

Saw an ad when browsing your Facebook feed or skipped a story ad on Instagram and now can't seem to remember the ad, product, or brand? It's common. But, I have a better solution than waiting for it to appear again! Thanks to Facebook and Instagram, your recently clicked ads are saved in history.

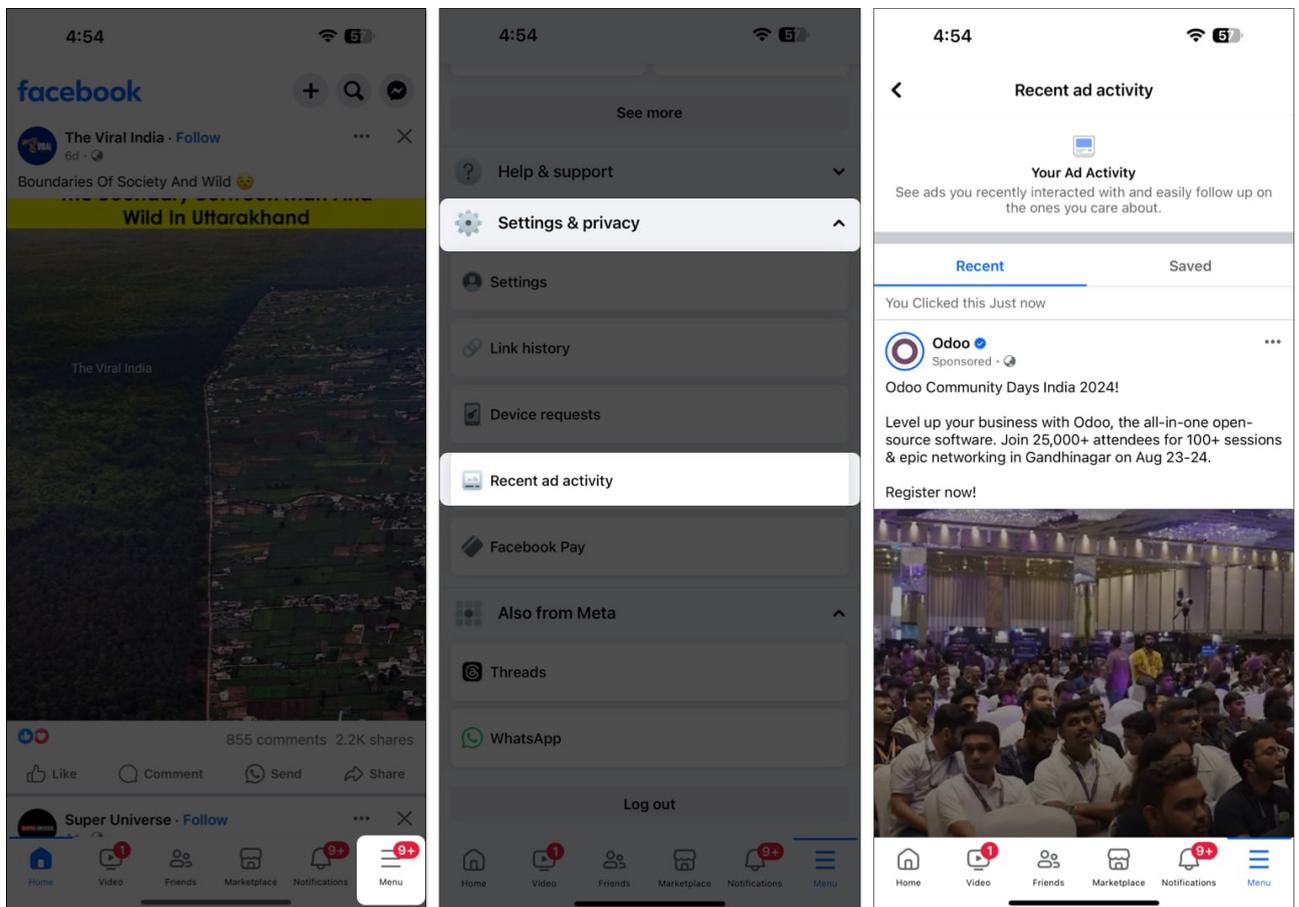


Let me show you where to find all your recently viewed ads on Facebook and Instagram.

