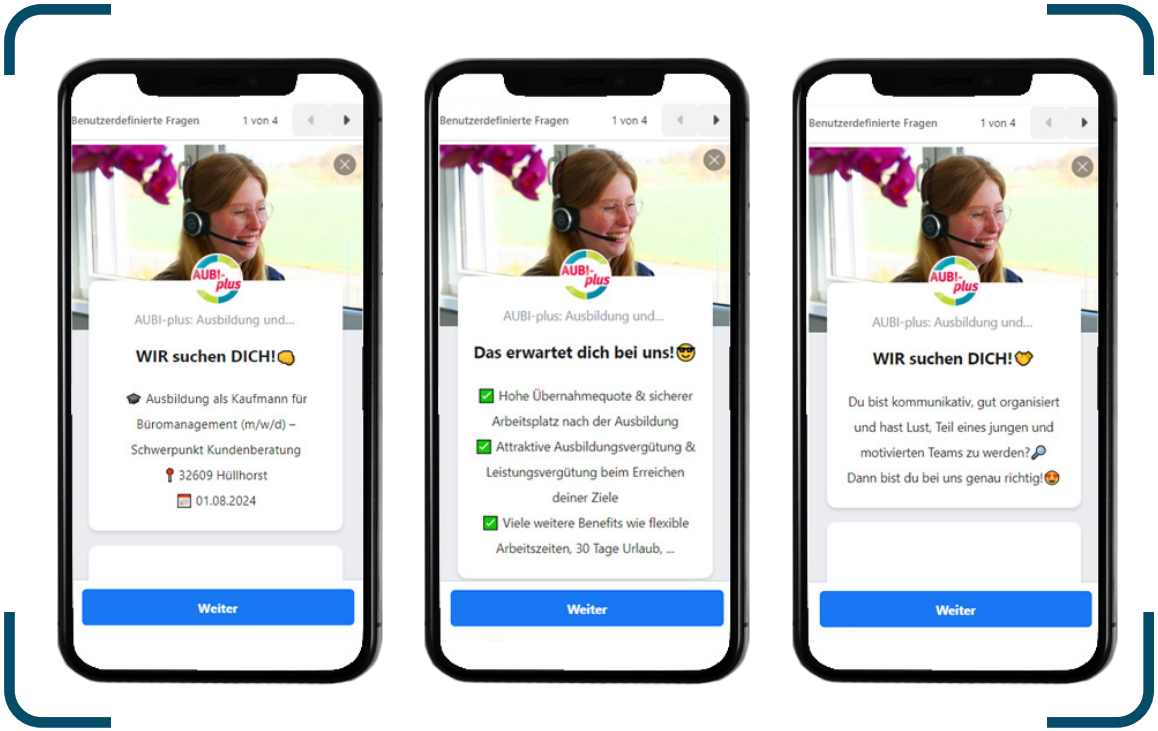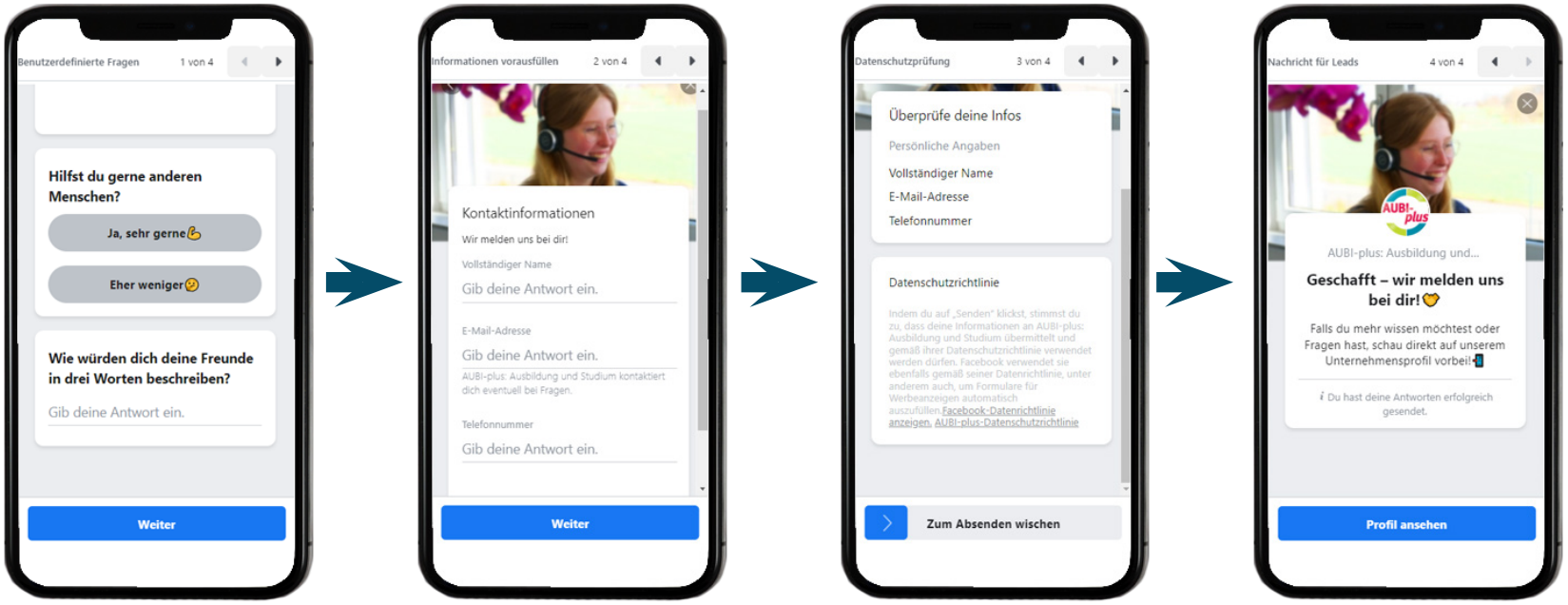META Beispiel Lead-Formular