

UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

Mail Stop 3561

August 8, 2018

Gillian Munson Chief Financial Officer XO Group, Inc. 195 Broadway, 25th Floor New York, New York 10007

Re: XO Group, Inc.

Form 10-K for the Fiscal Year Ended December 31, 2017

Filed March 2, 2018 File No. 1-35217

Dear Ms. Munson:

We have completed our review of your filing. 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.

Sincerely,

/s/ William H. Thompson

William H. Thompson Accounting Branch Chief Office of Consumer Products

cc: Ryan Dopkin

Director, Corporate Accounting