

Transitioning To Google Analytics 4: Challenges for Greek SMEs and the Tourism Sector

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Abstract

The transition from Universal Analytics (UA) to Google Analytics 4 (GA4) represents a significant shift in digital analytics, emphasizing user data protection, cross-platform monitoring, and machine learning-driven insights. This article explores the specific challenges faced by Greek businesses, particularly SMEs, in adopting GA4. Through a comprehensive literature review we highlight the operational, compliance, and data accuracy challenges inherent in this transition. Greek SMEs encounter cultural resistance to change, stringent GDPR requirements, and cybersecurity concerns, compounded by financial and technological constraints. The tourism sector, a major economic driver, faces additional hurdles in adapting to GA4's event-based tracking and real-time data needs. Despite these challenges, the adoption of GA4 offers an opportunity for Greek businesses to enhance their digital maturity and competitiveness. However, tailored strategies are required to address cultural barriers and foster a data-driven business environment, ensuring successful integration of advanced analytics tools. This article provides actionable insights for Greek SMEs to navigate the complexities of digital transformation and leverage GA4 for improved business outcomes.

Keywords: Google Analytics 4 (GA4), statistics, Greek digital landscape, SMEs, Web Analytics, data protection challenges, digital humanities