FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL								
OMB Number: 3235-0								
Estimated average burden								
hours per response:	0.5							

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person*  COYNE JEFFREY B					2. Issuer Name <b>and</b> Ticker or Trading Symbol MediaAlpha, Inc. [ MAX ]								applicable) rector		10% Ow	wner	
`	,		3. Date of Earliest Transaction (Month/Day/Year) 08/15/2021							below)	.0		below)				
700 SOUTH FLOWER STREET, SUITE 640					If Amendment, Date of Original Filed (Month/Day/Year)							6. Individual or Joint/Group Filing (Check Applicable					
GELES C	ZA .	90017							- 1	X Form filed by One Reporting Person Form filed by More than One Reporting							
(\$	State)	(Zip)										1 013011					
	Та	ble I - Non-I	Derivati	ve Se	curities	s Ac	quired, D	isp	osed o	f, or Be	neficially	Owned					
Date			ate	Day/Year) Execution Date, if any		Transaction Disposed Of (D) (Instr. 3, Code (Instr.		ed (A) or tr. 3, 4 and 5	Securities Beneficia Owned Fo	s Formully (D) (ollowing (I) (I		n: Direct I or Indirect I nstr. 4)	7. Nature of Indirect Beneficial Ownership				
									Amount	(A) or (D) Price		Transacti	ion(s)			(Instr. 4)	
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																	
2. Conversion or Exercise Price of Derivative Security	se (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code		Derivative E		6. Date Exercisable and Expiration Date (Month/Day/Year)			of Securiti Underlyin Derivative	ies g Security	8. Price of Derivative Security (Instr. 5)	derivative Securities Beneficia Owned Following Reported	re Oves Fo Din or (I)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	v	(A)	(D)	Date Exercisable			Title	Amount or Number of Shares		(Instr. 4)				
(1)	08/15/2021 <sup>(2)</sup>		A		8,150		(3)		(3)	Class A Common Stock	8,150	\$0 <sup>(4)</sup>	8,150		D		
(5)	03/15/2022		A		104,700		(6)		(6)	Class A Common Stock	104,700	\$0 <sup>(4)</sup>	104,70	00	D		
	Conversion or Exercise Price of Derivative Security	(First) DIAALPHA, INC. TH FLOWER STREET, SI GELES CA (State)  Ta Security (Instr. 3)  2. (State)  2. (State)  Ta Security (Instr. 3)  1. (Month/Day/Year)  (1) (08/15/2021(2))	(First) (Middle) DIAALPHA, INC. TH FLOWER STREET, SUITE 640  GELES CA 90017  (State) (Zip)  Table I - Non-I  Gecurity (Instr. 3)  Table II - De (e.  2. 2. (Month/Day/Year)  (Month/Day/Year)  (1) 08/15/2021(2)	(First) (Middle) DIAALPHA, INC. TH FLOWER STREET, SUITE 640  GELES CA 90017  (State) (Zip)  Table I - Non-Derivati Date (Month/Day/ (e.g., puts  2. Transaction Date (Month/Day/Year) Price of Derivative Security  (a)  (b)  (c)  (c)  (c)  (d)  (d)  (d)  (e)  (e)  (e)  (e)  (e	(First) (Middle) DIAALPHA, INC. TH FLOWER STREET, SUITE 640  Table I - Non-Derivative Security (Instr. 3)  Table II - Derivative Security (Month/Day/Year)  A  Code (Instr. 8)	(First) (Middle) DIAALPHA, INC. TH FLOWER STREET, SUITE 640  GELES CA  GELES	(First) (Middle)  (First) (Middle)  (DIAALPHA, INC.  TH FLOWER STREET, SUITE 640  (State) (Zip)  Table I - Non-Derivative Securities Accumulate (Month/Day/Year)  Table II - Derivative Securities Acquerity (Month/Day/Year)	(First) (Middle) DIAALPHA, INC. TH FLOWER STREET, SUITE 640  Table I - Non-Derivative Securities Acquired, Date (Month/Day/Year)  Table II - Derivative Securities Acquired, Discurity (Month/Day/Year)  Table II - Derivative Securities Acquired, Discurities Acquired, Discurity (Month/Day/Year)  Table II - Derivative Securities Acquired, Discurities Acquired, Discurities Acquired, Discurities Acquired (A) or Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3)  Code   V   (A)   (D)   Date Exercisable   Date Exercisable   Date Exercisable   Date   Date Exercisable   Date   Date	(First) (Middle) DIAALPHA, INC. TH FLOWER STREET, SUITE 640  Table I - Non-Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3)  Code (Instr. 