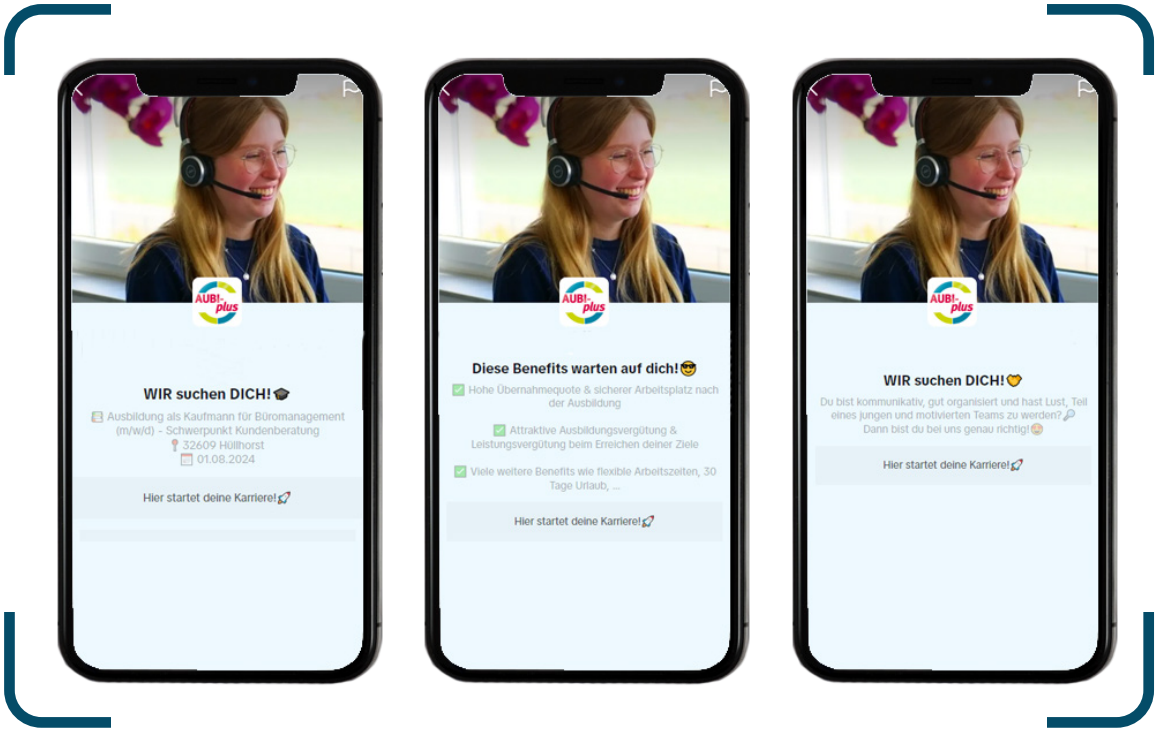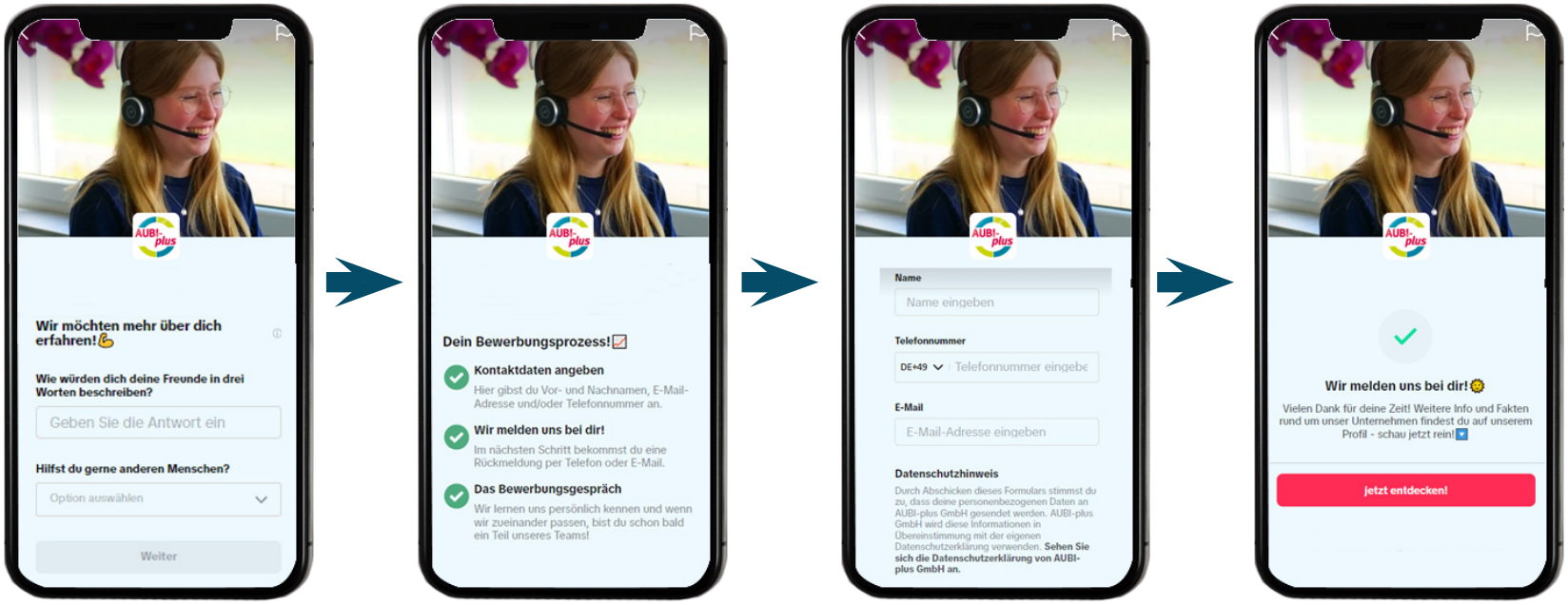TikTok Beispiel Lead-Formular