Mr. Haaren to orally modify or withdraw this request for acceleration.

Very truly yours,

MediaAlpha, Inc.

By: /s/ Lance Martinez

Name: Lance Martinez

Title: General Counsel and Secretary