How to find recently viewed ads in Facebook on iPhone

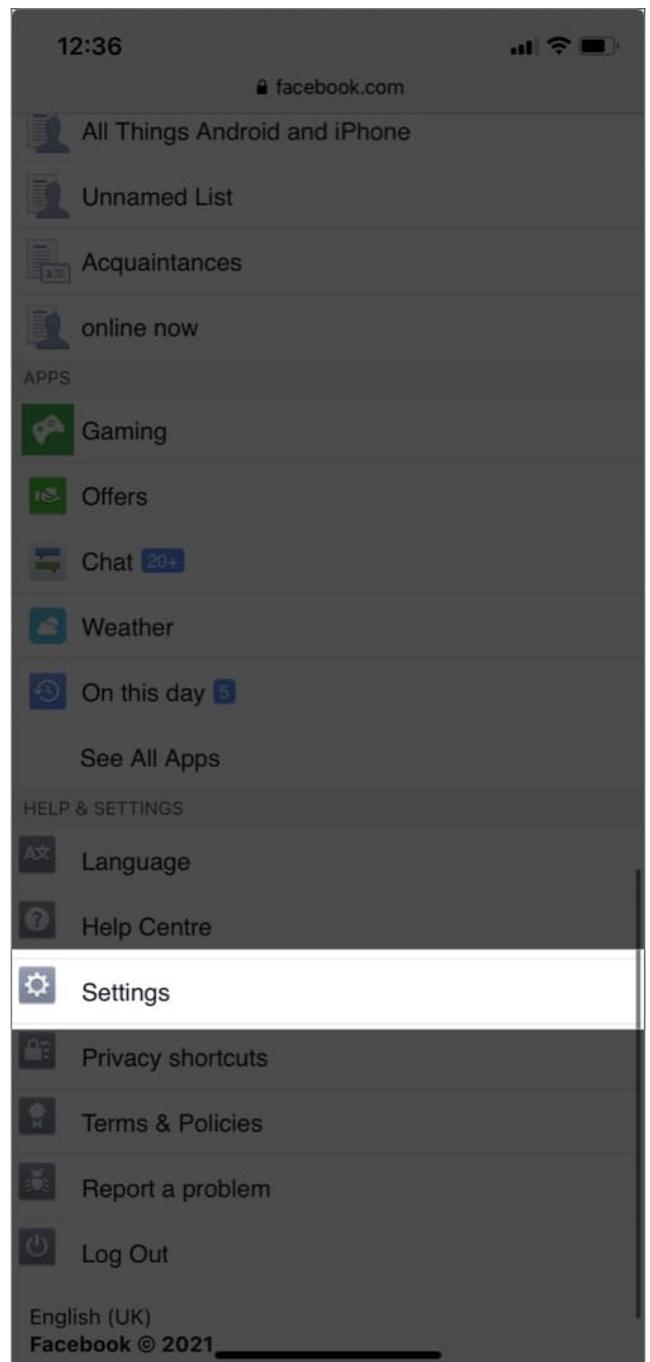
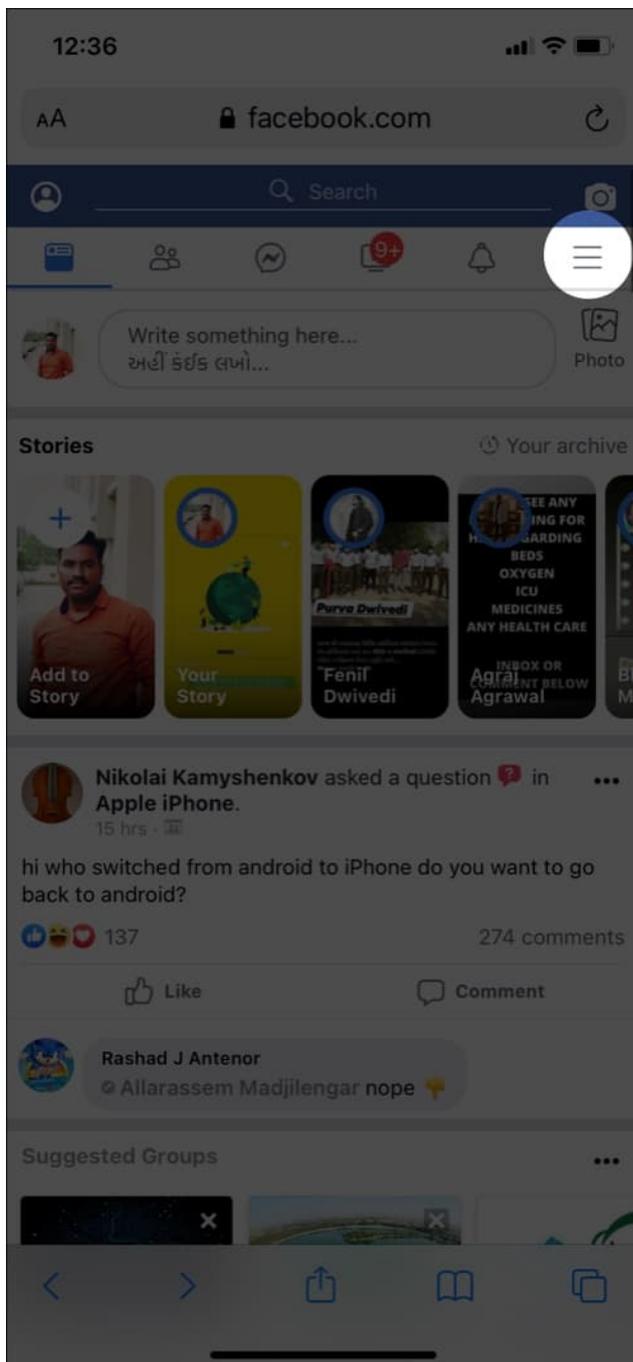
Unlike the previous version of Facebook, the option to view your recent ad activity has been tucked away. If you want to access the same on your iPhone, here's what you need to do:

