Keep your ad records on your ads home

This page explains where Meta Ads for Authors keeps the record of your ads, what's in it, how long it's kept, and how to download or delete it.

Your records live on your ads home at flightdeck.authortools.net. There's one record for each Flight Deck: one for your own ads, and one for each client if you run ads for others. Your AI assistant reads the record at the start of every session and saves only what changed at the end. That means any chat, in Claude or ChatGPT, picks up right where the last one left off. You don't need a Claude project or a folder on your computer.

What's in a record

- **The history:** your campaigns and ad sets, every change made to them, the decisions from each review, the watch list, and any incidents or findings.
- **Meta's daily numbers** for each ad set (spend, clicks and impressions), plus the age and gender breakdowns from reviews.
- **Your Amazon Attribution numbers,** pulled through the Amazon Attribution connector at each review, or from the exports you send with the bookmark.
- **Your copy ledgers:** the exact ad copy in each ad. They're kept because Meta doesn't reliably give the copy back.

Some things are never stored: charts (they're redrawn from the numbers), Meta's raw activity log (only what changed is kept, in the history), and anything about your readers. Amazon Attribution gives totals only.

How long it's kept

- **Daily numbers:** the last 90 days. That's as far back as an Attribution pull or export reaches, so a fresh one always fills them back in.
- **The history, decisions and copy ledgers:** for good.
- **Earlier versions:** every saved version is kept for a week. After that, the last version of each day is kept, out to 90 days.

Your Flight Deck

The site rebuilds your Flight Deck from your record every time your assistant saves to it (including the Attribution numbers it pulls through the connector), and whenever the bookmark sends an export for that deck. Your assistant gives you the link.

A deck never shows your Meta ad account number or the note of who manages your ads, including when you share it with a link. Your record still keeps both, so your assistant can use them.

Download or delete your records

On your ads home, the **Your records** card has two controls:

- **Download** next to each deck gives you one file with everything in that deck's record.
- **Delete everything** removes all your decks, records, share links and exports. It asks you to type a phrase to confirm, so nothing goes by accident. Once it's done, it can't be undone.

Screenshot: the Your records card on the ads home *Capture the Your records card on the ads home, with a Download link and the closed Delete everything section.*

Both still work if your membership has lapsed, because the records are yours.

Keep a copy on your computer too

If you'd like a copy of your own as well, ask your assistant to export your records. It can also build the Flight Deck from that copy on your computer if you have Node 18 or newer installed.

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