4)  Code (Instr. 4)  Code (Instr. 5)  Date (Month/Day/Year)  (I) 08/15/2021(2)  A 8,150 (3)	MediaAlpha, Inc. [MAX]  SINGLES CA  SECURITY (Instr. 3)  Table I - Non-Derivative Securities Acquired, Disposed Conversion of Exercise of Execution Date, Price of Ore Exercise Price of Derivative Security  Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, converting) (Month/Day/Year)  Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, converting) (Month/Day/Year)  Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, converting) (Month/Day/Year)  Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, converting) (Month/Day/Year)  Table II - Derivative Securities Acquired (Month/Day/Year)  Table II - Non-Derivative Securities Acquired (Month/Day/Yea	MediaAlpha, Inc. [ MAX ]  (First) (Middle) DIAALPHA, INC. TH FLOWER STREET, SUITE 640  Table I - Non-Derivative Securities Acquired, Disposed of, or Be Security (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of (D) (Instr. 3)  Table II - Derivative Securities Acquired, Disposed of, or Bence (e.g., puts, calls, warrants, options, convertible security (Month/Day/Year)  A 8,150  (5) 03/15/2022  A 104,700  MediaAlpha, Inc. [ MAX ]  3. Date of Earliest Transaction (Month/Day/Year) of Service of Conversion (Month/Day/Year)  A 8,150  Table (Month/Day/Year)  A 104,700  (6) Class A Common Stock  Class A Common Stock	(Che (Che (Che (Che (Che (Che (Che (Che	MediaAlpha, Inc. [Max]  (First) (Middle)  DIAALPHA, INC.  TH FLOWER STREET, SUITE 640  Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (Month/Day/Year)  (State) (Zip)  Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (Month/Day/Year)  (Month/Day/Year) (Month/Day/Year)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  Table II - Derivative Securities Acquired (A) or Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)  Table II - Derivative Securities Acquired (A) or Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities (Month/Day/Year)  A B. Securities Derivative Securities Acquired (A) or Disposed of, or Beneficially Owned (A) or Disposed of (D) (Instr. 3 and 4)  Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4)  A B. Securities Acquired (A) or Disposed of, or Beneficially Owned (B) or Disposed of, or Beneficially Owned (B) or Disposed of, or Benefici	Media Alpha, Inc.   MAX   Check all applicable   Director   Director   Check all applicable   Check all applic	MediaAlpha, Inc. [Max]    Check all applicable   Director   Conversion   Code (Instr. 3)	MediaAlpha, Inc.   MAX     MediaAlpha, Inc.   MAX     MediaAlpha, Inc.   MAX	

- 1. Represents grant of restricted stock units ("RSUs") under the Issuer's Omnibus Equity Incentive Plan granted August 15, 2021.
- 2. This late filing is due to an inadvertent administrative error.
- 3. One quarter of the RSUs will vest on August 15, 2022 and the remainder will vest quarterly over the following three years, in each case subject to continued employment with the Issuer through each vesting
- 4. Each RSU represents a contingent right to receive one share of Class A Common Stock, or at the option of the Compensation Committee, cash of equivalent value.
- 5. Represents grant of RSUs under the Issuer's Omnibus Equity Incentive Plan granted March 15, 2022.
- 6. One sixteenth of the RSUs will vest on May 15, 2022 and the remainder will vest quarterly over the following four years, in each case subject to continued employment with the Issuer through each vesting date.

## Remarks:

/s/ Jeffrey B. Coyne

03/17/2022

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.