1. Locate and open **Facebook** app on your iPhone.
2. Tap your **Profile picture** at the bottom right.
3. Now, Scroll down and tap **Settings & Privacy**.
4. Finally, tap on **Recent ad activity** to view it.



If you do not find the **'Recent Ad activity,'** try this method to sneak a peak. This method also works if you are using Facebook on a browser.

1. Open the **hamburger** menu.
2. Scroll down, tap on **Settings**.



3. Select **Account Centre**.

4. Tap **Ad preferences** to find recently viewed ads.

5. You will find the list of advertisers that you have interacted with on Facebook.

Note

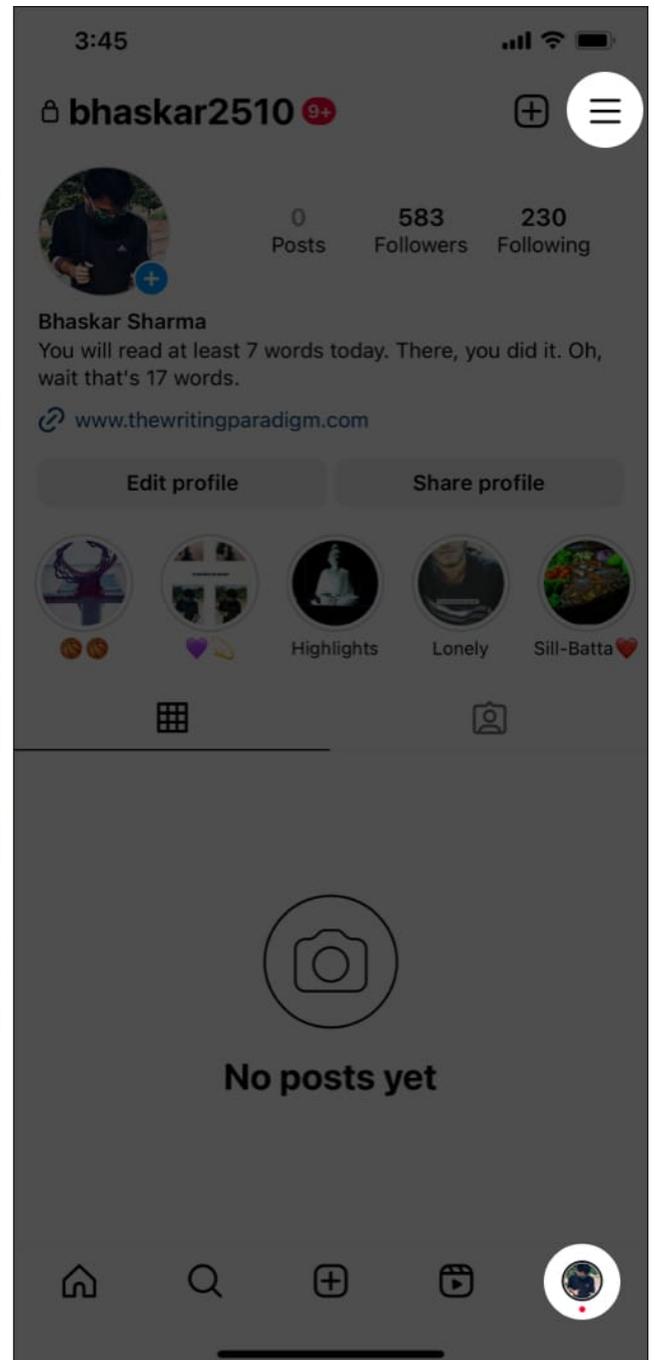
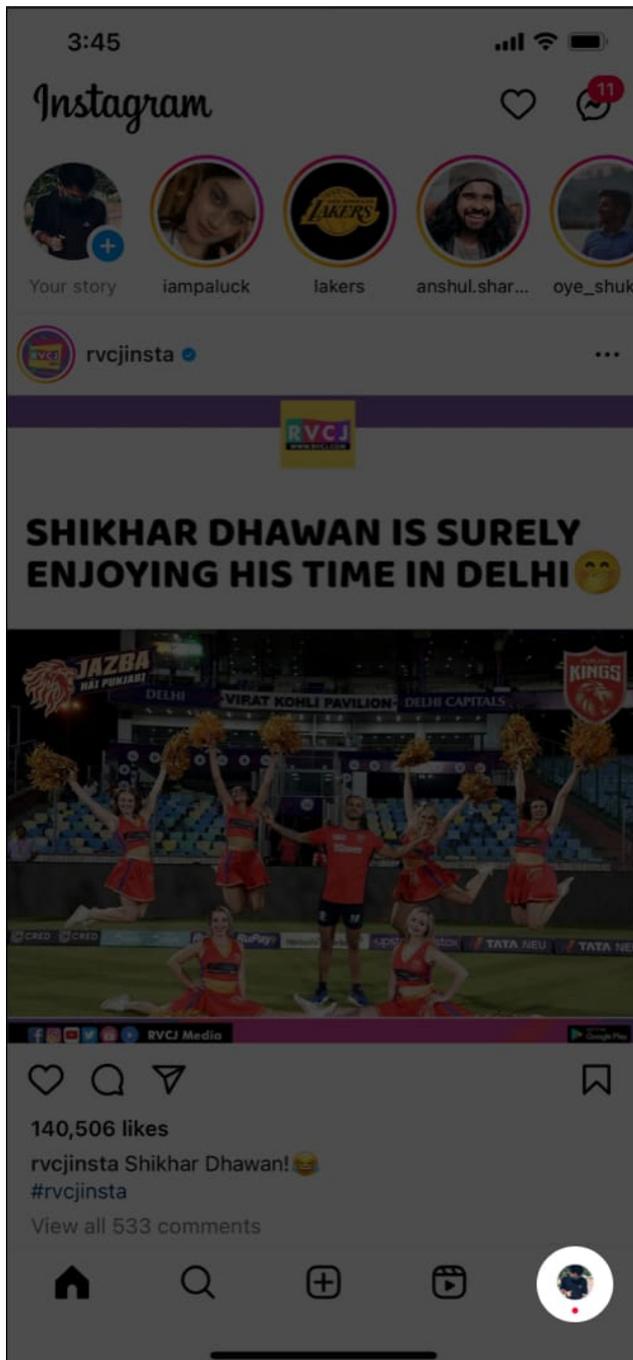
- You can also access your ad history by following the same process on the website.

However, it will only display the list of advertisers and not the ads.

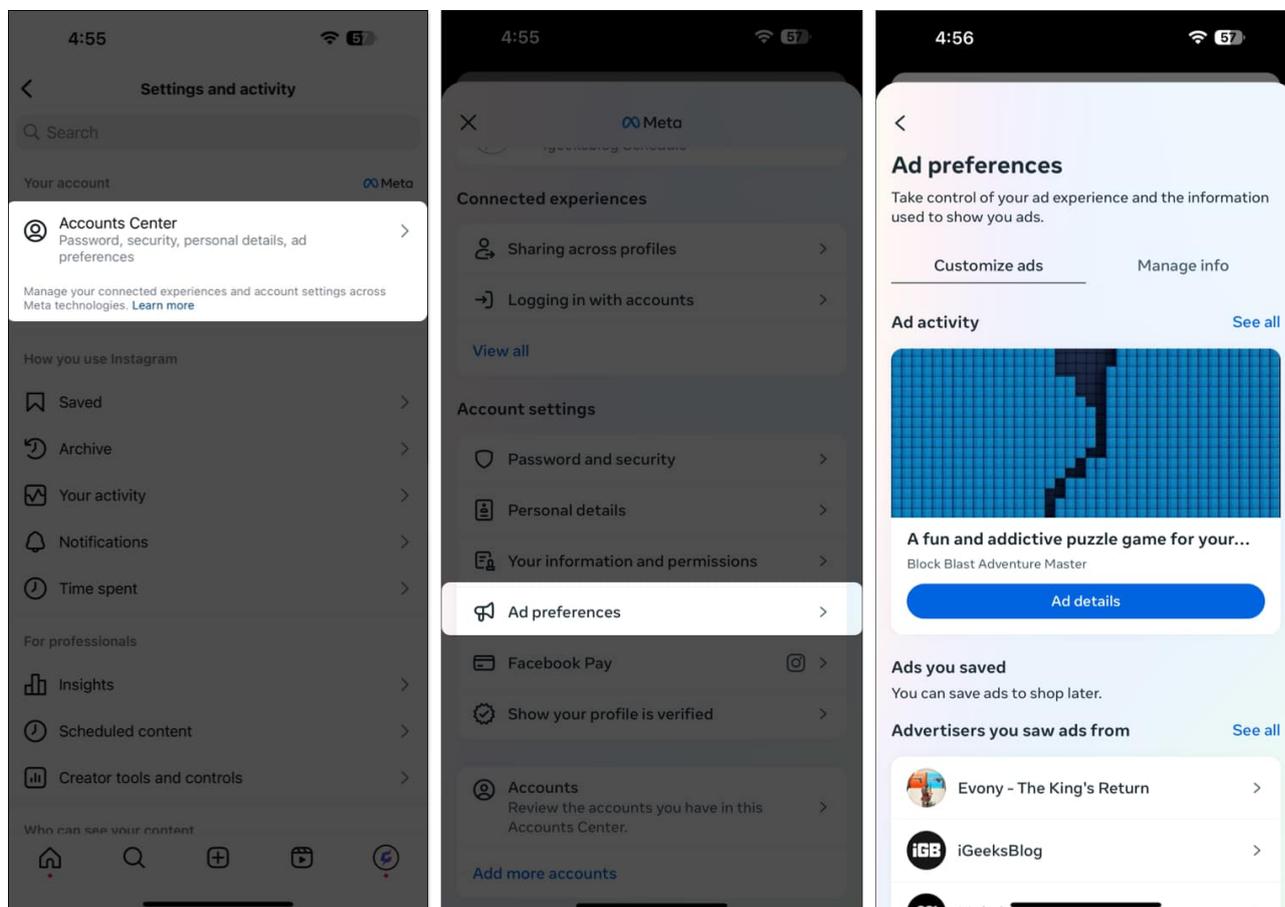
How to find recently viewed ads in Instagram on iPhone

The steps to find the recently viewed ads in Instagram have changed slightly after an update. Now, you need to go to the Account Centre page to view your ad activity. Here's how it works:

1. Open **Instagram** app on your iPhone.
2. Tap your **profile picture** at the bottom right.
3. Now, tap the **hamburger** menu at the top right.



4. Select **Accounts Center** from the list of options.
5. Tap **Ad preferences** → Then you can view the ads you have recently visited or viewed by scrolling.



This is how you can find recently viewed ads on Facebook and Instagram. Facebook is known to have a powerful suite for ad tracking, which is why it keeps a record of every activity you do on these platforms.

If you do not agree to your data being tracked, you can [change your iPhone's tracking permissions](#) or uninstall the apps.

What are your views on the same? Let me know in the comments below.

You may also check out related posts:

- [How to change your Instagram password or reset it](#)
- [Remove a remembered account on Instagram from iPhone](#)
- [How to change your name on Facebook](#)